

Debranding: Stripping back your brand, to stand out

A guide in simplifying your brand
with **Thom Shardlow**

Friday 29th April 2022



Introductions

Thom Shardlow

Head of Client Strategy & Creative



About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

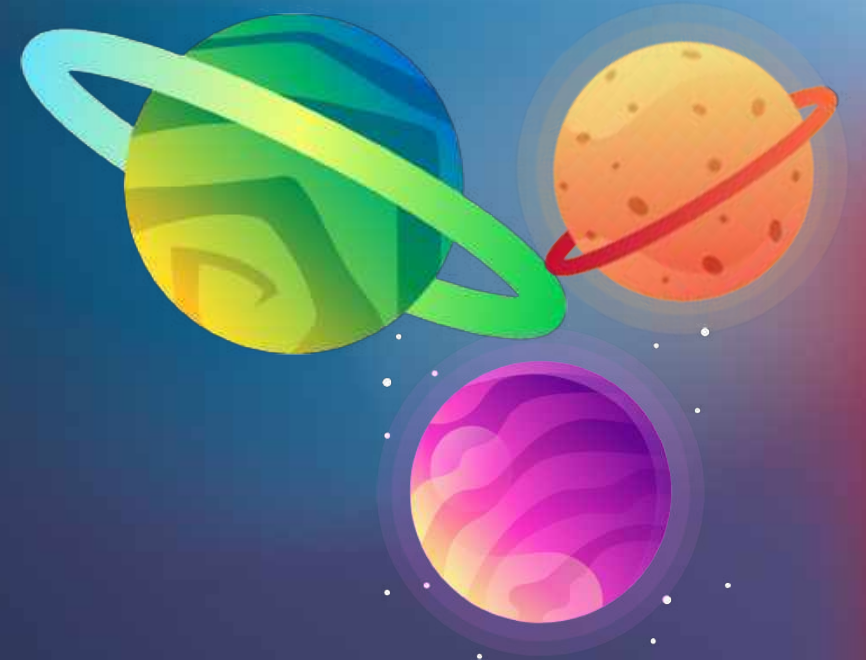
Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

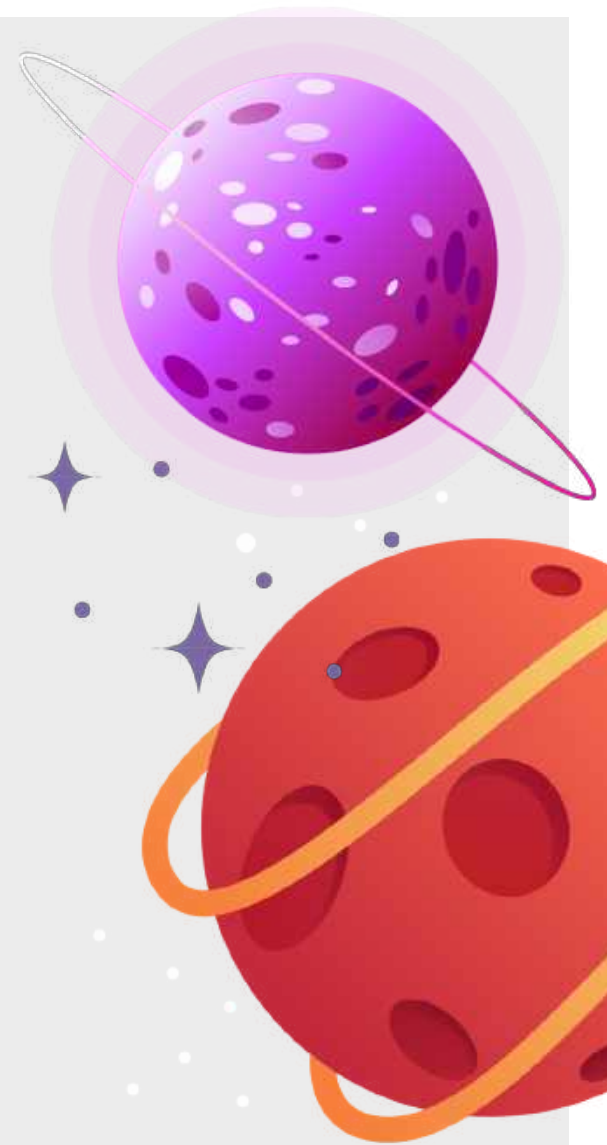


Debranding

What on Earth is it?



A **simplified** and clean visual presentation of your **logo**, potentially including the restoration of a previous logo from a simpler time



Why would you debrand?



Why would you debrand?

- Move away from negative connotations



Why would you debrand?

- Move away from negative connotations
- Relaunch with a new product or service



Why would you debrand?

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- Simplify a complex identity



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- Stand out more in a digital age



Why would you debrand?

- Move away from negative connotations
- Relaunch with a new product or service
- Simplify a complex identity
- Stand out more in a digital age
- Connect with your audience on a more personal level



How old is Debranding?

