empower

Rebranding

in mergers and acquisitions (M&A)

The moment of truth

Especially since 2020, the COVID pandemic has caused significant economic changes in many companies. For some companies the pandemic means economic problems and for others it leads to financial upswing. According to pwc, 24 % more M&A transactions completed in 2021 since the beginning of the pandemic, despite expected declines.

Ever since companies have existed, there have been mergers and acquisitions (M&A). Hoped-for economic advantages form the basis for most companies to sell or acquire other companies. Once a transaction has completed, the moment of truth follows: whether the merger's hoped-for benefits will actually appear.

Implementing a merger is no easy task.

The goal of the stakeholders involved should be to position the company sustainably in the market. Rebranding is a central component for many M&A operations that often gets underestimated.

What exactly is rebranding and what is its significance in relation to M&A?

empower

Table of Contents

Introduction

Against the background of M&A, a company often must reorient and reposition itself. In many cases, faulty brand integration leads to failure of the merger; brand awareness and trust suffer; projects fall short of expectations, or even fail altogether. One of our examples even shows that poor brand management resulted in sales losses of 17 %.

Many M&A guidebooks do not go far enough into detail about rebranding after a corporate merger or acquisition. In this whitepaper we analyze M&A-related rebranding tasks, look at KPIs and reasons for M&A failures, and highlight rebranding's role after a merger or acquisition. We then show you how to proceed to successfully implement a rebrand, and software tools that support you in doing so.

Lastly, in our interview with renowned communications and presentation agency K16, we focus on what you should pay attention to when planning and implementing a new corporate design and what role documents, especially presentations, play in the context of a rebranding.

1. Analysis of M&A activities and significance of rebranding

1.1 Overview of international M&A activities

Definition of M&A and rebranding

First, we need to define the terms “rebranding” and “M&A”, then highlight their interrelationship.

Rebranding: changing the way an organization, company, or product appears to the public.

The term rebranding refers to a company changing its brand. This can be a complete redesign of the brand or a slight change. It can also mean reviving a company’s image – for example, when a company’s image no longer resembles the desired target. Rebranding closes the gap between a company’s identity and its external perception with the aim of increasing trust in the brand.

M&A: merging with another company, purchasing another company, or advising another company on the execution of such a transaction.

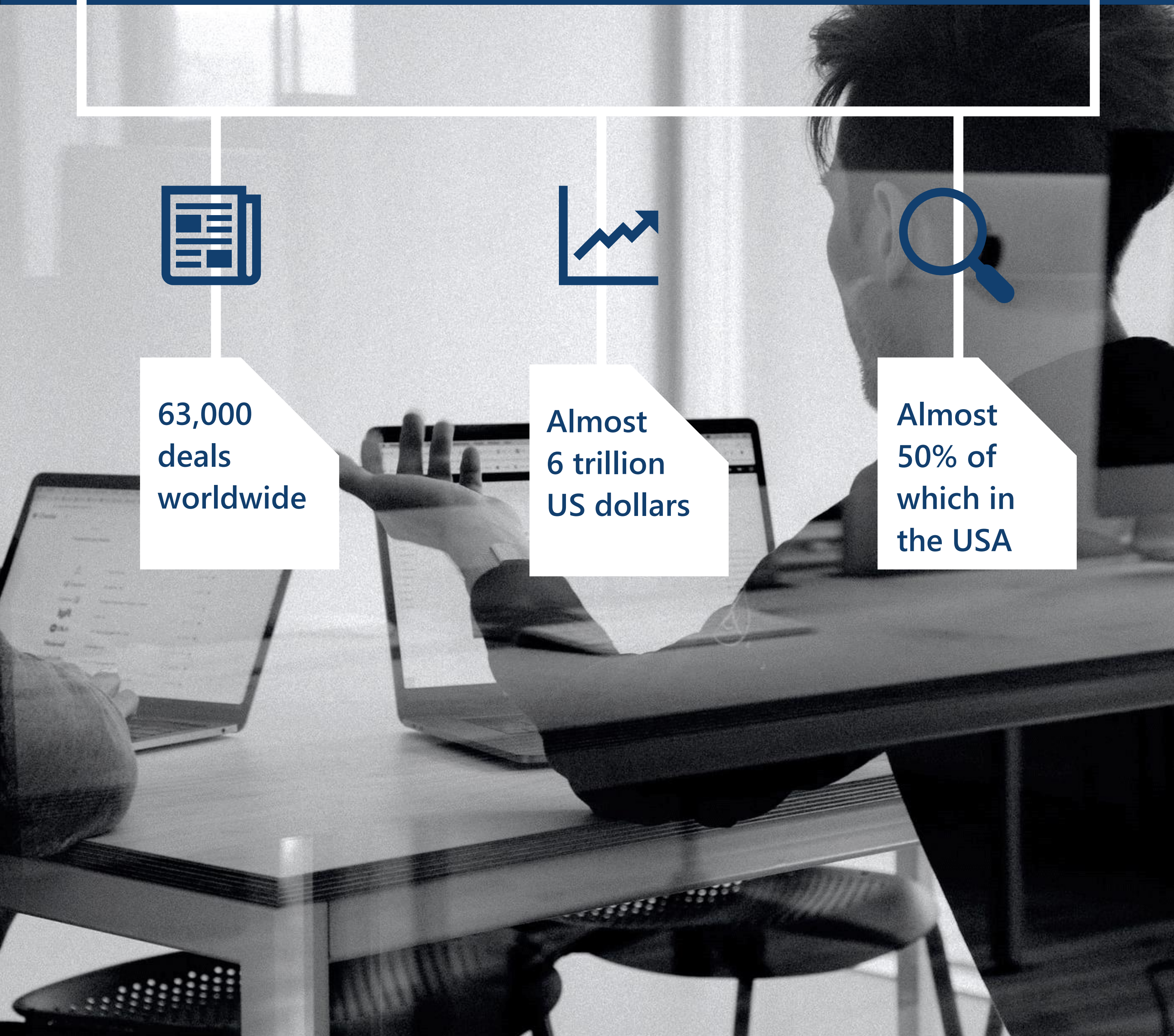
M&A is the abbreviation for mergers and acquisitions. It is the name for a process in which companies are brought together. M&A refers to corporate transactions such as company acquisitions, sales, and mergers. The reasons for a merger are many and varied, e.g. a better competitive position, greater market power, or synergy effects. However, it is often the case that a company becomes the target of an acquisition because it is particularly successful. In this case, one speaks of an acquisition.

M&A deals: indicative numbers as of 2021

In 2021, there were more than a record-breaking 63,000 M&A transactions announced or completed worldwide.

In terms of deal value, global M&A activity was also at a maximum. In 2021, the value of global deals amounted to almost six trillion US dollars.

In the United States, the 2021 total M&A value reached US$ 2.6 trillion, twice the value of 2020.

