

ABSTRACT

RESEARCH PAPER: Public Relations Role in Rebranding Campaigns: YMCA 2010 Image Overhaul Case Study

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This study presents a comprehensive overview of the role of public relations in rebranding campaigns. A case study analysis of the 2010 Y-USA brand overhaul, compared with another high-profile branding campaign, provides evidence as to how organizations have utilized branding as it relates to organizational performance. In an effort to understand the intricacies of branding campaigns from a public relations perspective, this research works to identify aspects of effective and ineffective branding campaigns, explores the theoretical base upon which such campaigns are built and identifies the role of the organization's publics.