



International Distribution Institute

# Financing of Rebranding Costs

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# Financing Rebranding Research

- Analyzing Financial Impact of Rebranding
- Who Pays for Research?
  - Franchisor?
  - Franchisee?
  - Marketing Fund?



# Financing Franchisee Expenses

- Contract Issue
- Franchisor Leading by Example
- Incentivizing Early Adopters
- Tiered Rebranding Options



# Does Rebranding Make Financial Sense For All?

- Franchisor paying for rebranding?
- System exit options?
- Separate system?