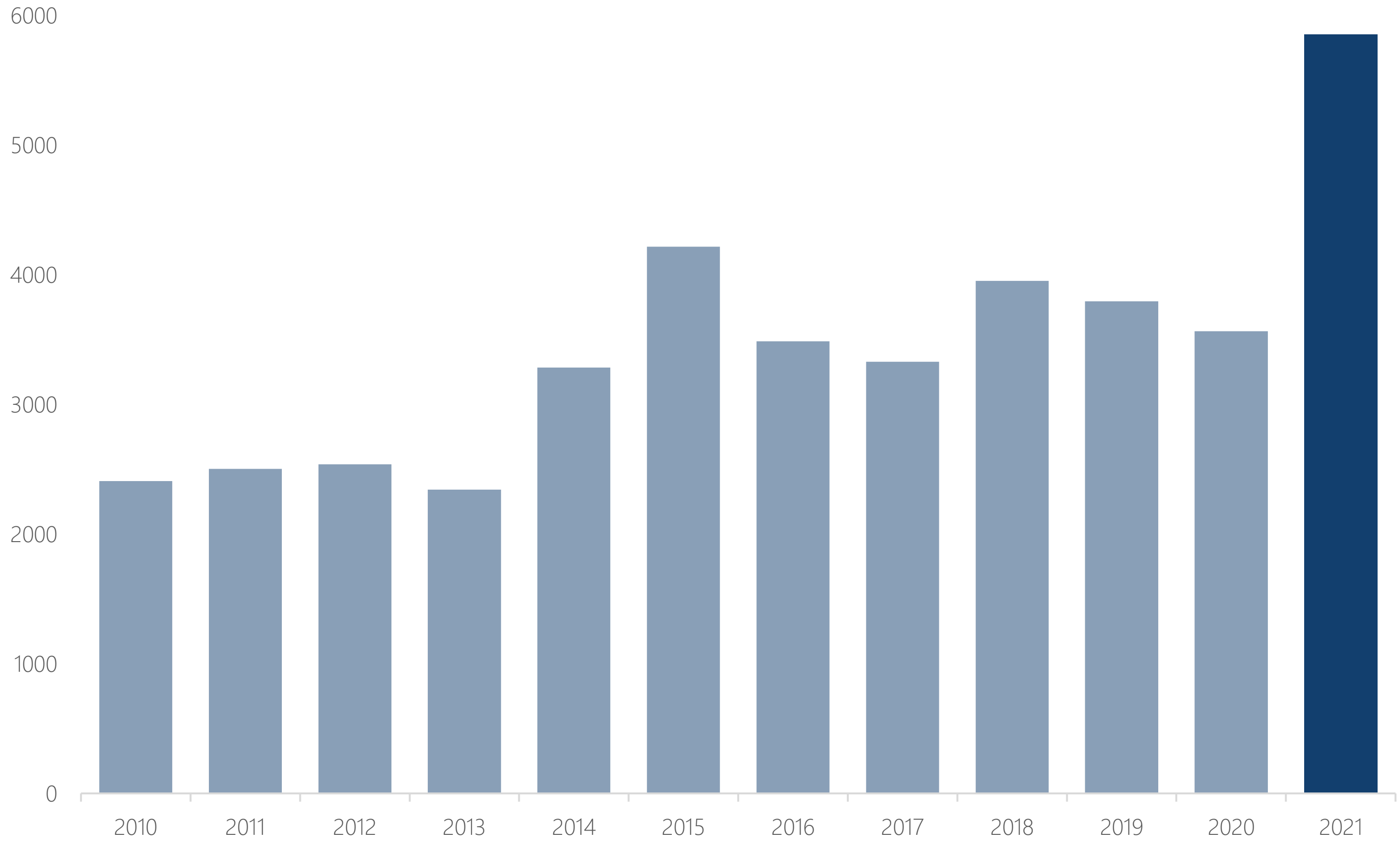


63,000 deals worldwide

Almost 6 trillion US dollars

Almost 50% of which in the USA

Value of mergers & acquisition (M&A) transactions worldwide from 2010 to 2021 (in billion US dollars)



Source: Refinitiv © Statista 2022

There has also been a lot of movement in the M&A sector in the European region in recent years. The second quarter of 2021 in particular saw a surge in activity. This resulted in an announced transaction value of around US$1,422 billion in 2021. This almost doubled the transaction value of 2020.

In 2021, there were approximately 3,000 transactions with German participation. Germany's two largest private real estate groups, Vonovia and Deutsche Wohnen, reached a transaction volume of almost US$30 billion in their third merger attempt in 2021, according to media reports.

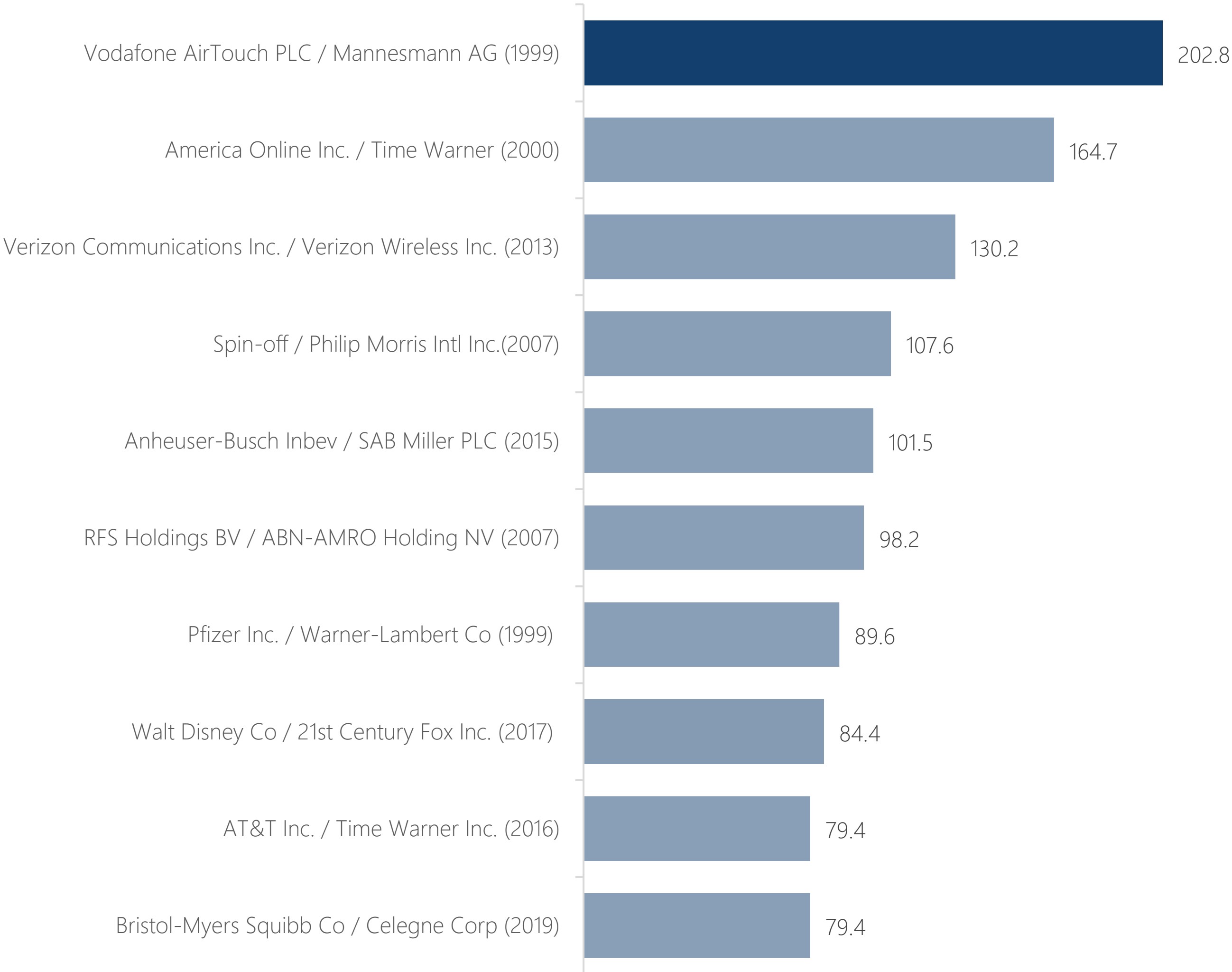
In the Asia-Pacific region, the announced transaction value in 2021 amounted to US$1,260 billion.

