

Alex Rollins and Nick Platt Discuss Resilience and Brand Makeovers with Fotis Georgiadis

Alex Rollins, Creative Director of Media Bridge Advertising®. Nick Platt, CEO and Chief Creative Officer of LO:LA

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what can we say? Talk about the need for resilience. What better time than now to take advantage of a re-brand? Fotis Georgiadis is a brand and image consultant. He's helping companies make themselves great again through his expertise. Maybe your company has survived the COVID-19 pandemic so far but needs to beat out the competition, or maybe this downtime

is a perfect time to rebuild and re-brand. Reach out to Fotis Georgiadis at the below contact options and get things moving now, don't wait till competitors get momentum and run ahead of you.

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Find people who challenge the way you think/operate and become friends with them. Read a lot, especially books that have nothing to do with marketing or your career.”

Alex Rollins, Creative Director of Media Bridge Advertising®



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Can you share 5 strategies that a company can do to upgrade and re-energize their brand and image”? Please tell us a story or an example for each.

1) Find and draw inspiration from things that inspire you from brands you admire that have NOTHING to do with what you do; don't just look at your competition. 2) Find what makes your company tick, do a deep dive into your

mission and vision (like a really deep dive), consult with your team and give them carte blanche when it comes to feedback. 3) Fully embrace your new identity and voice. Don't just swap a logo and move on, do the heavy lifting on social media, on your website, in meetings, and even the

way you think about your organization.
4) Work with people who take the time to understand (or help you define) your goals, your mission and who you are.

In your opinion, what is an example of a company that has done a fantastic job doing a “Brand Makeover”. What specifically impresses you? What can one do to replicate that?

Warner Brothers. None of the iconic WB heritage was lost, but simplified, clarified and modernized. The new look

pays homage to the past while not jumping head first into the flat, sans serif trends of the '10s. It was so on-point that when I first saw it, it just felt natural. I almost didn't realize they'd totally rebranded. It doesn't pander or try to be something it's not.



Nick Platt, CEO and Chief Creative Officer of LO:LA

[The rest of the interview is available here.](#)

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Let's now talk about rebranding. What are a few reasons why a company would consider rebranding?

I've found that when the conversation around a rebrand starts, it usually opens a Pandora's Box of other conversations. What you project outwardly is likely an image of what's going on internally. A thorough, thoughtful rebrand not only refreshes external expression, but can also energize and bring clarity to an organization internally. A rebrand is also an opportunity to show the public that you're willing to adapt, change and apply lessons you've learned about your brand over time. When a brand has a negative image, a rebrand is also the perfect opportunity to address that negativity head on, make necessary changes and be better moving forward.

Are there downsides of rebranding? Are there companies that you would advise against doing a “Brand Makeover”? Why?

Any company that's not 100% bought into the rebrand shouldn't. Confusion, miscommunication and chaos (which I don't like) run rampant when an organization isn't aligned. You have to be ready to jump ALL in.

Ok, here is the main question of our discussion. Can you share 5 strategies that a company can do to upgrade and re-energize their brand and image”? Please tell us a story or an example for

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[The full interview is available here.](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

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.

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