

**brandadvisors**  
**Landing Page Copy**

**Headline: Company Rebranding Transforms Limits Into Leadership**

**Subhead: Transformation Consultants Help Your Brand Deliver Meaningful Impact through Distinct Strategy**

Company rebranding is about more than updating a logo or language; it is about turning what limits a brand into what will lead a brand.

It is about creating meaning from what you say and what you do.

Company rebranding is a cohesive strategy for:

- increasing efficiency,
- lowering costs,
- building preferences,
- driving purchases, and
- ensuring long-term loyalty for your brand.

This is what transformation consultants refer to as “brand integrity.”

[Somewhere alongside the copy above, let’s create a button labeled “See what brandadvisors can do.” Link to: <http://www.brandadvisors.com>.]

**The 7/P™ Model for Company Rebranding**

[7/P image]

brandadvisors’ transformation consultants utilize 7/P, a proven proprietary model that will help you develop, launch and maintain a distinct brand strategy.

So effective is this model that it resurrected JCPenney from a struggling department store into the relevant retail brand that you see today. It developed an innovative strategic positioning foundation that aligned critical stakeholder interactions and ultimately enhanced business success.

[use box to draw attention here] Join JCPenney and other companies who have turned limits into leadership with the 7/P model and brandadvisors:

[Email Address Sign Up Box]

(We will never share your email address with anyone, no matter what.)