Chronological classification:

The uncertainty that prevailed at the beginning of the COVID crisis brought the M&A market to almost a complete standstill in the first half of 2020, but that was no longer the case in 2021. Rapid M&A activity in 2021 was fueled by strong demand for technology as well as digital and data-driven assets. Also, pent-up demand for deals from 2020 was unloaded in 2021. Many transactions that were scheduled for 2020 were delayed by the pandemic and completed in 2021. Companies restructured to build resilience, reduce costs, and strategically reposition themselves for future growth.

The uncertainty that prevailed at the beginning of the Corona crisis and brought the M&A market to an almost complete standstill in the first half of 2020 was no longer the case in 2021.

Largest merger & acquisition (M&A) transactions worldwide as of January 2021 (in billion US dollars)



Source: © Statista 2022

Take a look at the largest merger & acquisition transactions worldwide. When Britain's Vodafone AirTouch PLC acquired German industrial conglomerate Mannesmann AG, the cross-border transaction was the largest merger in history. A distinctive aspect of the deal was the fact that it represented the unsolicited acquisition of a German company, something unprecedented at the time.

Takeaways

2021 was a particularly successful year for corporate mergers compared with previous years.

Transaction value in 2021 was around US$5.8 trillion; average transaction value from 2010 to 2020 was US$3.2 trillion.

Europe completed a record high of M&A deals in 2021.

In a comparison of regions, the USA is far ahead of Europe and the Asia-Pacific region in terms of transaction value in 2021.

The Corona crisis was a catalyst for many deals in 2021 and offered companies opportunities to get a good purchase price.

empower

The most common reasons for M&A failures, with examples

M&A is a frequent business transaction. However, frequency does not correlate with success. According to Harvard Business Review, only two out of three corporate takeovers succeed. Overall, the failure rate over the past ten years has been at least 50 percent.

Companies must face many challenges during a merger or acquisition. However, these often only become apparent once the deal has closed.

6 reasons why M&A deals fail:

- Purchase purely based on opportunity
- Misjudgment of the true success factors
- Resources for integration fully or excessively utilized
- The buying company pays too high a price
- External factors such as a poor economic situation
- Poor post-merger integration process

The post-merger integration process is the focus of this white paper. Post-merger integration includes rebranding, which can be a decisive factor for success in any merger or acquisition. Money gets wasted in many mergers or acquisitions because the dynamics of these mergers on customers, marketing, and branding are not addressed on time or consistently.

America Online and Time Warner (2001): USD §99 billion loss

The Time Warner and American Online transaction was the second largest M&A deal ever. The transaction value amounted to $165 billion. An empire combining old and new media emerged. The executives behind this transaction were in a hurry to get into new media without really understanding the dynamics of the new media landscape.

That lack of understanding led to them paying too much money. Hoped-for synergy effects were never realized. Also, the corporate cultures did not match. In 2002, the company posted a loss of $99 billion.

Eight years after the transaction, the price of Time-Warner stock had fallen by more than 80 percent and the merger was reversed.

Quaker Oats and Snapple (1994): USD $1.4 billion loss

Quaker Oats acquired beverage manufacturer Snapple in 1994. The transaction value amounted to US$1.7 billion. Quaker Oats began a large-scale marketing offensive to market the beverages across the USA, placing them on shelves everywhere. But the strategy failed.

Strategists overlooked the fact that Snapple had been successful precisely because of its suburban culture yet Quaker Oats completely squandered that advantage. The acquiring management changed Snapple's advertising, and the different cultures led to a disastrous marketing campaign for Snapple, supported by managers who were not attuned to its brand sensitivity. Snapple's previously popular ads were diluted with inappropriate marketing signals.

Twenty-seven months later, Snapple was resold at a loss of US$1.4 billion.

1.2 M&A as a reason for rebranding

Why do companies choose to rebrand after M&A?

Rebranding is an inevitable part of M&A for many companies. According to a study by Landor, as many as three out of four acquisitions lead to a subsequent rebranding. M&A ranks number one among the reasons for rebranding

Landor found that "small" deals most often lead to rebranding. Acquisitions under the 100 million mark leads to a rebrand about 78 percent of the time. Viewed individually, various factors play a role in the extent to which a rebranding makes sense and is promising.

6 reasons to rebrand after M&A

1. The buyer's brand is stronger than the acquired brand / acquired brand should be rebranded
2. The buyer's brand is weaker than the acquired brand in an important market
3. Organizational changes and integration
4. Changes in the company's product range
5. Cost savings
6. Regulatory and contractual requirements

6 reasons not to rebrand after M&A

1. Strong existing brand / impairment of customer loyalty
2. Cultural differences in companies
3. Complex accounting (rebranding may require amortization of purchased brand equity, reducing first-year accounting profit even though actual performance is unaffected)
4. Planned disposals of the purchased company
5. Too much time and effort for management
6. Questionable benefits

Why is rebranding after M&A so critical to success?

Rebranding after a merger promotes profits through **efficiency** gains and cost reductions. It can increase brand growth through the acquisition of new products, markets, and customers, as well as **elevating brand awareness and trust**.

A strong brand promotes the profitability of the business. And deep brand understanding among customers creates long-term shareholder value.

