

Save Plus rebrand and launch strategy

A complete pre-launch recommendation connecting identity, audiences, search, rollout, content and measurement.



OUTCOME SUMMARY

01

Problem

The rebrand needed one recommendation connecting identity, audiences, search, rollout, content and measurement.

02

Responsibility

I researched public cases, competitors, audiences, personas and search behaviour and shaped the recommendation.

03

Produced

Audience routes, phased launch logic, bilingual search priorities, a 30-day three-channel content plan and measurement structure.

04

Practical value

Separate research findings became an actionable pre-launch system. Planned outputs are not presented as campaign results.

SELECTED EVIDENCE

3 PUBLIC CASES

4 AUDIENCE ROUTES

30-DAY PLAN

3 CHANNELS

31 PLANNED PLACEMENTS

KPI FRAMEWORK

Portfolio summary only. This is presented as a strategic recommendation, not as launched results or a public client case study.