Looking at the first known cases



Nike



Photo Credit – Nike

Nike



Photo Credit – Nike

Shell

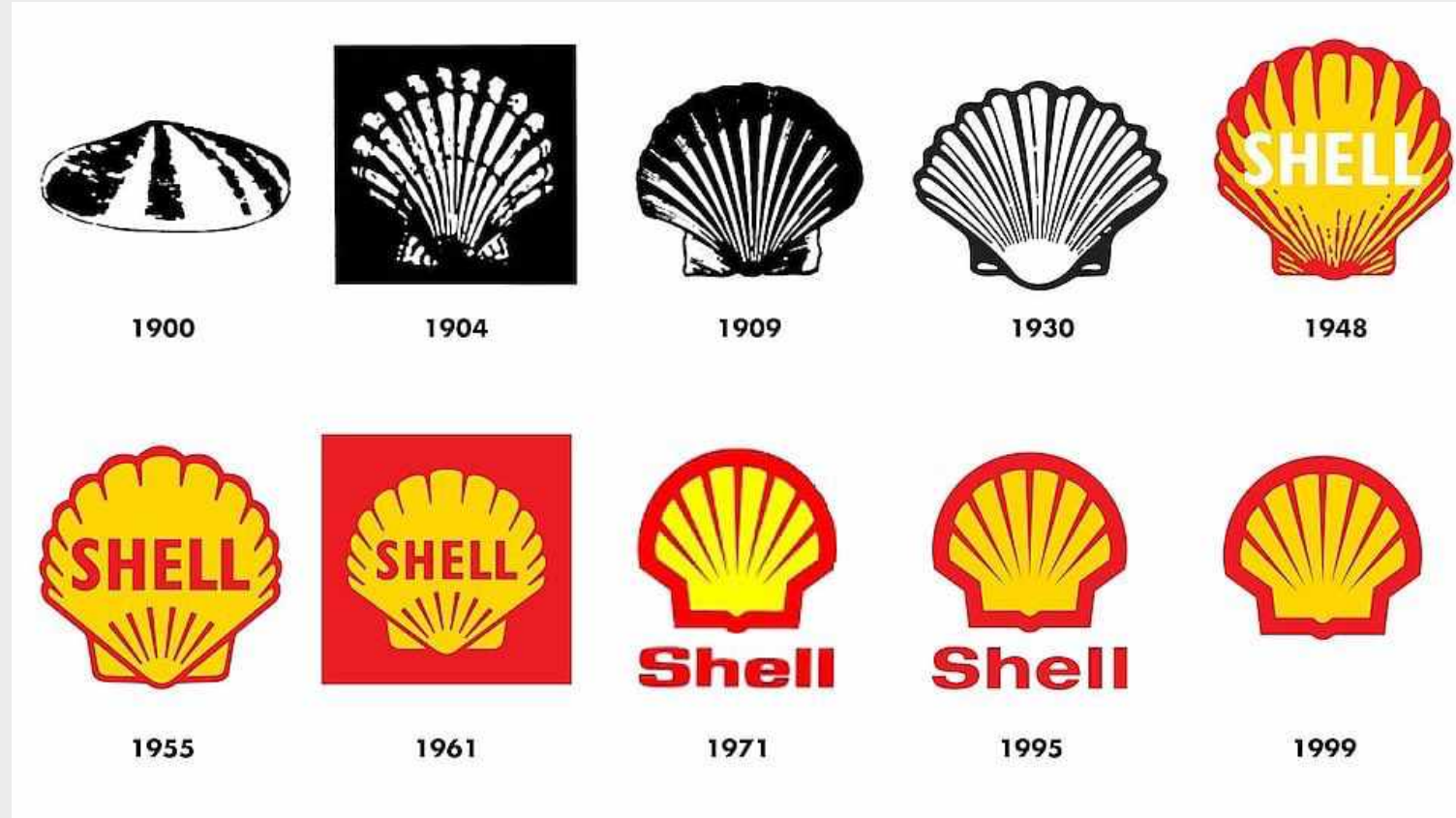


Photo Credit – Shell

McDonald's

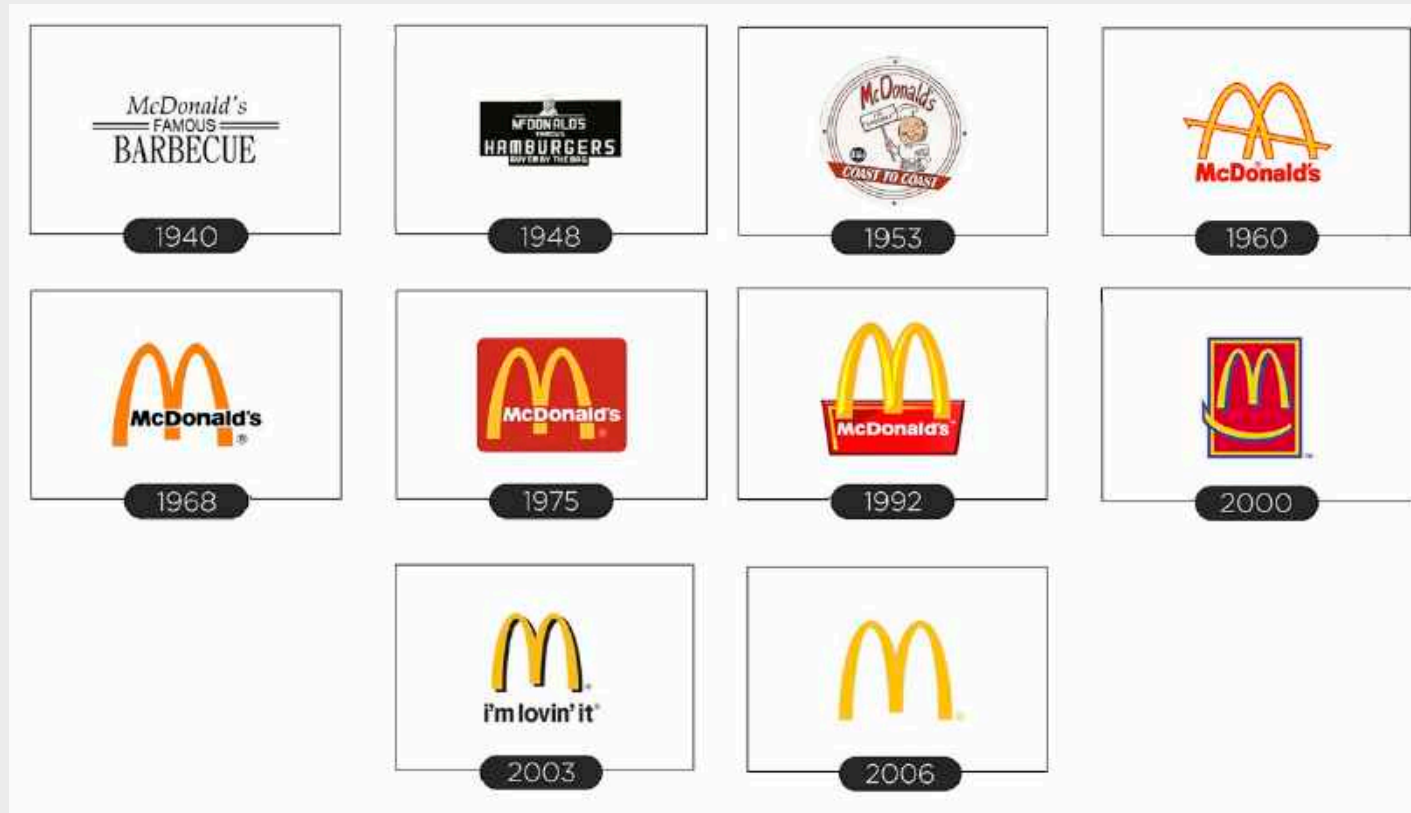


Photo Credit – McDonald's

Starbucks



Coca-Cola



Photo Credit – Coca Cola

Coca-Cola

Share a
Coke. with...



- Works at corporation level
- Adds personalisation and anonimisation
- Removes the “business” an creates a more relevant purchase
- An altered global brand
- Unlikely to work for small business
- Hard to emulate
- Started the personalisation craze

Photo Credit – Coca Cola

Personalisation

make me...



Photo Credit – Various

Personalisation

make me...



Photo Credit – Various



Personalisation

make me...



Photo Credit – Various

Personalisation

make me...



Photo Credit – Various

Personalisation

make me...



Photo Credit – Various



Personalisation

make me.



Photo Credit – Various

Personalisation

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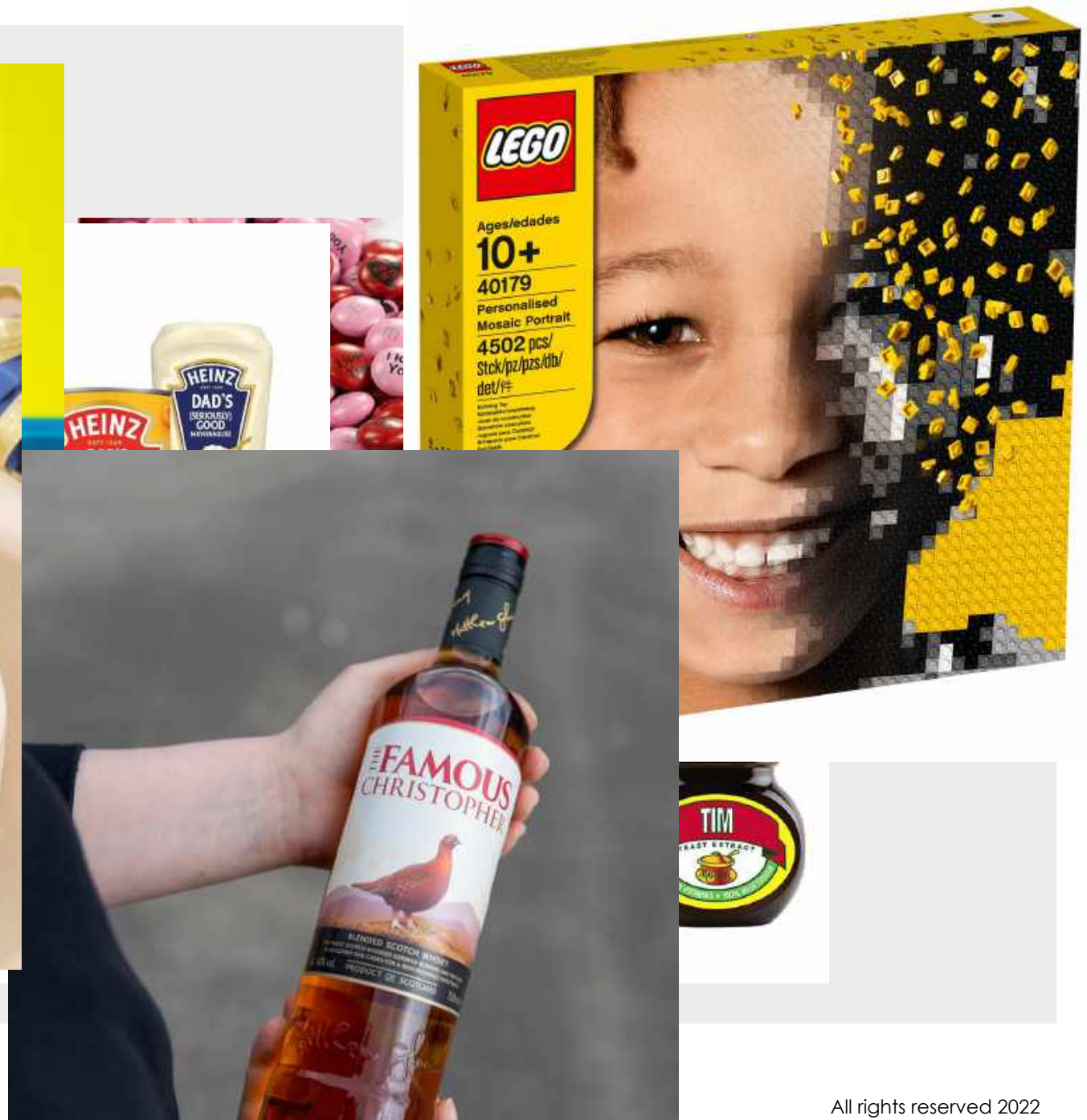
Photo Credit – Various