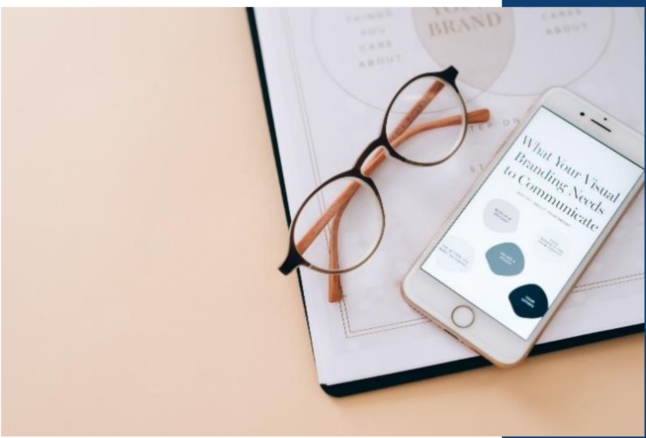
Rebranding after a merger is not mandatory. Need for a rebranding depends on the company and brand situation. If rebranding is required, it will be an especially important factor for the **success of the corporate merger** and should therefore be well prepared and carried out.

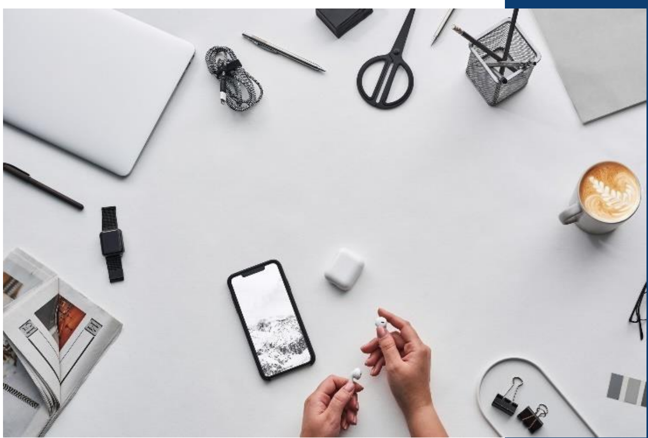
empower

2. Successful implementation of a rebranding after M&A

A well-prepared and executed rebranding process reduces costs and increases efficiency. To create clarity for customers and employees, a structured and transparent process is crucial.

Define your rebranding goals clearly from the start and have them in mind at every step of the way.





The following sections will help you plan, prepare, and execute your rebranding. We go into individual process steps such as analysis, definition of the brand character, and corporate design, as well as communication, internal briefing, and external rollout.

2.1 Successfully implementing the rebranding strategy in five steps

1

Step 1: Analysis

Before you get into the concrete planning of your rebranding, an in-depth analysis is first necessary. Focus on aligning your vision with that of your (potential) customers, and differentiating yourself from the competition. Analysis allows you to do a before-and-after comparison and identify further opportunities for adapting your brand.

Companies should first ask themselves the following questions using due diligence:

- Do we want to keep the brand alive?
- Do we want to merge the acquired brand with an existing brand, or do we want to eliminate the brand entirely?

Define your target group during the analysis.

- Which customers do you want to reach with your products?
- What are the wishes and needs of your target group?

Identify your direct and indirect competitors. Find out what works among them. Ask yourself what the current trends are in the market. 'But do not blindly chase the latest branding trends if 'they do not fit your company's values and identity.

Step 2: Definition of the brand character

In this step, determine your brand's corporate identity. Ask yourself the following questions:

- Where do you see your strengths and weaknesses?
- What makes you who you are today?
- What is your USP / core competence?
- What makes your company / brand / products different from others?
- What do you get up for every morning? What values determine your daily actions?
- What do you get up for every morning? What values determine your daily actions?
- How would you describe your company if it were a person?

Create a detailed overview of a company's mission, values, and vision. 'Remain authentic! Answer uncomfortable questions honestly and ask yourself what you want to achieve with rebranding and what is realistic.

Step 3: Corporate design and communication

Rebranding almost always includes a change to corporate design and communication of the brand. Think about which areas will change. This could be the logo, the corporate colors and fonts, the website, brand icons, and other marketing materials. The more senses you integrate into communication, the greater its tangibility and memorability.

- How can the defined brand identity be transferred to the corporate identity?
- Which brand names should continue to be used?
- Does the design reflect business goals and ideas?
- Is it concise and clearly differentiated from the competition?
- Is it applicable to different media and easy to use?
- Is the brand image consistent across all channels?

Getting professional support in marketing communications can be a wise decision. Especially for companies without their own design or graphics department, agencies are often indispensable and provide support in the development and implementation of a new corporate design. But large companies and corporations can also benefit from the knowledge and tools of external partners. In every case, the agency or consultant must understand your vision.

Remember to inform your customers that there will be innovations.

Give them insights into your process and help them understand the background. Communication increases acceptance of the rebranding.

Step 4: Internal briefing

Rebranding is a crucial transformation of your brand, and employees need to continue to identify with it. If they feel cheated or betrayed in any way, it can jeopardize the entire merger. So be open, fair, and honest.

It is common for brand and marketing teams to be excluded from M&A discussions. That can be a costly mistake. Marketing teams are acutely aware of the brand value at stake, and this is often not appreciated or understood across departments.

Successfully informing, engaging, and empowering employees before the external launch is critical.

4 basic pillars to integrate all employees in the merger process

1. As soon as employees are enthusiastic about their own company and passionate about the philosophy behind it, they cannot be outweighed by any advertising campaign or award.

2. Common values will support enthusiasm and compliance with the rebrand. To help all employees work together effectively after the acquisition, management must ensure a common understanding and convince them of the logic behind the merger or acquisition.

3. Encourage your employees to use words like “our” and “we”: our customers, our employees, we covered, etc. This is critical to a strong company culture.

4. Particularly in the case of international mergers, the aim is often to leave parallel cultures in place instead of imposing the mentality of one company on the other. Only about one-fifth of mergers and acquisitions worldwide involve complete cultural integration.

Step 5: External rollout

As soon as your decision for a new corporate design has been made and implemented, rollout and public presentation follow. At the heart of the matter is the question:

- How do you succeed in making your brand essence tangible internally and externally at all points of contact and present it in a consistent manner?

  The new design must be applied to all means of communication (business stationery, presentations, website, catalogs, social media ...). For a successful rebranding, understand that your brand image is a product of many factors and rarely remains unchanged. You should closely monitor and analyze the results of your rebranding process and adjust your decisions as necessary.

