Analyzing Brand Revival Strategies Using a Meta-Synthesis Approach

Diyar Karim Majid[1] , Saman Sheikhesmaeili[2]* Hirsh Soltan Panah[3]

[1] PhD Student, Department of Business Administration, Science and Research Branch, Islamic Azad University, Tehran, Iran.
[2] Assistant Professor, Department of Management, Sanandaj Branch, Islamic Azad University, Sanandaj, Iran
[3] Associate Professor, Department of Management, Sanandaj Branch, Islamic Azad University, Sanandaj, Iran.

* **Corresponding author email address**: sheikhesmaeili@gmail.com

Abstract

In today's world, a dynamic economy and intense competition in the business arena have increasingly challenged brands. Among them, legacy brands that once dominated the market gradually lose their position and may even be forgotten by consumers. To prevent this and maintain their market share, many of these brands turn to brand revival strategies. The objective of these strategies is to restore the lost credibility and popularity of the brand and to re-establish a connection with customers. This is achieved through the renewal and reconstruction of brand identity, the introduction of new and appealing products and services, and the adoption of innovative marketing and advertising methods. In essence, brand revival is an effort to return to the peak of success and re-enter market competition. The present study aimed to examine brand revival strategies using a meta-synthesis method. In this regard, employing the seven-stage method of Sandelowski and Barroso, the required data were extracted from scientific and research articles published over a 24-year period (1990-2014). Following an initial review, 24 articles were selected for in-depth analysis. The extracted data were analyzed using MAXQDA 2020 software based on the conceptual model of the study. The results of this analysis led to the identification of 94 sub-strategies, which were categorized into seven main strategies. The primary brand revival strategies encompass various aspects, which can be broadly classified as follows: brand identity and image management to clarify and enhance audience perception of the brand, product renewal and development to meet contemporary market demands and attract new customers, integrated marketing to ensure consistency and alignment across all marketing and advertising activities, customer relationship management to establish a sustainable and effective connection with customers and increase their satisfaction, market repositioning to define an appropriate competitive position for the brand and attract target customers, brand heritage and authenticity management to preserve and enhance the historical and cultural values of the brand, and finally, organizational change management to implement necessary modifications in the organizational structure and processes to support brand revival strategies.

Keywords: Brand revival, rebranding, meta-synthesis, marketing strategies, brand repositioning
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1. Introduction

A brand is the most essential tool for ensuring the lasting presence of any product or service in the minds of customers; therefore, special attention must be given to brand longevity to prevent its demise [1, 2]. Since 1955, more than 2,000 companies have been added to the Fortune 500 list. However, from the original list of 500 companies, only 71 remain. In other words, the mortality rate of these brands is approximately 86%. The presence of a company's name on a list of top firms does not hold any intrinsic meaning, as this recognition does not guarantee the company's ability to sustain its existence. Many of today's prominent brands did not exist in 1955, including all technology companies. Conversely, many firms that were once celebrated and at the peak of their reputation have now disappeared. Compaq, Pontiac, and Nokia are examples of large corporations whose brands have significantly weakened and are on the verge of vanishing. In 2007, Nokia's market value was $110 billion, while Apple's market value stood at $104 billion. However, by 2021, Nokia's market value had dwindled to $34 billion, whereas Apple had reached $2.5 trillion. In 2023, Apple surpassed the $3 trillion mark, while Nokia's market value decreased by $7 billion compared to the previous year. Within a span of fewer than 15 years, Apple not only overtook Nokia but grew more than 100 times larger than its struggling competitor, pushing Nokia toward extinction [3].

The term "brand death" is not exclusive to foreign brands; in recent years, it has also become a pressing issue in Iran. Many of us remember brands and products that no longer exist in the market. While reports may claim that certain brands are still operational, their products are absent from the market. A few years ago, television commercials were filled with familiar brand names that entertained consumers, yet today, those brands are forgotten. In most cases, these brands and their factories have shut down due to poor privatization policies and excessive imports. Iranian brands, which could have served as ambassadors for Iran across the globe, are gradually disappearing, leaving behind only names, logos, and memories in the industrial history of the country and even the world. Dozens of names from Iran's industrial revolution, such as Arj, Azmayesh, Mazandaran Textile, Pars Electric, Hepco, and Melli Shoe, symbolize the efforts of visionary individuals who built Iran's largest industrial corridor along the Karaj Special Road. Today, instead of being preserved as part of the country's industrial heritage, these sites are being sold to various organizations, potentially turning into parking lots for car manufacturers or being repurposed into residential complexes [4, 5]. This crisis, referred to as "brand death," has severe consequences for the national economy, leading to long-term economic stagnation compared to other countries. As a result, researchers have increasingly focused on topics such as brand revival, brand resurrection, rebranding, repositioning, restructuring, graveyard brands, brand recognition, brand recall, brand reintegration, reassigned brands, brand redesign, and brand reintroduction, all of which have entered the lexicon of management literature [6].