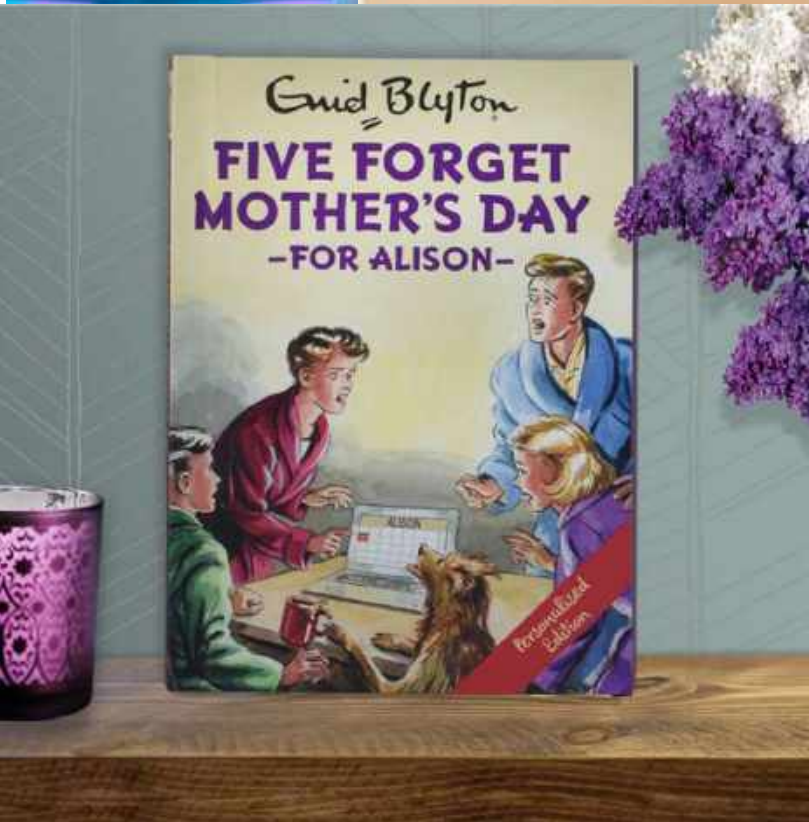


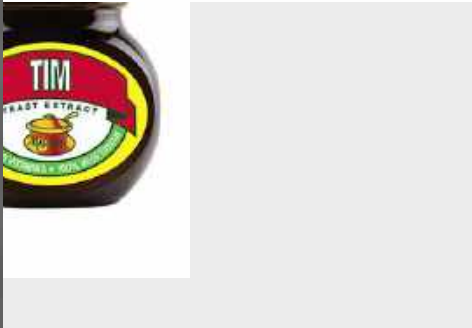
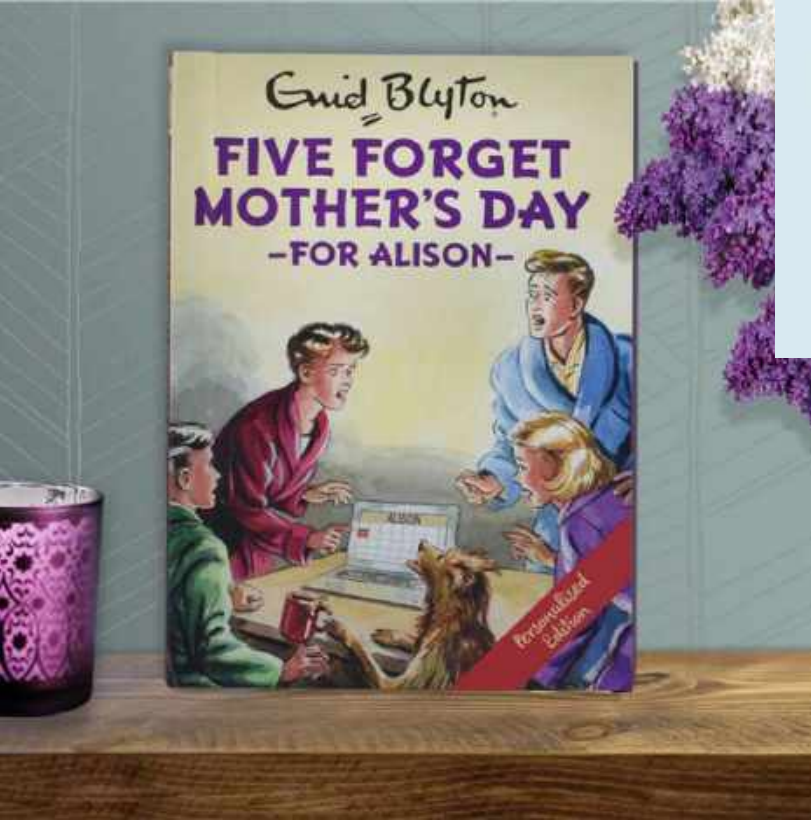
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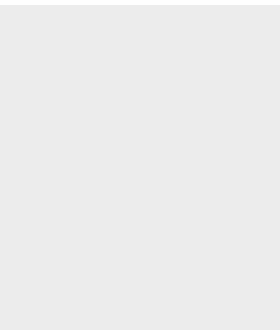


Photo Credit













[adult swim]

So why is this
relevant?