2.2 Examples of successful rebrandings after M&As

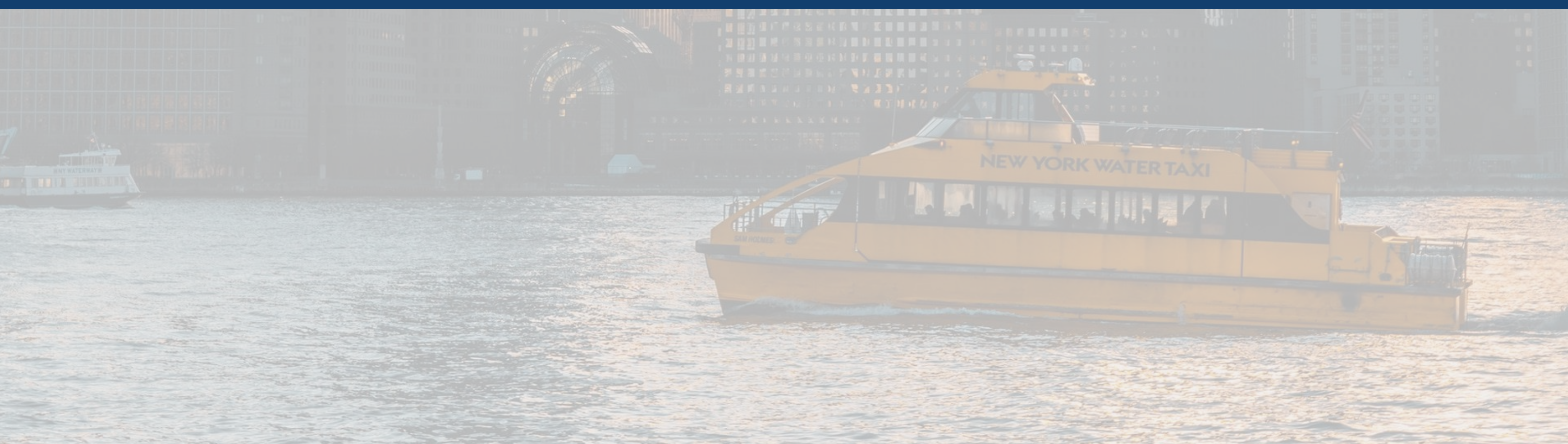
Below we have compiled two examples of successful rebranding after M&A.

ExxonMobil

ExxonMobil took a conservative approach to the merger. This involved using the brand identity values of both companies and integrating them into the new corporate identity. The brand names were merged and Exxon and Mobil became ExxonMobil. This conveyed a blend of brand values, with certain elements of both merger partners retained.

ExxonMobil's merger approach focused more on risk management than on activating new potential. That approach can prevent alienating teams and customers. This type of merger radiates a shared future for both companies.

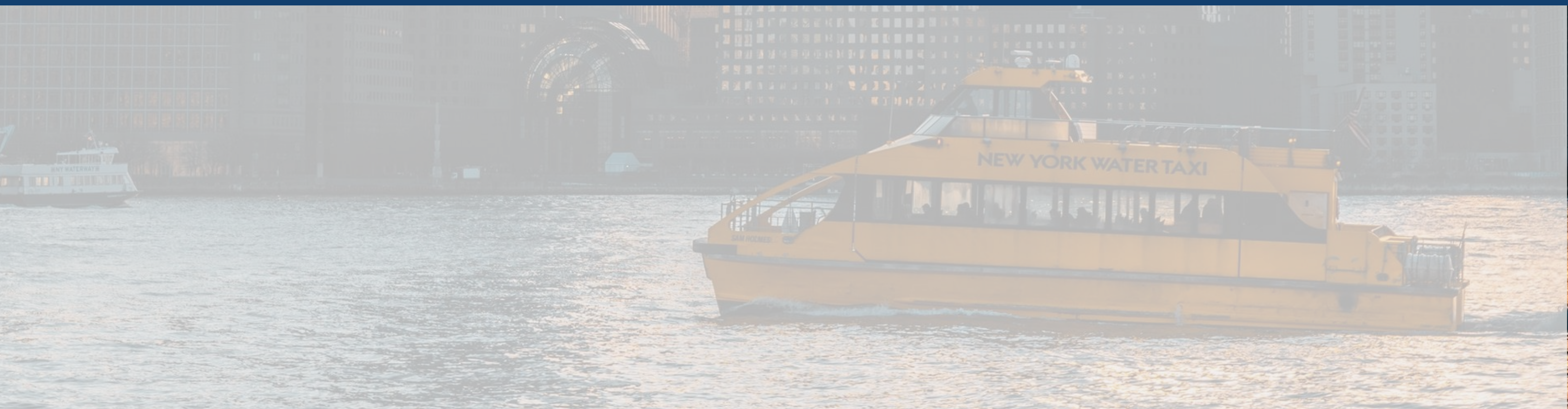
The deal was completed for US$80 billion. Since then investors have quadrupled their money and shares have risen 293 % on reinvestment of dividends. Despite initial skepticism, the merger is now considered one of the most successful in history.



Verizon

Sometimes it makes most sense to create an entirely new brand. That was the approach taken by the US telephone companies GTE and Bell Atlantic when they merged to form Verizon. This approach is usually best suited for categories undergoing extreme change, where the merging companies want to signal their evolution.

The Verizon merger happened when telecommunications was moving strongly in the direction of mobile communications. The companies wanted to clarify their innovative future with a new name.



2.3 New Corporate Design after M&A (Interview with K16)

Corporate design is often a primary concern in rebranding. We conducted an interview with K16, one of Germany's leading communications agencies for professional B2B and corporate presentations to take a close look at what to consider in a new corporate design and the importance of presentations in the context of a rebranding.

What are the opportunities and risks of a new or adapted corporate design?

When should corporate design merely be refreshed and when should it be completely revised?

What is the relationship between corporate identity and corporate design?

What should you look for when planning and implementing a new corporate design?

What role do documents and especially presentations play in rebranding?

Why is it so important for presentations to be consistent and corporate design compliant?

How can we ensure that the new corporate design is accepted and used within the company, especially in Microsoft Office?

Interview partners:
Michaela Kapalla, Strategic Consulting and Creation
Thomas Lakiewicz, Senior Art Director
David Solbach, Director Strategy

What are the opportunities and risks of a new or adapted corporate design?

“Corporate design encompasses the visual appearance and external perception of a brand. It conveys a uniform image of the company and strengthens recognition value in the public and vis-à-vis competitors. The more uniformly the appearance is conveyed, the more strongly the image is communicated.“

“For a successful rebranding, the most important thing is to define the goals. What do we as a company want to achieve by changing our brand? There can be different reasons: a merger of companies, a repositioning of the brand, identified image problems, does the product no longer work? It can be a great opportunity to query customer perceptions and to integrate them in the revision of the brand.“

“In a merger or acquisition, multiple brands collide. A smaller brand could gain stronger visibility in the market if it is retained. However, the investment must be considered. If you keep both brands, you also need to consider two brand budgets. A corporate identity requires maintenance. A rebrand requires investment to build and establish a brand, financially and in time.“

When should the corporate design merely be refreshed and when should it be completely revised??

“As a rule, companies refresh their brand over a period of seven to ten years. If necessary, this means adapting the logo, the colors, and the typography and imagery. Current trends in communication can also play a role.“

“A brand can lose its magic over the years and may appear old-school. Self-identification with one’s own brand becomes weaker. The company may become older and more serious, and the previous image loses its persuasive power. The competition and the environment change. But essential components continue to function. Apple, for example, changed its apple logo several times over the decades.“

“When considering whether a design refresh or a completely new rebranding makes sense, it is always necessary to check what works and what no longer works. Leaving aside the legal aspect that individual parts of the company no longer belong to the original organization, if a brand is uniform and well understood and the brand identity is still viable, a completely new brand structure makes no sense. Also, investment must always be taken into account.“

How do corporate identity and corporate design relate to each other?

