

# Lounge Lizard Launches 2025 Rebranding Strategy Guide for Modern Businesses

LONG ISLAND, NY, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [Lounge Lizard Worldwide Inc.](#), a leading digital agency known for its award-winning brand development and [web design](#) services, has released its latest blog: "[How to Create a Successful Rebranding Strategy \(2025 Guide\)](#)"—a comprehensive resource for businesses navigating brand evolution in today's fast-changing market.

Penned by Lounge Lizard Co-owner Ken Braun, the new piece explores how rebranding in 2025 goes far beyond a cosmetic facelift. The guide outlines a step-by-step approach for businesses to align their brand with mission, audience, and long-term goals, covering everything from internal strategy and design refreshes to digital rollouts and performance tracking.

"In 2025, successful rebranding is about transformation, not decoration," says Braun. "Our guide breaks down how brands can evolve with purpose, anchored by data, strategy, and a clear sense of identity."

Key highlights of the blog include:

- A 12-step roadmap for executing a modern rebrand
- Insights on audience research, digital alignment, and internal engagement
- Emerging trends like AI-powered branding, inclusive design, and sustainability messaging

Whether a company is repositioning after a merger, adapting to new market demands, or



## LOUNGE LIZARD

Lounge Lizard Logo



Explore Lounge Lizard's expert guide to building a rebranding strategy that drives real business impact.

reviving an outdated identity, this guide is designed to help brands reimagine their future and execute with confidence.

Read the complete guide at [www.loungelizard.com](http://www.loungelizard.com)

###

About Lounge Lizard:

Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is a family-owned digital marketing agency that has been in business for over 25 years. Headquartered in Long Island, NY, with offices in New York City, Washington D.C., Nashville, Charleston, Los Angeles, Richmond, Austin, Las Vegas, and Miami, our award-winning firm excels in branding, web design, and results-driven digital marketing, earning accolades for our innovative strategies and tangible results. We foster long-term partnerships with our clients, creating impactful 360° digital experiences that propel their success in the ever-evolving digital landscape.

Ken Braun

Lounge Lizard Worldwide Inc

+1 888-444-0110 ext. 102

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/837457868>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.