The Digital Economy

- We all make digital decisions in split seconds



The Digital Economy

- We all make digital decisions in split seconds
- We are all wonderful data miners



The Digital Economy

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- We are all wonderful data miners
- We require clear paths and clean visuals



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- Mobile first design
- Pixel Pressure



The Digital Economy

~~*The Digital Economy*~~

~~*The Digital Economy
Attention*~~

The Attention Economy

NETFLIX

The Attention Economy

NETFLIX

Uber Eats

The Attention Economy

NETFLIX

Uber Eats



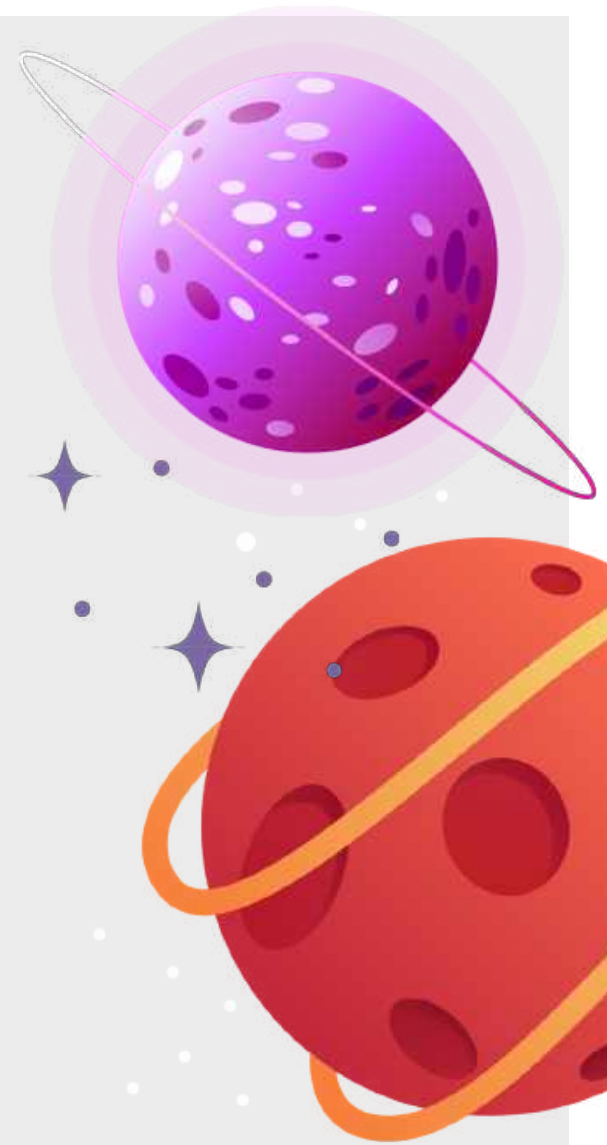
airbnb

Design inflation



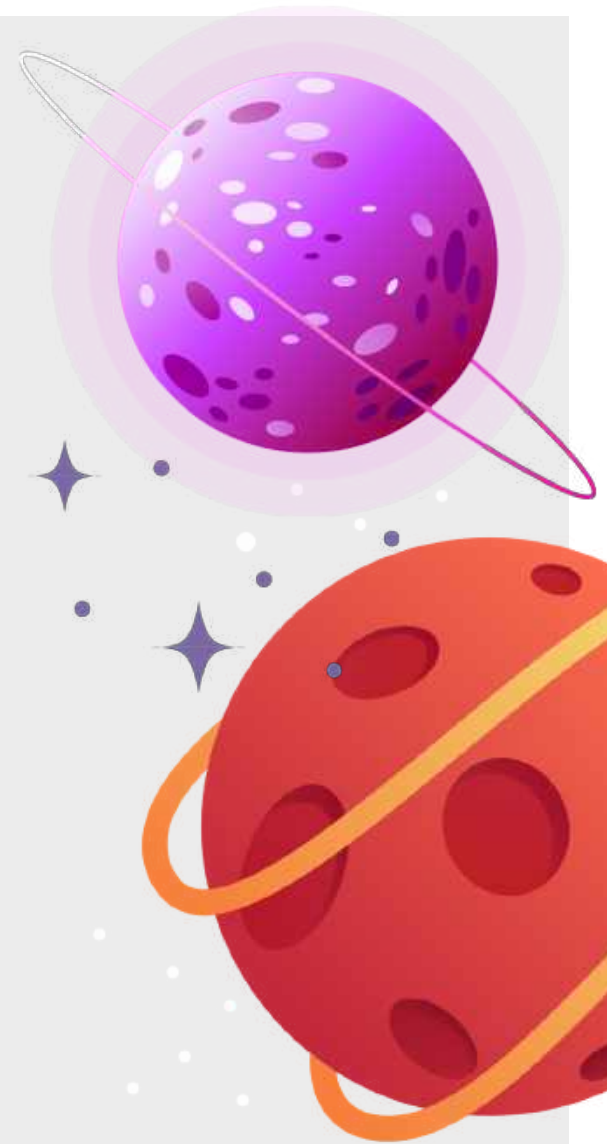
Design Inflation

- Computer software created design inflation.



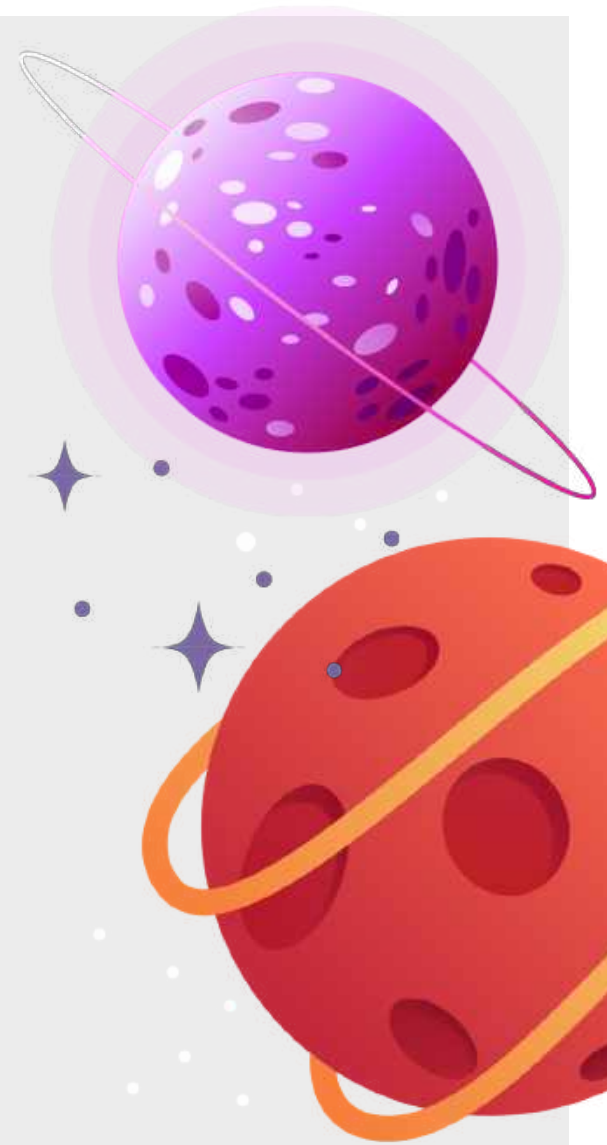
Design Inflation

- Computer software created design inflation.
- We added shadows



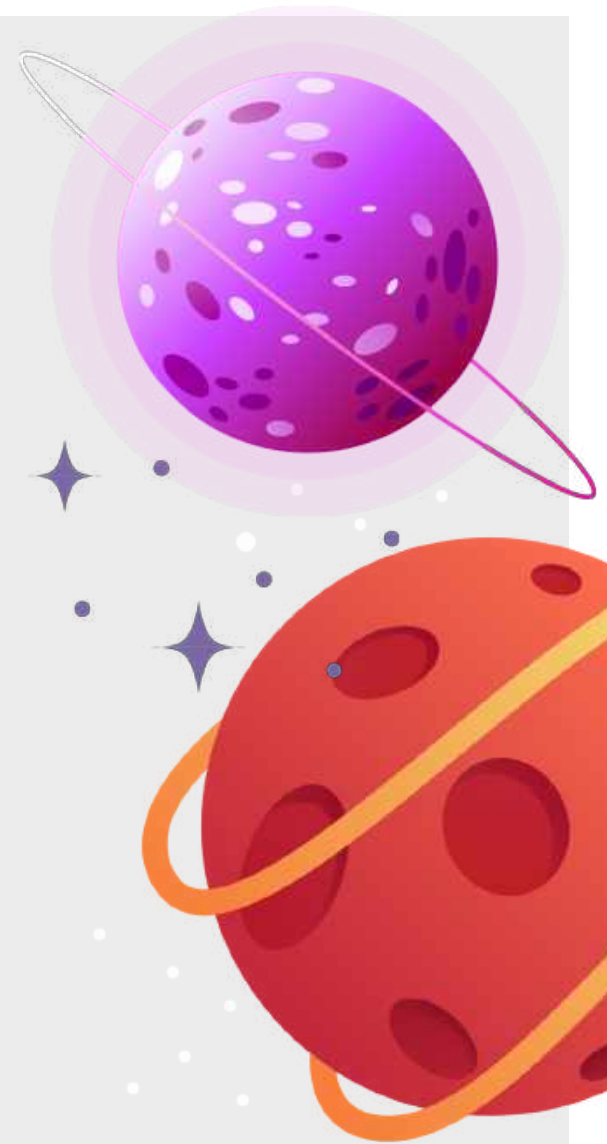
Design Inflation

- Computer software created design inflation.
- We added shadows (because we could)