“A company can be compared with a person. In social psychology, sympathy is a core factor. What influences perception so that someone is perceived as likeable? This can also be applied to organizations. When it comes to the appearance of a company, we speak of corporate design. If the manner of communication or action is included, then the focus turns to identity: corporate identity.“

“Visually, however, identity starts with colors, typography, and design. Colors have a very strong, emotional power with an associative effect. Traditionally, the colors pink or rose tend to be associated with girls and light blue with boys. But language is also a very important component: how does a company speak to its target groups? Serious or cheeky? Flowery or technical? Tonality is derived from identity and, in combination with the corporate design, shapes the perception of the company.”

“If corporate identity is conveyed consistently, credibly, and clearly across all touchpoints - and corporate design makes a decisive contribution to this - positive brand and communication experiences are created for customers. The perceived positioning is solidified. The design should therefore be memorable so that the company is properly seen and understood. Great brands have taken a long time to gain recognition.“

What should you look for when planning and implementing a new corporate design?

“For one thing, the relevant channels must be considered. The logo, typography, and colors must work in all channels: on the website, on the cell phone or even the smart watch, possibly also in apps, in advertising campaigns and posters, even in the interior of the premises. Any claims and the handling of a figurative mark must also be addressed.“

“Budget planning and investment security are crucial. It does not make sense to work on many topics at the same time and eventually run out of money. Certainly, time also plays an important role. The brand team should set deadlines and milestones with clear priorities. This is certainly a project management issue. Unfortunately, necessary decision-making processes are often neglected, which can lead to many time delays.“

“A style guide helps to define and document design messages based on strategic guard rails and also to transport them to others. It creates a foundation for your design. If you do not document your brand, every time you do marketing, you’ll start over and ask yourself: what was that again? How did we do it then? Other channels may be used over time, for which additional, external service providers are used. They will be enabled with a style guide to transport the brand in a consistent manner.“

What role do documents and especially presentations play in rebranding?

“Content consistency in strategic communication and consulting is crucial. In many client interactions, companies tend to put good design before good content, especially in the early stages of a project. No matter who represents and communicates the company, in what way and with what kind of materials, they should always reflect the brand. Inconsistent content and inconsistent application of a brand in documents like presentations come across as unprofessional at best, and brand-damaging at worst. Uniformity and consistency, both internally and externally, create trust and credibility and build a brand’s image.“

Why is it so important for presentations to be consistent and corporate design compliant?

“The vast majority of sales meetings still take place with the help of presentations. Many presentations to investors, HR strategies, or press conferences are based on PowerPoint. All these interactions are also about representing the brand.“

“Presentations are therefore a very important function when it comes to image stamping in presence, and must definitely be taken into account in brand design. Of course, the website is usually the gateway for customers looking for something. Web content is usually maintained centrally and therefore corresponds to the current design specifications. But when potential customers or partners are looking for personal contact, the corporate communications or marketing departments themselves rarely conduct the initial meeting, but rather the sales or specialist departments. And their task is to convince and inspire. So, it is important to maintain the first impression from the website or other media in order to create a brand experience in a sustainably memorable brand world. If the presentation and the contact reflect exactly what the other touchpoints promise, then the brand positioning is consistent and the communication convincing.“

How can we ensure that a new corporate design is accepted and used within the company? Especially in Microsoft Office?

"In the best case, employees are integrated into a brand relaunch at an early stage - from strategy development to idea development and implementation. Participation strengthens identification. This can take place individually in very different depths and in various formats. A brand only achieves its effectiveness through meaningful significance."

"The design should be understood and seen correctly by the employees on the inside. Only in this way can employees communicate the brand correctly. Some companies even prohibit the rasterization of their brand color or the addition of customer logos to position their brand in a more valuable way. A manual or style guide helps to document essential rules so that they can be understood and implemented. Town hall meetings or Q&A sessions or a task force to answer questions are useful. But training is always helpful, especially in the Office environment. This is because the new Office templates may contain new, technical functions. The old familiar files are no longer valid. Therefore, it is also fundamentally important to support colleagues in the transfer of existing documents."

3. Efficient rebranding in Microsoft Office with modern software tools like empower®

3.1 Central features of empower® regarding rebranding

Workload due to a rebranding in Microsoft Office

Planning a rebranding is one thing, but implementing it consistently in all communications and presentations is quite another. Practical implementation presents many challenges. Appearing authentic and professional means conveying a consistent and credible brand image to your customers.

Documents, presentations and spreadsheets play an important role in rebranding. In many companies, Microsoft Office is the corporate standard used to create these.

According to our Microsoft Office study, conducted by Nielsen, 50 % of new documents are created based on existing content.

So, it is particularly important that not only new documents are created in the new design, but also that all existing documents, e-mail signatures, and presentations in Microsoft Office are adapted to the new design. The corporate design adjustments decided on in the rebranding process must be distributed to all employees so they are implemented throughout the company. Many operational tasks arise when implementing a new design uniformly and without gaps.

Modern software tools simplify implementation for employees

Numerous tools support you in implementation and automate many process steps. Among them is empower®. The empower® Microsoft Office add-in helps you to maintain full control over your rebranding in Office and to implement it efficiently.

empower® ensures that the new designs and guidelines you have defined as part of your rebranding are received by all employees and implemented in all Office applications. Existing PowerPoint presentations can be transferred to your new corporate design with just a few clicks. This also applies to Word documents, Excel charts, among other things, as well as to updating e-mail signatures and updating your templates.

empower® saves valuable working time because existing Office documents do not have to be adapted manually but are automatically updated and immediately available.

Challenge		Solution
Old templates and presentations are used	→	Templates, presentations & brand assets are provided centrally and company-wide
Incorrect implementation of the new design guidelines	→	Corporate style guide is translated directly into Microsoft Office, the Design Check additionally checks compliance with the corporate design
Arduous transfer of old presentations	→	New design is applied automatically with a few clicks

Advantages of empower® at a glance

Distribute all templates, presentations, and brand assets using a central library

Manage and update all templates and content company-wide thanks to an easy update function

