

# Adjani Jensen, Vitaly Pecherskiy & Carla Williams Johnson join Fotis Georgiadis to discuss branding and imaging

*Upgrade and re-energize your brand and image to continue competing in today's marketplace.*

GREENWICH, CT, USA, April 2, 2020 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

Markets change on an almost daily basis in some industries, while in others, they seem to be lost in the 1800's. Whichever extreme, or somewhere in between, a company, person or product is in, they always need to keep a keen eye on their brand and image view from the outside, not just internally. Fotis Georgiadis interviewed three individuals to discuss this very topic. Below are some excerpt from each of the three along with links to the full interview:



Adjani Jensen, a Freelance Digital Marketing Specialist

“

Just like you, your brand has a personality, and, like you, your brand will attract a certain type of individual”

*Carla Williams Johnson,  
founded Carli  
Communications*

Adjani Jensen, a Freelance Digital Marketing Specialist  
What are a few reasons why a company would consider rebranding?

There is necessary rebranding and opportunity rebranding. Necessary is when there has been some misstep on the part of the company and a new narrative is needed to not only address the problem but signify growth.

Then there's the case of a company who is foreseeing stagnation of some sort and feels the best way to remain relevant is to rebrand. This kind of rebrand may highlight new leadership, opportunities, or products.

The key takeaway is both signal growth, whether it's physical or intellectual. Showing the public that you can learn and apply what you have learned is a necessary step in any business. Explore [the rest of the interview here](#).

Vitaly Pecherskiy, co-founder and chief operating officer at StackAdapt  
What are a few reasons why a company would consider rebranding?

Generally, I would consider a rebrand only if things are trending downwards because rebrand is somewhat counter to our motto of doing more of what works. That said, some companies outgrow their brand and should consider a redesign to better reflect their current reality. However, given how many failures of brand relaunches there are, I think it's better to go with "brand optimization", so to speak, rather than a full-blown rebrand.

A full-scale re-brand is exhaustive—it's a budget and time drain on companies. When a company hits growing pains, lagging sales or customer attrition usually brand gets blamed first because the perception is that brand is easy to 'fix'. It's only after companies go through the work of re-messaging and re-branding that they realize that brand wasn't the problem in the first place.

Brand optimization is a more iterative process that makes sense with scaling businesses, especially in crowded or high-growth markets. It's a process that allows a company to take its brand framework, and break it down into bite-sized chunks that can be tweaked, tested and measured over time. Brand optimization is a more modern approach that continues to build brand, rather than tear it down and start from scratch. The latter means a company is willing to sacrifice the digital cache they've built, which isn't often the best choice.

Recently we refreshed our brand to graduate StackAdapt from "start-up" to "grown-up" and better reflect the level of clients we partner with. We started by doing a visual audit of our brand to determine what works, what doesn't and why not. Then by leveraging some of the best practices extended to our

own clients and their creative assets and campaigns, we started to map out a blueprint for the StackAdapt brand refresh. The lowest hanging fruit was the visual design elements that could



Vitaly Pecherskiy, co-founder and chief operating officer at StackAdapt



Carla Williams Johnson, founded Carli Communications

help our brand be readily identifiable—colour palette and font family—redefining our brand guidelines and then ensuring and reinforcing consistency in their use. This was the least intrusive, but most impactful exercise that enabled us to implement a phased approach to our brand refresh.

As a technology company, we often see brands struggle in making their creatives fresh and engaging. Sometimes it can just take an injection of some data-driven and creative best practices to supercharge a brand through creative assets and ingenuity.

It is also important to determine the degree that your brand needs a refresh—identify and build on your strengths, reinforce the brand elements that your following is familiar with and loves, and apply some creativity to it. In fact, you don't necessarily need to change your branding itself, rather upgrade the messaging and how you present your brand's image. Read [the complete interview here](#).

Carla Williams Johnson, founded Carli Communications  
What are a few reasons why a company would consider rebranding?

Building a brand isn't just about what you do but how you are viewed by others. If your current design doesn't quite capture the true essence of who you are it may actually be working against your marketing efforts.

Remember, your logo and other visual representations of your brand including fonts, images and colors should reflect your brand's personality and what your customers can expect from you.

Other reasons companies should consider rebranding are:

Mergers & Acquisitions: as two companies are now coming together, a rebranding may be in order to be easily recognized by customer;

Technology/Innovation: If the company's main product/service is technology based then as technology evolves, so too should their branding;

Repositioning or Growth: If the company has grown or now needs to be positioned to attract a new market segment, then a rebranding will be in order. Explore and [learn from the entire interview here](#).

By keeping your image fresh and brand exciting, the market will react positively. While this could be relatively easy for some, it might seem overwhelming for others. Fotis Georgiadis' interviews with a wide variety of people on this topic should further guide you through this process, including Fotis himself.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: [fg@fotisgeorgiadis.com](mailto:fg@fotisgeorgiadis.com)

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: [@FotisGeorgiadis3](https://twitter.com/FotisGeorgiadis3)



Fotis Georgiadis  
fotisgeorgiadis.com  
+1 203-983-1234  
[email us here](#)  
Visit us on social media:  
[Twitter](#)  
[LinkedIn](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2020 IPD Group, Inc. All Right Reserved.