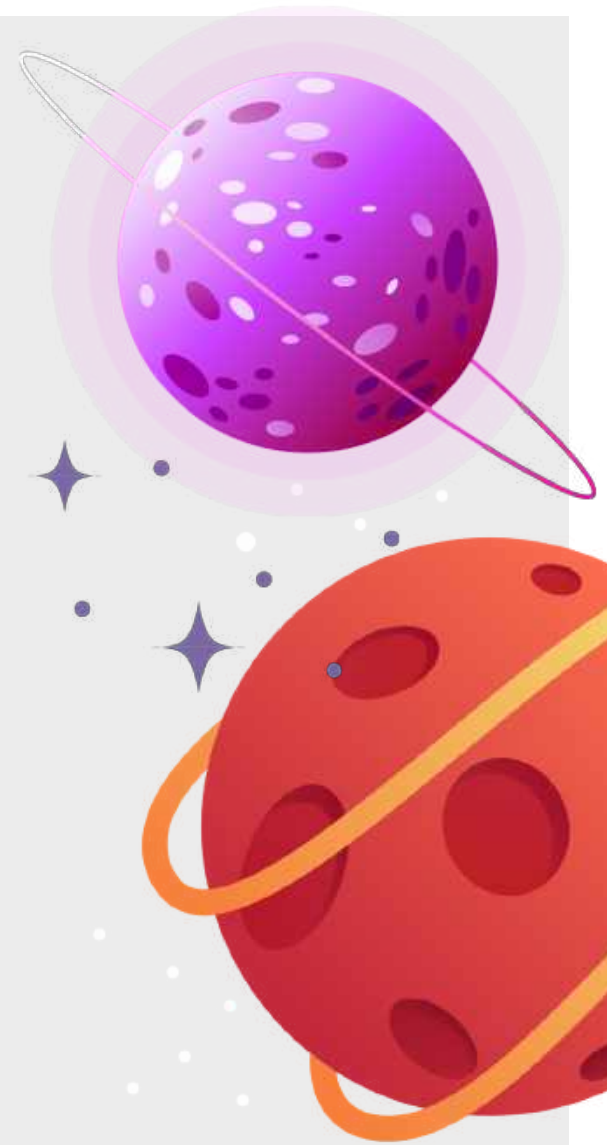
Design Inflation

- Computer software created design inflation.
- We added shadows (because we could)
- We added gradients



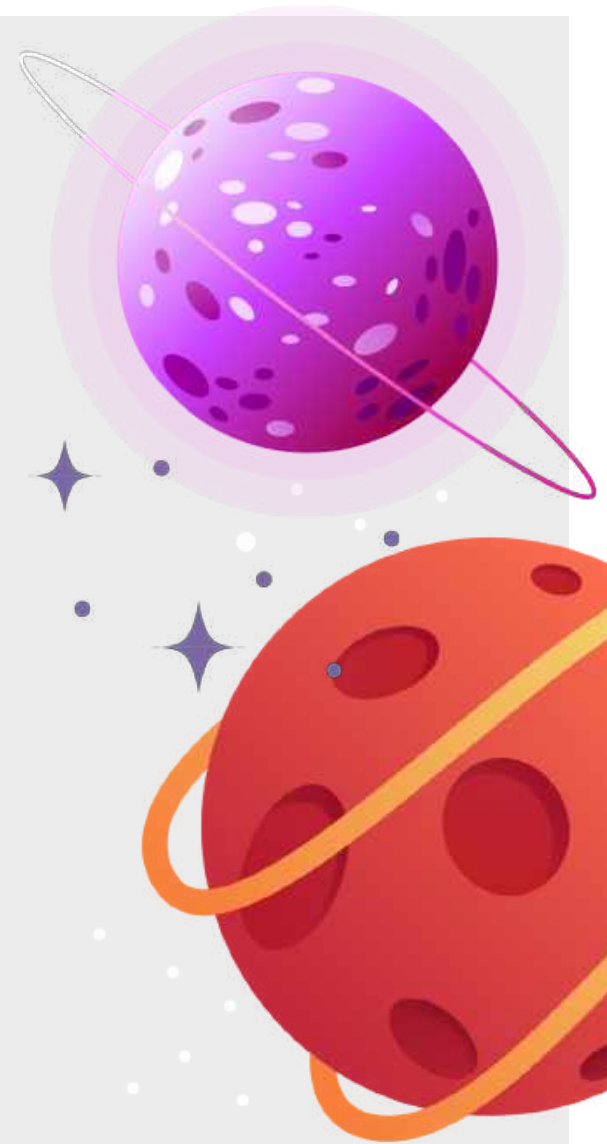
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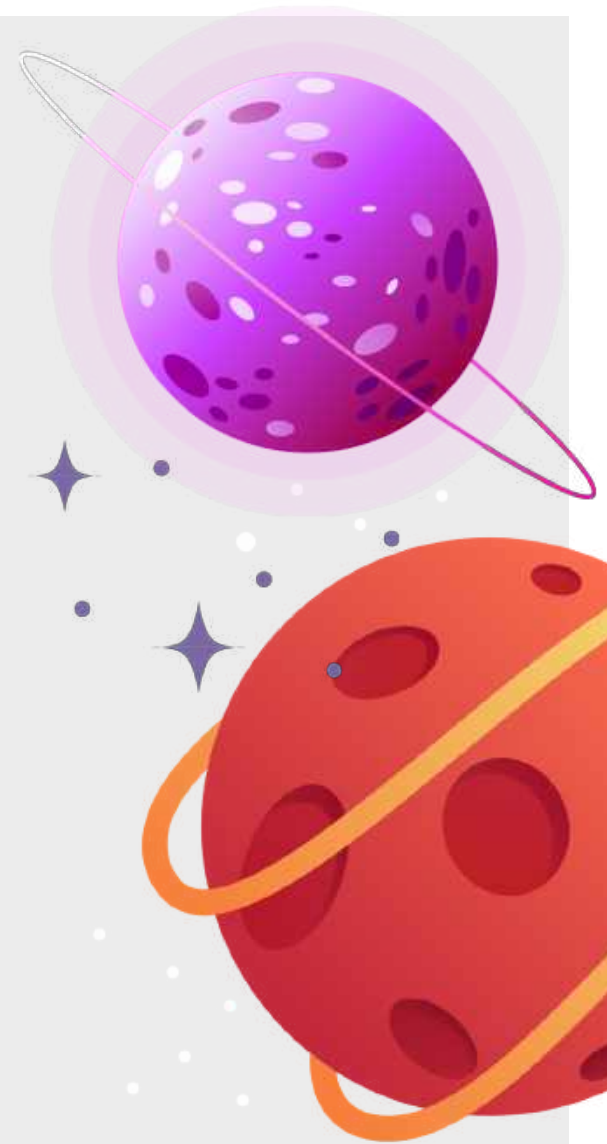
Design Inflation

- Computer software created design inflation.
- We added shadows (because we could)
- We added gradients (because we could)
- We added filters (because we could)



