

Re-Branding Fast Moving Consumer Goods in an International Company in South Africa

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ABSTRACT This paper reports on an exploratory qualitative study of the re-branding 'process' at one of the largest Fast Moving Consumer Goods (FMCG) company in the world, by shedding light on the decisions and processes which pre-cede and follow, a re-branding exercise. The primary reason for re-branding is to 'innovate' and meet consumer expectations, and the marketing team especially the brand managers, are solely responsible for initiating changes to the package design. Furthermore, marketing research is not necessarily conducted before, during or after re-branding, and no attempts are made to assess the impact of re-branding on turnover. The implication of the findings for marketers of FMCGs is that they need to pay close attention to the consumer purchasing behavior post re-branding, by making use of inter-alia, social media and also to integrate re-branding with any package design changes required to comply with legislation.