

# Rebranding pub quiz

**Day:** September 27

**Participants:** 15

**Channel:** Teams meeting

**Host:** Cenic and Ha

**To do:**

- Internal communications: Inside event create
- Pub quiz
- Prize
- Ask around in marcom team
- Menti


## Rebranding Pub quiz


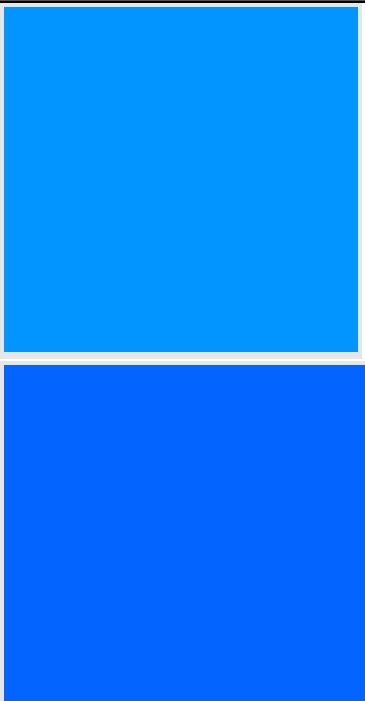
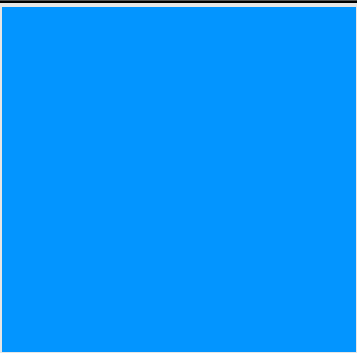
Anna's:

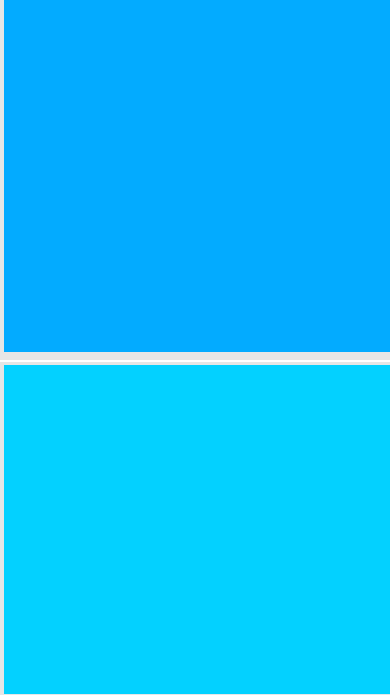

What did Enny say - Quote from Enny or similar regarding – find recording from the launch event/studio we did in Amsterdam. On why the rebranding was important (hm this one isn't so strong I think maybe not good but nice to have something from Enny/Board):

What do our customers think of our rebranding (source: Brand tracker):

Questions	Options	Correct answer
On which day did we rebrand? (Monday/ Tuesday/...)	<b>Monday</b> , Tuesday, Wednesday or Thursday	27th of September 2022 was on a <b>Monday</b>
How many months did the design team spend to develop a new visual identity from scratch?	7 months, <b>9 months</b> , 10 months or 12 months	9 months
How many designers worked at CCV that time? (or worked on that project that time)	4, <b>5</b> , 8 or 9	5: 1 studio manager, 2 designers, 1 intern and 1 freelancer
How many sleepless nights did designers have?		
How many grey hairs did AA get leading up to the rebranding?	<b>She got grey hair like a wizard earning new stripes of wisdom.</b>	She got grey hair like a wizard earning new stripes of wisdom.

	<p>She got so many grey hairs that her hair now has its own retirement plan.</p> <p>She got enough grey hair to make a "silver lining" in her hair.</p>	
<p>What almost went wrong during the rebranding?</p>	<p>The budget was overrun.</p> <p><b>The original new tagline was taken.</b></p> <p>Not enough market research was done.</p>	<p>Intellectual property wasn't checked beforehand. The original tagline was already taken. --&gt; what was the tagline supposed to be? Power of payment</p>
<p>The Power of Payment was not selected in the end as our tagline. Do you know why?</p>	<p>It was too powerful.</p> <p><b>Trademark issue. The Power of Payment was already protected by another company.</b></p> <p>Edwin Jansen didn't like it (let's check with him but it's funny as it's our boss)</p>	<p>Trademark issue. The Power of Payment was already protected by another company.</p>
<p>How many songs did the silent marching band play?</p>	<p>3, 7, <b>0</b> or 5</p>	<p>0, they were silent.</p>
<p>What percentage of people filled in an order form for the new branded hoodie?</p>	<p>50%, 70%, 85% or <b>90%</b></p>	<p>Over 90%! Compare that with our 5-7% engagement rate when asking questions in internal surveys 😊</p>
<p>How many CCV hoodies were distributed in total?</p>		
<p>What does the dot in V mean in our new logo?</p>	<ul style="list-style-type: none"> <li>- Introduction to the logo.</li> <li><b>-A connecting dot.</b></li> <li>-A sparkle symbolising a brand new CCV.</li> <li>-The beginning of the elements</li> </ul>	<p>A connecting dot - open invitation to others to connect the dots with us. That's how we can keep putting new innovative dots on the horizon: <b>together!</b></p>
<p>Which agency helped us with our event launch?</p>	<p>Yellowlemon</p> <p>Greenlemon</p> <p><b>Pinklemon</b></p> <p>Meyer lemon</p>	<p>Pinklemon</p>