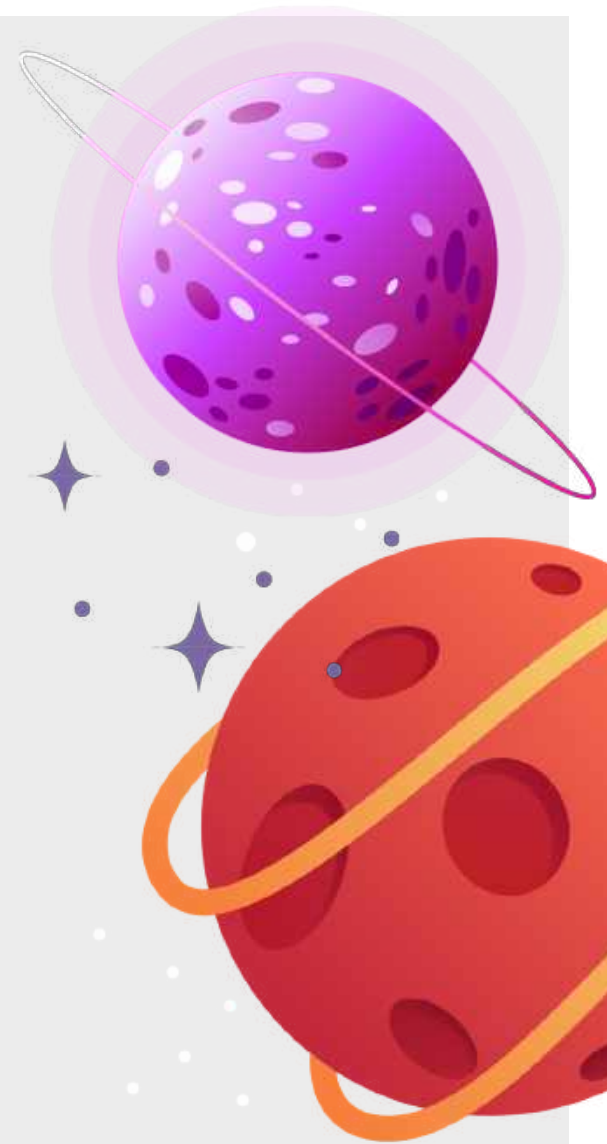
Design Inflation

- Computer software created design inflation.
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- We added gradients (because we could)
- We added filters (because we could)
- We rounded corners



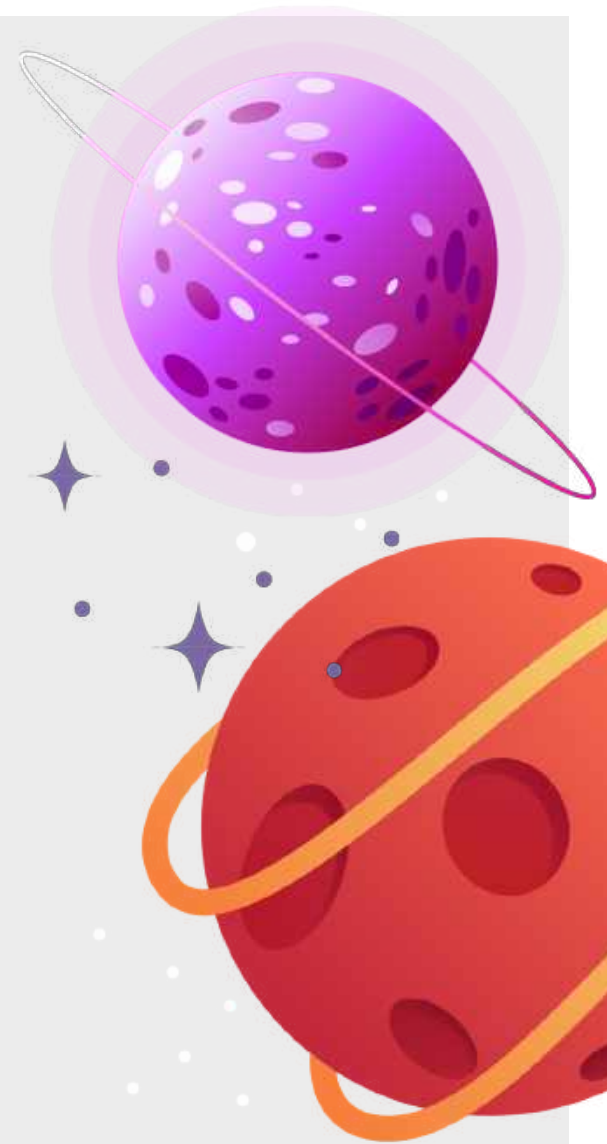
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- Added complex lighting



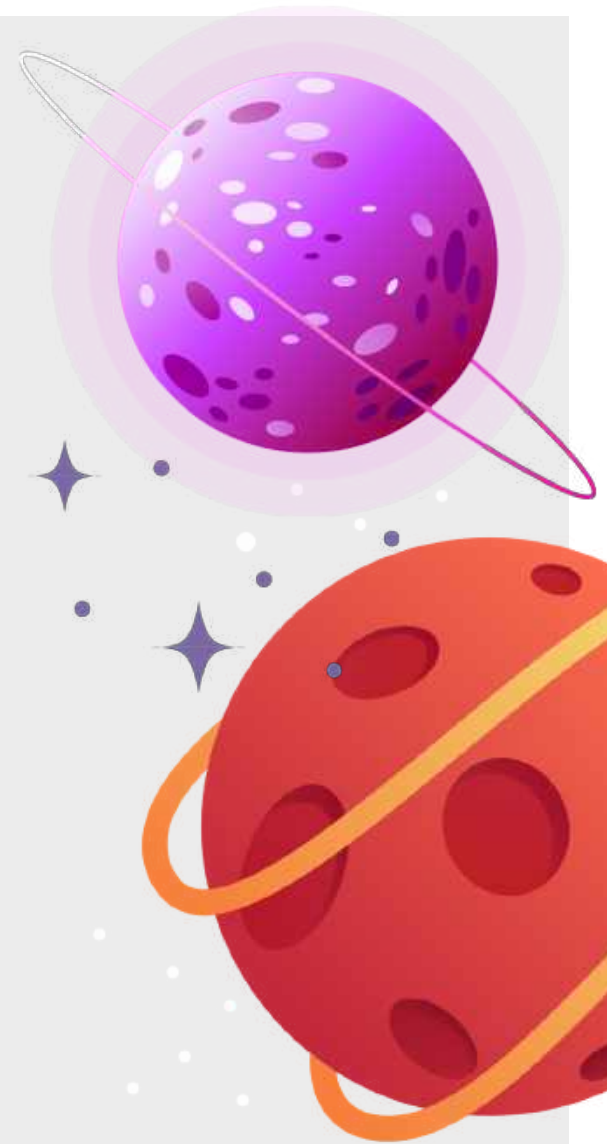
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- Depth and bevels....



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- We added shadows (because we could)
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- We added filters (because we could)
- We rounded corners
- Added complex lighting
- Depth and bevels....
- **Just because we could**



