

The Power of the Refresh: Reenergizing Brands Through an Integrated Approach

By Kelly Jo Jefferis

Even the greenest bananas will eventually develop spots and darken. Leave a loaf of bread out long enough, and it will turn hard and dry. Like bananas or slices of bread, brands also can become stale over time. Every great brand has a story. But even the most compelling stories need to evolve. As the first quarter of the 21st century comes to a close, now is a great time to take stock of your brand and determine whether it is time for a refresh. From the solopreneur to the largest global brands, there comes a point when your brand needs to be updated to tell your current story.

Markets shift, customer expectations evolve, and what once felt new and bold can begin to lose its appeal. That's why, roughly every decade, even the strongest brands benefit from a thoughtful update—not a complete reinvention, but a refinement. In a world where attention is fleeting and impressions are formed in milliseconds, that refresh must be reflected across every single touchpoint in the customer journey. A brand renewal requires an integrated strategy that emphasizes consistency and connection across all aspects of a product or service, from creation to delivery and customer service. A well-executed update emphasizes consistency across all touchpoints, ensuring a seamless customer experience and strengthening brand messaging and perception.

Refresh and Rejuvenate

Brand equity develops over time, but relevance has a shorter shelf life. Design trends change. Competitors raise the bar. Years can pass in a blink—and when they do, the brand that once seemed cutting-edge may now look outdated or disconnected.

A brand refresh isn't about abandoning what works, but about aligning your brand with where your company—and your clients—are heading. It's an opportunity to:

- Refresh your visuals with modern aesthetics and mediums
- Refine your messaging to highlight current priorities and differentiators
- Reinforce your purpose in the minds of your audiences
- Reenergize your team by reigniting pride and clarity about the brand they represent

Every house needs repainting, the landscape needs updating, and the HVAC system needs replacing. Think of a brand renewal like architectural preservation. The foundation stays the same, but the exterior, layout, and use of the space can be reimagined for how people live and work today.

Pull the Thread Throughout Marketing

Refreshing your brand isn't just about a new logo or color palette. It's a commitment to consistency across every channel, every asset, and every interaction.

Threaded marketing is the practice of weaving your brand's purpose, personality, and promise throughout the entire customer journey—from the first contact to a long-term partnership. While your

brand promise may remain consistent, your brand's value is shown when it aligns with the purpose and personality at the moment it's delivered. It's about aligning your:

- Visual identity (website, proposals, signage)
- Verbal identity (tone, messaging, positioning)
- Experiential identity (events, onboarding, delivery)

Too often, firms stop at superficial changes—a rebranded website or a new PowerPoint template—without connecting marketing, business development, service delivery, and client experience. Threaded marketing makes sure that the brand story on your homepage is the same one a client experiences in a proposal, hears during a kickoff call, and feels when a project is delivered and an invoice is sent.

From Message to Moment: Embedding the Brand in Every Experience

In professional services, the brand is the experience. A client's perception is influenced not only by what you say but also by how consistently you demonstrate it. This means every team member acts as a brand ambassador. Every proposal serves as a brand statement. Each meeting, follow-up email, and site walk offers an opportunity to reinforce your promise. When marketing is fully integrated into your operations, business development, and culture, the brand becomes more than a campaign—it transforms into a culture.

According to leading industry analyst firm Forrester, the combination of the overall customer experience (CX) and brand experience (BX) can significantly boost a company's revenue. Forrester introduced The Total Experience Score, a matrix that highlights the importance of focusing on both the customer experience and the brand experience. Their findings show:

- Improving CX can lead to a 1.5x increase in revenue
- Enhancing BX can generate a 1.6x revenue boost
- And when companies improve both CX and BX, it can lead to a 3.5x rise in revenue

Bringing It All Together

A brand refresh every decade or so presents firms with a powerful opportunity to reflect, refocus, and recommit to their identity and the value they provide. However, its true impact is achieved when that renewed identity is woven into every part of the business. Companies that adopt this approach don't just appear good—they *feel* different to their clients. More unified. More confident. More dedicated. In a world where standing out is hard and trust is crucial, consistency is what makes a brand memorable. It also links your brand promise directly to its overall value.

Byline: Kelly Jo Jefferis is the President and founder of the Threaded Marketing Group, with over 24 years of experience in corporate marketing and communications. Her work has included strategy development, project management, proposal execution, and maintaining brand consistency for clients ranging from small, local businesses to some of the world's largest companies. Before founding Threaded Marketing Group, Kelly Jo was the National Marketing Manager for a global construction firm. She regularly gives back by serving in leadership roles for professional organizations, including the SMPS, BUILT National,

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