

# HOW TO PROMOTE YOUR REBRAND THROUGH A PRESS RELEASE

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## Free Rebranding Press Release Guide

### Description

Effective rebranding communication is essential to convey the changes made to your brand position and identity to your audience and avoid confusion. Issuing a press release is one of the most effective ways to communicate your organisation's rebrand to the public.

A press release is a valuable tool for increasing awareness of your rebrand among your target audience. By sharing updates about the rebrand through a press release, you can reach out to journalists and media professionals. This can help your organisation to reach a diverse and wide audience quickly and effectively.

Promoting your rebrand through a press release can also help build trust and engagement with journalists, news sites, and other media organisations. In addition, building good relationships with relevant publications or online outlets can generate more media coverage for your organisation in the future.

Finally, promoting your rebrand through a press release can boost the value of your new brand. By sharing updates and information about your rebrand, you can create buzz and excitement around your new brand identity and position, which can help to build interest and engagement with your audience.

Overall, promoting your rebrand through a press release is a valuable and effective way to communicate the changes to your brand position and identity and avoid confusion among your audiences. A well-crafted press release allows the organisation to formally introduce its new brand identity, increase awareness, trust, and interaction with your audience and give your new brand a strong and positive start.

Use this free press release guide and template to help you prepare your brand rollout.



## How to Use?

Step 1: To prepare, download our rebrand press release guide.

Step 2: Use the press release template to prepare your brand rollout.