Design Inflation

Logo

Design Inflation

Logo

Design Inflation



Design Inflation



Design Inflation



Design Inflation



Design Inflation



Design Inflation



Design Inflation



Design Inflation



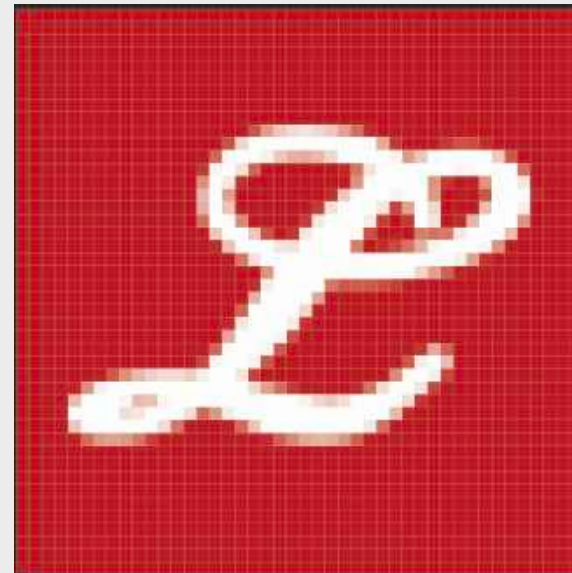
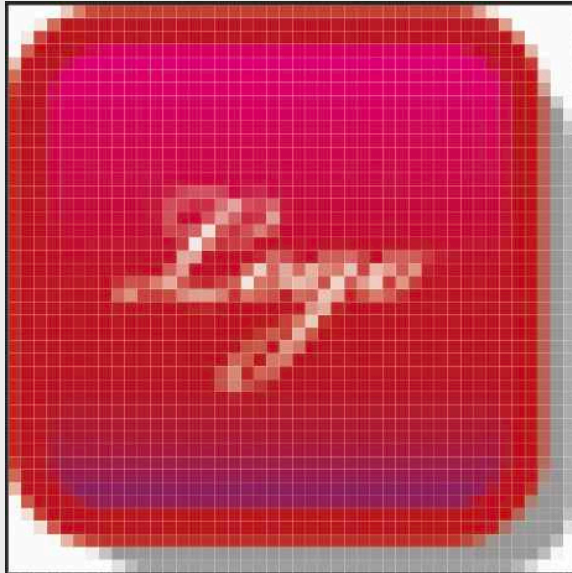
Design Inflation



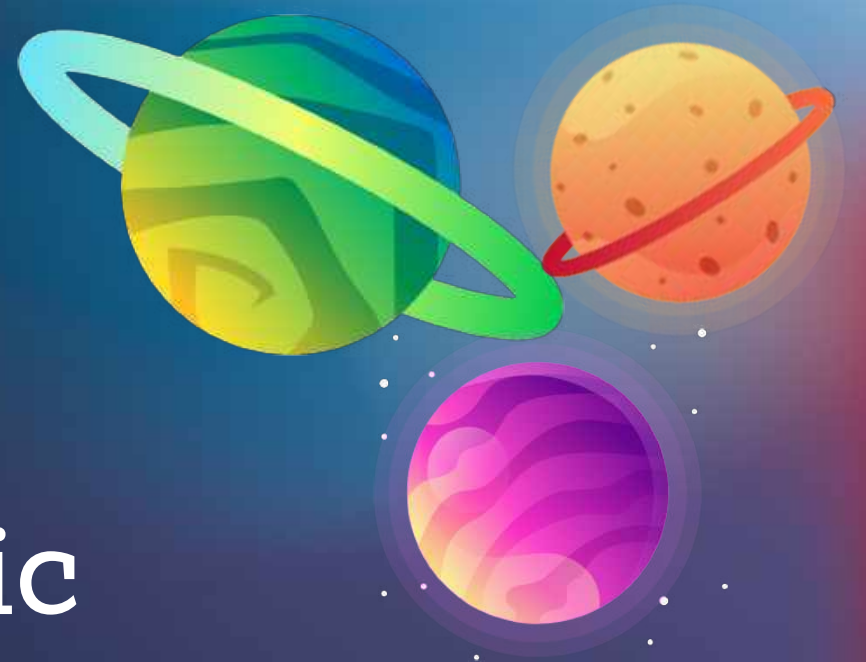
Design Inflation



Design Inflation



Post Pandemic Debranding



A new craze

- Brands want to reconnect with their audience



A new craze

- Brands want to reconnect with their audience
- They need a mobile first brand



A new craze

- Brands want to reconnect with their audience
- They need a mobile first brand
- They need to be relevant and clean



A new craze

- Brands want to reconnect with their audience
- They need a mobile first brand
- They need to be relevant and clean
- WE ALL have an opportunity for a new start



A new craze



A new craze



A new craze

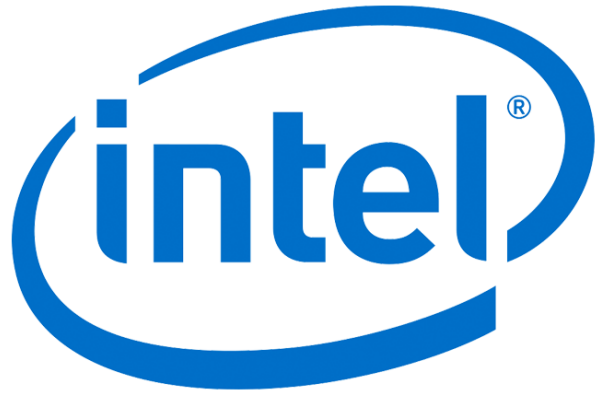


A new craze



Rolling Stone **Rolling Stone**

A new craze



A new craze



A new craze



A new craze



Gmail



Gmail

A new craze



A new craze



A new craze



DUNKIN'

A new craze

weightwatchers



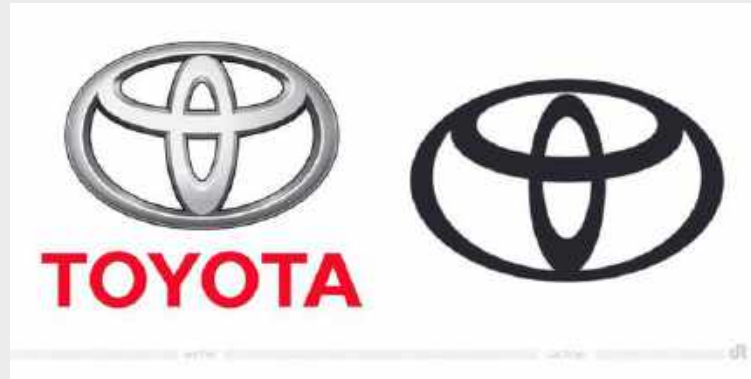
The industry domino effect



The industry domino effect



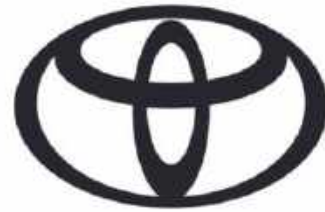
The industry domino effect



The industry domino effect



TOYOTA



The industry domino effect



TOYOTA



The industry domino effect



The industry domino effect

WWW.FOOTYHEADLINES.COM



PEUGEOT

OLD



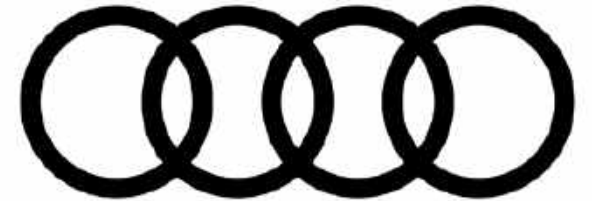
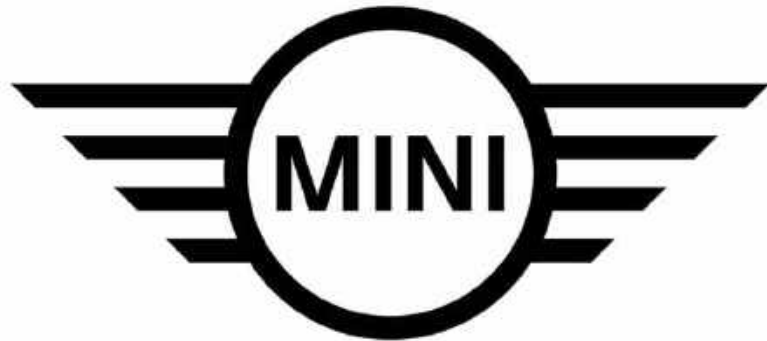
The industry domino effect



The industry domino effect



The industry domino effect



The industry domino effect



The industry domino effect





[adult swim]

The little black dress debrand

The little black dress debrand

Berluti



BURBERRY
LONDON


YVES SAINT LAURENT

DVF

CK™

Calvin Klein

BALMAIN

The little black dress debrand

BERLUTI

SAINT LAURENT

BALMAIN

BURBERRY

**DIANE VON
FURSTENBERG**

CALVIN KLEIN

A window of opportunity



WARNER BROS.



a WarnerMedia company







Coming of age



Coming of age



Coming of age



Coming of age



Digital Debranding



How does this help me?