Access all images from your DAM system directly in Office

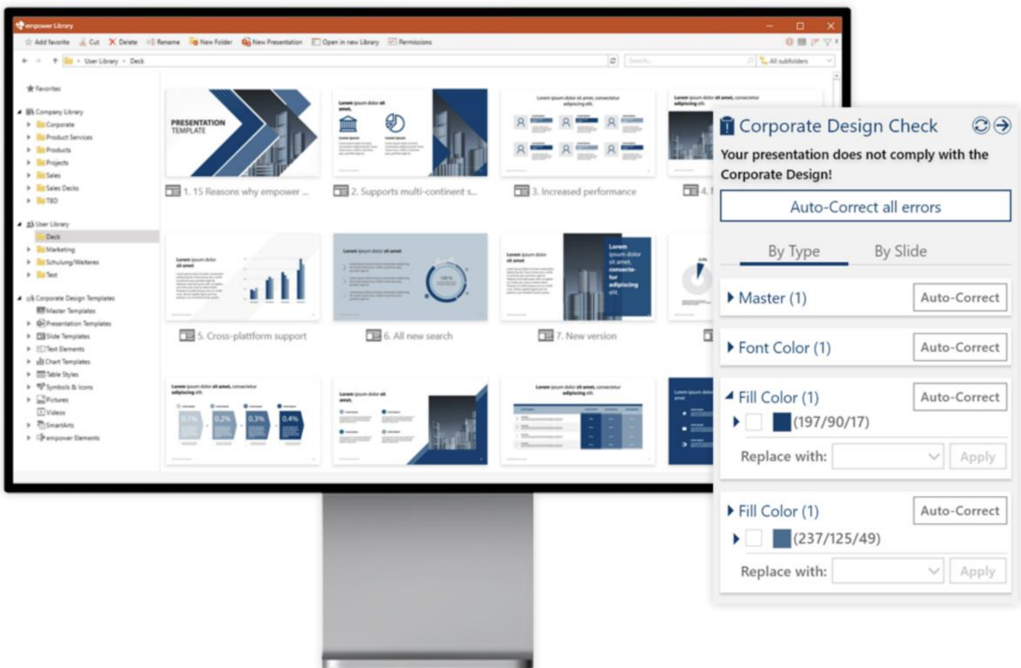
Check Office documents for your corporate design and correct deviations with one mouse click

Transfer outdated presentations to a new template or design with one click

Manage and switch different PowerPoint masters and logos with ease

Your corporate style guide is translated directly into Microsoft Office with font and color selection adapted to your corporate design

Manage and update email signatures across the enterprise with the click of a button



3.2 Rebranding in MS Office: an example with empower®

"Implementing empower® was one of the best decisions we made as part of the branding project."

Brigitte Schneider, Head of Brand Design, Merck KGaA

In 2015, the chemical and pharmaceutical group Merck decided to overhaul its entire brand identity. The goal was to drastically change the brand appearance. They wanted to represent the transformation of the company from a classic chemical and pharmaceutical group to a globally operating science and technology group. Outdated elements were removed and replaced with younger, eye-catching elements to further strengthen the "Merck" brand name.

Merck implemented empower® company-wide for 60,000 employees within 6 weeks.

Challenge:

- **New corporate design including logo, colors, and templates**
- **Employee briefing to provide new templates and brand assets to all employees and ensure they quickly adopt the new branding**
- **Update existing documents and presentations with new design**
- **Ensure the new design is applied consistently and correctly**

Result:

- **Support in practical rebranding for the Microsoft Office area**
- **New design guidelines were implemented quickly and sustainably**
- **Users convert old presentations with a few clicks**
- **No time-consuming search for the current templates and brand assets**
- **High motivation and satisfied employees**
- **Consistent brand communication**

4. Final considerations in M&A-related rebranding

4.1 Takeaways

M&A deals boomed in 2021, contrary to expectations. The pandemic brought momentum to M&A deals in 2021, which were paused in 2020. So far, it is not possible to predict from the current information which transactions will be successful in the long term. One possible cause of M&A failure is incorrect or missing rebranding as part of the post-merger integration process.

One possible cause of M&A failure is incorrect or missing rebranding as part of the post-merger integration process.

At the same time, an M&A transaction is the most common reason why companies rebrand.
1. Rebranding is promising and can boost the profitability of the business. Nevertheless, companies should be aware that rebranding after an M&A deal is a profound process that cannot be worked through within a few days. They should invest enough time to develop a clear and easily understood rebranding strategy. This includes process steps such as analysis, definition of brand character, corporate design, communication, internal briefing and external rollout. Not only should the strategy run like a thread through the entire company, but also the brand identity itself.

Ideally, the common thread should extend all the way to your Microsoft Office documents. This area should not be neglected as it affects your brand image. Most meetings still take place with PowerPoint presentations, which are also the main presentation tool in the sales area.

All documents and presentations are about representing your brand and reflecting what the other touchpoints promise, so that a consistent overall picture is created. Efficient software tools, such as empower®, ensure that the new corporate design is implemented and adhered to at all levels in the Office area. For a strong brand.

empower

4.2 M&A outlook 2022: what is next?

1. According to experts, the trends point primarily in the direction of digitization and sustainability.

Digitization has accelerated since 2020 and brought its many advantages to light. With regard to sustainability, investors will place an ever-greater focus on environmental, social, and governance objectives. In any transaction, executives should be prepared to conduct ESG due diligence.

2. The technology, healthcare, or e-commerce sectors are very popular.

The market is increasingly focused on a few industries. For example, traditional industrial or financial services companies may buy a technology company to digitize their business and future-proof it.

3. Merger and acquisition activity will continue to increase in 2022.

At least, that is what more than 350 US corporate executives said in a new 2021 year-end M&A survey by KPMG. Only 7 percent of executives in the KPMG survey expect deal volume in their industry to decline in 2022. However, this estimate should be taken with a grain of salt, given ongoing global instability since February 2022, especially in Eastern Europe.

empower GmbH

KölnTurm
Im Mediapark 8
50670 Cologne
Germany

empowersuite.com
Telephone EN US: +1 800 6570270
Telephone EN EU: +49 221 993785 77
E-Mail: request@empowersuite.com

Contact us and learn how empower® can support you in your rebranding project.

Sources:

Backovic, Lazar; Flauger, Jürgen; Kolf, Florian; Obmann, Claudia; Scheppe, Michael (2019): Warum Übernahmen so oft scheitern, in handelsblatt.com, 16.02.2019, [online] https://www.handelsblatt.com/unternehmen/management/fusionen-warum-uebernahmen-so-oft-scheitern/23979016.html [Last accessed 24.3.2022]

Bundesverband Mergers & Acquisitions Verband e.V. (2020): M&A Review, in ma-review.de, 04.2020, [online] https://ma-review.de/public-epaper/M_A_REVIEW_4-2020/#0 [Last accessed 24.3.2022]

Finch Brands (o. D.): 10 Brand Architecture Strategies After M&A, in blog.finchbrands.com, [online] http://blog.finchbrands.com/10-brand-architecture-strategies-after-ma [Last accessed 24.3.2022]

Global Expansion (2020): The 7 Biggest Mergers and Acquisitions, in globalexpension.com, 12.7.2020, [online] https://www.globalexpansion.com/blog/the-largest-mergers-and-acquisitions#:~:text=Exxon%20and%20Mobil,producers%20in%20the%20United%20States [Last accessed 24.3.2022]

Grömling, Andreas; Lerchner-Arnold, Ulrike (2021): Weltweite M&A-Aktivitäten erreichen in Q2/2021 Rekordhoch, inwtwco.com, 12. Juli 2021, [online] https://www.wtwco.com/de-DE/News/2021/07/weltweite-m-and-a-aktivitaten-erreichen-in-q2-2021-rekordhoch#:~:text=Dabei%20kam%20es%20zu%20einem,ein%20zweites%20Quartal%20in%20Europa [Last accessed 24.03.2022]