		
<p>Why didn't we change our name?</p>	<p><b>Brand positioning</b>          Anna didn't want another name          We didn't want to leave our legacy</p>	<p>Brand positioning, we are moving forward, but not completely changing our path.</p>
<p>For how many things are there guidelines on the brand portal?</p>	<p>10, 6, <b>8</b>, 12</p>	<p><b>8</b>          visual identity          writing guidelines          UX/UI, presentation guidelines          product naming convention          stationary guidelines          merchandising guidelines          vehicle guidelines          office interior guidelines.</p>
<p>What is CCV's official new colour?</p>		

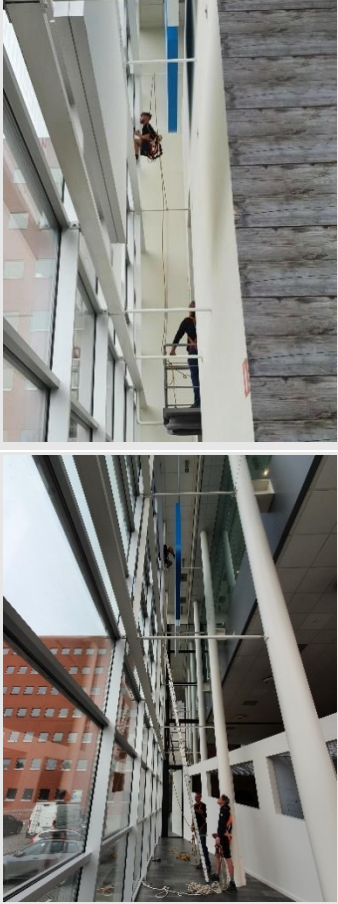

		
<p>How many pages are there in our brand book?</p>	<ul style="list-style-type: none"> <li>- 50</li> <li>- <b>69</b></li> <li>- 81</li> </ul>	<p>69</p>
<p>Where is the best place to ask CCV colleagues for information?</p>	<p>Writing a post on Inside and include a link to a form.          With a QR code, linking to a form on the inside of the toilet doors.  <b>Ask via Teams and include a link to a form.</b></p>	<p>Ask via Teams and include a link to a form.</p>
<p>Approximately how many cars did we rebrand in CCV?</p>	<ul style="list-style-type: none"> <li>- 10</li> <li>- 70</li> <li>- 250</li> </ul>	
<p>Which item got lost in translation while delivered x 2 times to Germany?</p>	<p>Notebook  <b>Flags for outside building</b>          A giant elephant</p>	<p>Flags for outside building (correct)</p>
 <p>True or False?</p>	<p>Is it edited by our talented designer/ editor?  <b>True</b>          False</p>	<p>True</p>


We changed all outside signages. From which office is this huge signaged removed? (ok not great copy and also images). And funny fact, the signages weight was approx. 300kg...



- Berlin, Germany
- Hengelo, The Netherlands
- **leper, Belgium**

leper

		
<p>Which floor/ room in Arnhem office has the wall with background of CCV after rebranding?</p>	<p>First floor  Second floor (on the right,...)  Third floor, in marcom team place</p>	
<p>What do we call this stationary item?</p> 	<p>Branded notebook colorful shape (42x31.5x23)  <b>Mini notes in paper hardcore</b>  Softcover collegeblok</p>	<p>Mini notes in paper hardcore  (Branded notebook blue shape)</p>
<p>What is the word "conovation" made from?</p>	<p><b>Connection, Innovation, Co-creation</b>  Connection, vacation, creativity  Connected, activated, creation</p>	<p>Connection, Innovation, Co-creation</p>

One of our brand values is "Experienced", what is a good explanation for it?	<b>We have decades of experience – much more than most.</b> We are experiencing so much and looking forward to the future. Our experience is proven and trustworthy.	We have decades of experience – much more than most.
Enny's quote		
Customers feel about our rebranding		
How many shapes do we have in the new VI?	7 4 <b>6</b>	6
What is the name of our header font?	+Jakarta text Satoshi Figtree <b>Euclid</b>	Euclid Circular B
What colours are part of our colour palette?	Blue, pink, purple, orange and red Blue, pink, violet, orange and green <b>Blue, pink, purple, yellow, green</b> Blue, pink, violet, yellow, red	Blue, pink, purple, yellow, green
What is our CCV tone of voice?	Transparent Optimistic Exuberant Unambiguous Fearless Robust <b>Clear, confident and vibrant</b> Sharp Bold Vivacious	Clear, confident and vibrant
What payment solution did we use during the rebranding event	CCV Vending CCV Connect SoftPOS	CCV Vending solution and CCV Connect
How many superhero teams were there at the rebranding event?	3	Blue, green, yellow 

Some inspiration: <https://inside.ccv.eu/do/news?id=1652240-6e657773>

<https://inside.ccv.eu/do/note?id=1562461-6e6f7465>