- Streamlining breaks down roadblocks



How does this help me?

- Streamlining breaks down roadblocks
- Its like a journey through town where all lights are on green



How does this help me?

- Streamlining breaks down roadblocks
- Its like a journey through town where all lights are on green
- Simplify to help users reach their intended goals quickly



How does this help me?

- Streamlining breaks down roadblocks
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- Ecommerce is currently down 50% on average



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How does this help me?

- Streamlining breaks down roadblocks
- Its like a journey through town where all lights are on green
- Simplify to help users reach their intended goals quickly
- Ecommerce is currently down 50% on average
- **You need to create thumb stopping moments**



An Anicca Example



Latham's



Latham's



Latham's



Latham's



Latham's



Latham's



Latham's



Latham's



Hashtag Quiz

HASHTAG QUIZ

Hashtag Quiz



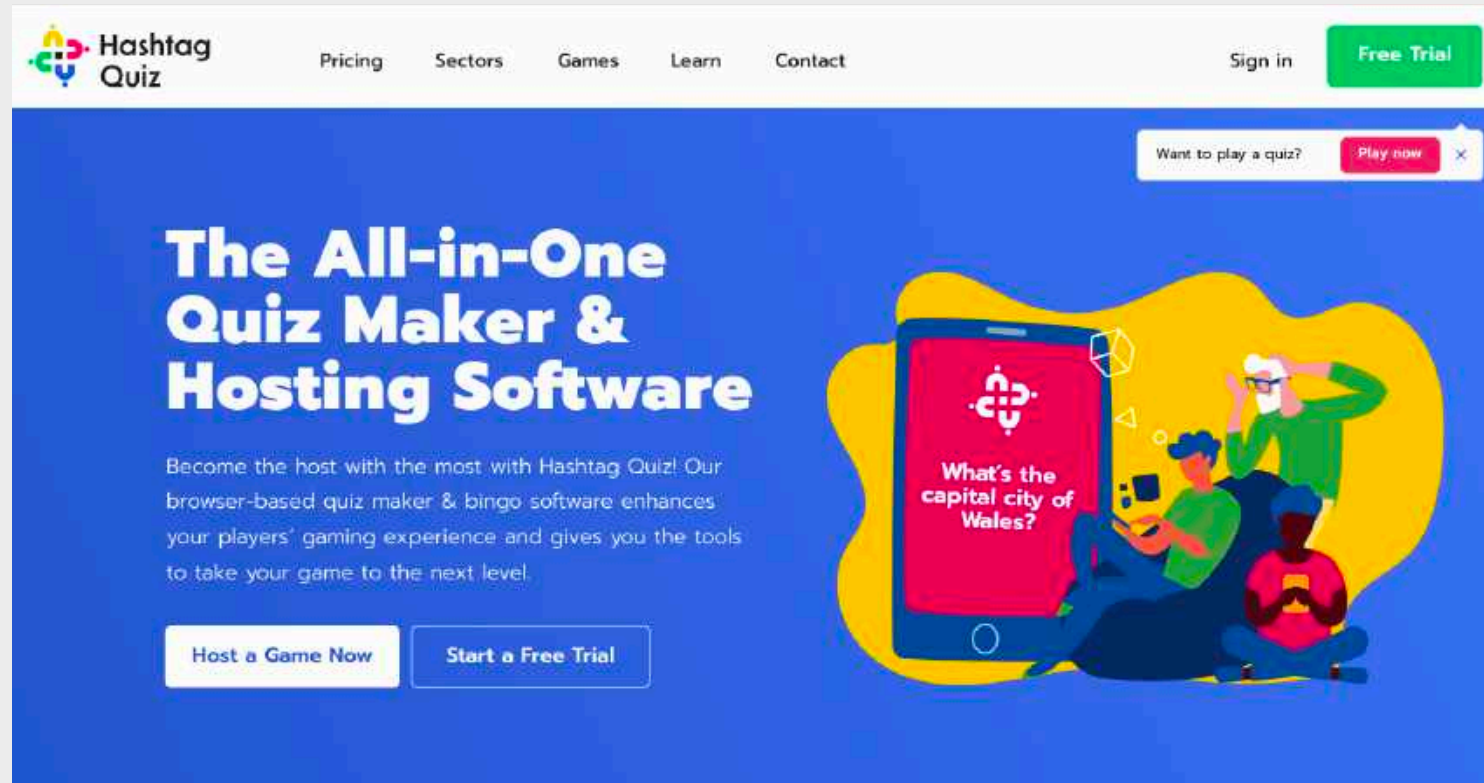
Hashtag Quiz

The screenshot shows the homepage of the Hashtag Quiz website. The top navigation bar is yellow and contains links for 'Sectors', 'Tutorials', 'Subscriptions', 'Events', 'Big Screen Games', and 'Contact Sales'. On the right side of the navigation bar are buttons for 'Play Game' and 'Host Game'. The main content area has a yellow background with the text 'Host a Bingo Gameshow' and 'With HQ.FM Software'. Below this text are two buttons: 'Start Free Trial' and 'How it works'. A large, stylized logo for 'HQ.FM Software' is positioned to the right of the main text. Below the main content area, there is a section with the text 'We have created a very Simple way to create, host and play your Trivia Game'. This section features six icons in a row, each representing a different feature: 'Create Your Quiz', 'Share Quiz with Community', 'Edit Others Quiz Content', 'Play Your Game Show', 'Organise Your Event', and 'Manage Multiple Event Hosts'.

What is HQ.FM?

Hashtag Quiz is a out of the box subscription browser-based Quiz & Bingo software as a service.

Hashtag Quiz



The screenshot shows the homepage of the Hashtag Quiz website. At the top left is the logo, which consists of a colorful geometric shape followed by the text "Hashtag Quiz". To the right of the logo are navigation links: "Pricing", "Sectors", "Games", "Learn", and "Contact". Further right are "Sign in" and a green "Free Trial" button. A white notification box in the top right corner contains the text "Want to play a quiz?" and a red "Play now" button with a close icon. The main content area has a blue background. On the left, the headline "The All-in-One Quiz Maker & Hosting Software" is written in large white font. Below it, a paragraph reads: "Become the host with the most with Hashtag Quiz! Our browser-based quiz maker & bingo software enhances your players' gaming experience and gives you the tools to take your game to the next level." At the bottom of this section are two buttons: "Host a Game Now" and "Start a Free Trial". On the right side of the main content area is an illustration of a large smartphone displaying a quiz question: "What's the capital city of Wales?". Three stylized people are gathered around the phone, looking at the screen. The background of the illustration is a yellow shape.

What is Hashtag Quiz?

Hashtag Quiz is an all-in-one, browser-based quiz, bingo, and trivia browser software, requiring nothing more than an internet connection and an audience. Our quiz maker gives you the power to host your very own quizzes on big screens or direct to users' phones at the touch of a button. Alternatively, if you want to keep it low-tech then simply print out your game and hand out the pens – ready for a traditional quiz.

Summary



Debranding: A summary

- **BE CRITICAL:** Is your brand creating roadblocks?



Debranding: A summary

- **BE CRITICAL:** Is your brand creating roadblocks?
- **BE CLEAR:** Is your brand legible from afar?



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Debranding: A summary

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- **BE CREATIVE:** How could you make your brand work better?



Debranding: A summary

- **BE CRITICAL:** Is your brand creating roadblocks?
- **BE CLEAR:** Is your brand legible from afar?
- **BE DIGITAL:** Does your brand hold up to digital standards?
- **BE THOROUGH:** It's not just your logo. Is your language ok?
- **BE CREATIVE:** How could you make your brand work better?
- **BE HONEST:** Do you need help?



Thank you

enquiries@anicca.co.uk

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