

CLIENT WINS

Fractional CFO Company Unlocks Its Full Brand Potential

yor **CMO**
FRACTIONAL MARKETING SYSTEM

The Need For Change

Recognizing it's time for a change is something all companies will have to contend with at some point.

For one fractional CFO company, they had no trouble realizing they had outgrown their initial brand.

The problem was that they weren't sure how to actually move forward with a new brand identity—while maintaining the essence of who they always were to avoid confusion.

The company has over 10 years in the market, offering fractional chief financial officer services to law firms and other industries. It goes without saying the company was well-established, which can cause some hesitation when a brand overhaul becomes unavoidable.

This was when the company reached out to Fractional CMO [Nanda Grandison](#) for help keeping the heart of their business intact while rebranding to fit the evolving needs of the business.

Let's cover the approach, the results, and why the rebrand was so successful.

Out With The Old, In With The New

When faced with the daunting task of rebranding, Nanda didn't opt for a complete overhaul. Instead, she championed a strategy that honored the company's roots while infusing it with fresh vigor. Her plan was meticulous, starting with crafting a robust brand architecture.



Nanda streamlined the brand's essence by redefining its value proposition, honing the brand positioning, and succinctly refining the brand's character elements. This involved trimming the brand name, crafting a compelling tagline, refining descriptors, and establishing a distinct brand voice and tone.

Identity Matters

A new brand architecture is only part of the process. To better consistent and cohesive brand experience for their client —that is, the brand's personality—a new look was in order, too.

Color plays a huge role for brands. [Antonio Damasio](#), a renowned neuroscientist, discovered that people make decisions based more on feelings rather than logic.

If we apply that discovery to branding, consumers are more likely to make decisions based on what they feel about a company—and colors are powerful at provoking all kinds of feelings.

Nanda was purposeful in choosing a contemporary color palette that more clearly reflected the brand's new identity. Today, you'll see the company flaunting shades of purple, creating an approachable—yet professional—brand identity.

Looking Back on Success Factors

A rebrand isn't always successful. Think of all the new logos and names you've seen of your own favorite companies, and you'll quickly recognize the duds in the bunch.

But that wasn't the case for this fractional CFO company. Nanda ensured the company's success by always keeping the internal and executive teams engaged in every decision along the way.

Rather than keeping key stakeholders in the dark and serving a new brand identity out of the blue, she made sure everyone's voices and opinions were heard and valued, fostering an environment ripe for creativity and insightful comments.

When everyone's voices are represented, a rebrand represents more than just a few—it democratizes the brand voice and creates a more complete, compelling picture of a company.



When everyone's voices are represented, a rebrand represents more than just a few—it democratizes the brand voice and creates a more complete, compelling picture of a company.

Is a Rebrand in Your Future?

If you feel like your current name, logo, slogan, or overall brand identity has become stagnant or no longer represents your company, now's a great time to consider a rebrand.

But you don't have to do it alone.

A Fractional CMO is the ideal addition to your rebrand team. They work alongside you, offer expert advice on making meaningful changes to your brand, and stay with you to ensure the strategy is executed well.

Reach out to [yorCMO](#) to start imagining a clearer, stronger brand for the new year.



Nanda Grandison CMO

Nanda is an accomplished B2B marketing executive with extensive expertise in driving revenue, acquiring and retaining customers, and revitalizing brands ranging from small to mid-sized businesses to fortune 500 organizations.

✉ nanda@yorCMO.com

 Connect on LinkedIn

READY TO TRANSFORM YOUR MARKETING STRATEGY?

We help growth-minded CEOs get the hands-on marketing expertise they need. At yorCMO, we're on your team. By partnering on the C-Suite, our marketing experts fully engage with your company, aligning your marketing moves with your revenue goals and giving you clarity for continued, predictable growth.

Schedule a Free Consultation Today To Get Started!