

TALLINN UNIVERSITY OF TECHNOLOGY

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**REBRANDING OF A SMALL-TOWN SERVICE COMPANY –  
CASE OF LET’S GO TAXI**

Bachelor thesis

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## CONCLUSION

The present thesis aims to provide information of rebranding process and its success elements of an SME service company operating in a smaller area. The key elements of rebranding process, its limitations, characteristics, and possible success factors of the process and the new brand. Research concerns a case study of a taxi service Let's Go taxi, which has been in process of rebranding themselves since 2017.

This thesis concentrates on the research questions to provide understanding of a rebranding strategies and rebranding process in a service company. Such questions as to what rebranding methods to consider, and what makes rebranding process a success? Has the rebranding provided new brand value and brand equity for the company? How has consumers attitudes changed towards the service and the new brand? Also, how has the situation differed from before, after the process has been implemented, and has the new brand actually been as beneficial as it was thought to be needed at the start of the rebranding process?

In a service company rebranding, change management practices are important to keep employees motivated, and to have them on board with the process. Employees are ambassadors for the brand during the service. Employees are the main element in supporting the new brand and providing service based on new brand values. They are the biggest marketers for the brand together with all marketing campaigns and other marketing objectives.

Marketing through several channels and collaborating with similar brands in the operating area make consumers notify the new brand and understand its new brand values and brand identity. Active promotion locally in events, local media, and through the service itself provides large reach for possible target audience.

The findings of the research show that rebranding has provided some new brand equity and boost for the taxi services image and visibility in the market. However, there have occurred resistance for the new brand identity from both the employees' and organizations side, as well as from consumers side. Some consumers would continue to prefer the taxi service's old brand identity as they would think of it as more suitable and reminiscing representation of the local taxi service. Change management theories, looked into in the thesis, suggest resistance to be present on some level in every change process, in rebranding process as well.

Data collection from the research indicates somewhat matching brand views from consumers' and organization's sides, and the consumers' understanding of the new brand's core values. Consumers' have recognized the changes in the brand's core values and identity and know to expect such service as promised by the brand vision. Theories about service branding and brand management as well as employee motivation and change management support the assumptions made from the data collections

A total rebranding in a smaller area, although keeping local service provider status, can receive mixed acceptance, but might actually open up opportunities for future national or international market competition. International brand name in a smaller operating area can receive positive and negative attention. By investing in a new brand, the company has made themselves visible in new areas and harvested a slightly bigger reach, which could benefit in future marketing strategies and help in the increasing competitive market environment.