Habdank, Philipp (2021): M&A-Outlook 2022: Geht der Boom weiter?, in whatsup-corporate-finance.de, 8.12.2021, [online] https://www.whatsup-corporate-finance.de/private-equity/2021/12/ma-outlook-2022-geht-der-boom-weiter [Last accessed 24.3.2022]

Haigh, Alex (2020): To Rebrand or Not To Rebrand: When Should You Rebrand an Acquisition?, in brandfinance.com, 30.7.2020, [online] https://brandfinance.com/insights/rebranding-acquisitions [Last accessed 24.3.2022]

Isom, Philip J. (o. D.): 2021 was a blowout year for M&A - 2022 could be even bigger, in advisory.kpmg.us, [online] https://advisory.kpmg.us/articles/2021/blowout-year-global-ma.html#:~:text=In%20a%20KPMG%20survey%2C%20business,to%20rise%20again%20in%202022&text=Global%20mergers%20and%20acquisition%20activity,higher%20in%20the%20year%20ahead/ [Last accessed 24.03.2022]

Katje, Chris (2022): 9 Of The Largest M&A Deals From 2021: WarnerMedia+Discovery, Kansas City Southern+Canadian National And More, in benzinge.com, 4.1.2022, [online] https://www.benzinga.com/m-a/22/01/24871231/9-of-the-largest-m-a-deals-from-2021-warnermedia-discovery-kansas-city-southern-canadian-national-an [Last accessed 2.4.2022]

Kemper, Felix (2021): Rebranding-Erfolgsfaktoren für Ihre Neuausrichtung, in empowersuite.com, 3.11.2021, [online] https://www.empowersuite.com/de/blog/rebranding-erfolgsfaktoren [Last accessed 24.3.2022]

Kemper, Felix (2021): Der Rebranding Prozess Schritt für Schritt, in empowersuite.com, 22.9.2021, [online] https://www.empowersuite.com/de/blog/rebranding-prozess [Last accessed 24.3.2022]

Lakra, Anada (2018): Wie man ein erfolgreiches Rebranding durchführt: Ein strategischer und taktischer Guide, in 99designs.de, 2018, [online] https://99designs.de/blog/unternehmertum/erfolgreiches-rebranding-guide/

[Last accessed 24.3.2022]

Leiser, Mike (o. D.): How to Power Brand Growth After a Merger, in prophet.com, [online] https://www.prophet.com/2017/04/how-to-power-brand-growth-after-a-merger/ [Last accessed 24.3.2022]

Ligalux, Jan Kruse (2018): 5 Erfolgsfaktoren, mit denen ein Markenrelaunch gelingt, in horizon.net, 16.8.2018, [online] https://www.horizont.net/marketing/kommentare/neupositionierung-5-erfolgsfaktoren-mit-denen-ein-markenrelaunch-gelingt-168991 [Last accessed 24.3.2022]

Manager Managzin (2014): Fünf Gründe, weshalb Fusionen im Fiasko enden, in manager-magazin.de, 28.04.2014, [online] https://www.manager-magazin.de/fotostrecke/gruende-warum-fusionen-und-uebernahmen-oft-scheitern-fotostrecke-104057.html [Last accessed 24.3.2022]

Müller, Fabian (2017): Drei von vier Übernahmen führen zu Rebranding, FMCG-Branche zurückhaltend, in horizon.net, 20.10.2017, [online] https://www.horizont.net/marketing/nachrichten/MA-Studie-Drei-von-vier-uebernahmen-fuehren-zu-Rebranding-FMCG-Branche-zurueckhaltend-162000 [Last accessed 24.3.2022]

Neely, J. (2022): 3 M&A trends to watch in 2022 as dealmaking pace continues, in accenture.com, 12.4.2022, [online] https://www.accenture.com/us-en/blogs/business-functions-blog/mergers-acquisitions-trends/ [Last accessed 24.03.2022]

Ollmann, Marc (2021): Mergers & Acquisitions: Phasen, Beispiele, Aufgaben und Motive, in blog.hubspot.de, 23.4.2021, [online] https://blog.hubspot.de/sales/mergers-acquisitions [Last accessed 24.3.2022]

Patel, Kison (2021): The 8 Biggest M&A Failures of All Time, in dealroom.net, 8.11.2021, [online] https://dealroom.net/blog/biggest-mergers-and-acquisitions-failures [Last accessed 24.3.2022]

Paulus, Sabine (2021): „Konnten eigenen branchenspezifischen ‚Weltrekord' überbieten", in dertreasurer.de, 13.1.2021, [online] https://www.dertreasurer.de/news/finanzierung-corporate-finance/vonovia-anleihen-spielten-wichtige-rolle-bei-deutsche-wohnen-uebernahme-2021911/ [Last accessed 24.3.2022]

pwc (o. D.): Global M&A Industry Trends: 2022 Outlook, in pwc.com, [online] https://www.pwc.com/gx/en/services/deals/trends.html [Last accessed 24.3.2022]

Schäfer, Isabell (2019): Neues Design? Der Rebranding-Prozess von A bis Z, in t3n.de, 16.01.2019, [online] https://t3n.de/news/neues-design-rebranding-prozess-1137771/ [Last accessed 24.3.2022]

Shifrin, Loren (2021): Top Five Tips For Successful Mergers And Acquisitions, in forbes.com, 13.9.2021, [online] https://www.forbes.com/sites/forbesbusinesscouncil/2021/09/13/top-five-tips-for-successful-mergers-and-acquisitions/ [Last accessed 24.3.2022]

Shobhit, Seth (2021): Top Reasons Why M&A Deals Fail, in investopia.com, 25.5.2021, [online] https://www.investopedia.com/articles/investing/111014/top-reasons-why-ma-deals-fail.asp [Last accessed 24.3.2022]

Statista dossier on M&A in the U.S. 2021: Mergers & acquisitions in the United States, zitiert nach de.statista.com, 2018, [online] https://www.statista.com/study/65232/mergers-and-acquisitions-in-the-united-states/ [Last accessed 24.3.2022]

Templafy (2019): When two become one: how to launch a successful rebranding strategy, in templafy.com, 21.2.2019, [online] https://www.templafy.com/blog/rebranding-strategy-for-mergers-and-acquisitions/ [Last accessed 24.3.2022]

TMF Group experts (2021): 5 M&A failed deals: What can you learn from them?, in tmf-group.com, 08.10.2021, [online] https://www.tmf-group.com/en/news-insights/articles/2018/october/top-5-m-and-a-failed-deals/ [Last accessed 24.3.2022]

Wendy Bolhuis, Wendy (2020): Die Top 10 Gründe für ein Rebranding, in vim-group.com, 31.1.2020, [online] https://vim-group.com/de/blog/die-top-10-gruende-fuer-ein-rebranding/ [Last accessed 24.3.2022]