Reviving defunct brands is one of the most complex managerial challenges of the modern era. In a world where market dynamics, technological advancements, and evolving consumer preferences rapidly reshape the competitive landscape, brands are constantly at risk of decline or extinction. This phenomenon poses a significant threat not only to emerging brands but also to long-standing and historically established brands [7]. Under such circumstances, identifying effective strategies for bringing lost brands back to life has become a crucial topic in marketing management. The multifaceted nature of brand revival is a complex and multidimensional issue that requires a comprehensive approach in both research and practice. This process necessitates simultaneous consideration of three core dimensions: brand identity, which encompasses brand values and personality; communication aspects, which focus on interactions with customers and stakeholders; and strategic planning, which involves long-term decision-making for repositioning the brand in the market. These three dimensions must be studied and implemented in an integrated manner to ensure successful brand revival [8-11].

According to Keller (1999) and Lehu (2004), declining brands face complex challenges that demand an intelligent revival approach. These brands not only suffer from diminished consumer trust and reduced market share but also risk losing their competitive standing. In such situations, redefining brand identity emerges as a key strategy; however, this redefinition must be accompanied by the preservation of the brand's historical legacy and authenticity [8, 12]. Managers must strike a delicate balance between innovation and the preservation of core brand values, ensuring that while the brand adapts to the evolving needs of the market and contemporary consumers, its original and historical identity remains intact. This process requires a deep understanding of the brand's fundamental values, customer expectations, and market trends to design and implement a successful revival strategy [13-15].

One of the fundamental paradoxes in the brand revival process is the need to balance innovation with continuity. On one hand, brands must update their image to attract a new generation of consumers, while on the other, maintaining key brand identity elements is essential to retain loyal customers [16-18]. This inherent contradiction underscores the necessity of adopting intelligent strategies based on a thorough analysis of the target market. Research indicates that leveraging nostalgia as a bridge between a brand's past and present can play a crucial role in overcoming this challenge [19-21].

Another significant factor in brand revival is the role of digital technologies. The emergence of social media platforms and digital marketing tools has created unprecedented opportunities for redefining brand narratives and fostering meaningful interactions with audiences [16, 22]. However, recent studies warn that an overreliance on technology without adherence to fundamental brand management principles may lead to adverse outcomes [23-25].

The necessity of re-evaluating traditional brand revival models in response to today's dynamic business ecosystem has driven researchers toward developing integrated frameworks. These frameworks must incorporate elements such as visual identity reconstruction, redefinition of the brand's value proposition, and reinvention of the customer experience [4, 5, 14]. In this process, the simultaneous consideration of rational and emotional aspects of brand-consumer relationships is of paramount importance [22].

In this regard, meta-synthesis offers a systematic approach that enables the comprehensive analysis and integration of qualitative research findings. By moving beyond single-dimensional studies, this method facilitates the discovery of key patterns and concepts in the field of brand revival [26]. Through meta-synthesis, researchers can gain a holistic understanding of the intricate interactions between factors influencing the success or failure of revival strategies—an aspect that conventional methods often fail to achieve. The present study, utilizing a meta-synthesis approach, seeks to uncover hidden patterns in existing literature and provide new insights for addressing brand revival challenges. By overcoming the limitations of isolated case studies, this method enables the extraction of universal principles from diverse experiences [27]. The findings of such an analysis not only enrich the theoretical foundations of brand management but also serve as a valuable practical guide for managers engaged in brand revival processes.

2. Methodology

This study employs a qualitative meta-synthesis approach to analyze brand revival strategies. Meta-synthesis is an emerging method in qualitative research that facilitates a deeper understanding of phenomena and human experiences while providing profound insights into the subject under investigation. Rather than merely summarizing findings, this method integrates and reinterprets qualitative research results to develop new conceptual frameworks and insights. Unlike quantitative methods such as meta-analysis, which evaluate the impact of interventions using numerical data, meta-synthesis explores and enhances awareness of a phenomenon by synthesizing related qualitative studies.

This research follows the methodology of Sandelowski and Barroso (2007), which consists of seven stages:

1. **Defining the Objective** – The primary objective of this study was to develop a comprehensive framework for brand revival strategies. Key research questions were formulated, including the subject (brand revival strategies), data sources (domestic and international databases), time frame (2011–2023 for domestic articles and 1990–2024 for international articles), and methodology (scientific methods for data collection).

2. **Systematic Literature Review** – A systematic and comprehensive review of previous studies on brand revival was conducted to establish a foundation for data analysis and synthesis.

3. **Selection of Sources** – Relevant sources, including academic articles related to brand revival strategies, were selected from both domestic and international databases.

4. **Data Extraction** – Information related to the research topic, including strategies, methods, and various brand revival approaches, was extracted from the selected sources.

5. **Data Analysis and Synthesis** – Extracted findings were systematically analyzed and synthesized to identify patterns, concepts, and new insights into brand revival strategies. Rather than simply summarizing the findings, the study restructured and conceptualized them to derive new perspectives.

6. **Data Quality Control** – To ensure the validity and reliability of the results, the quality of the data and the analysis process was rigorously assessed.

7. **Presentation of Findings** – The final findings of the meta-synthesis were systematically presented to develop a coherent framework for brand revival strategies.

Through meta-synthesis and systematic literature review, comprehensive insights on a specific topic are obtained by integrating previous research findings. To implement this method, predefined keywords were searched in domestic and international databases.

Data collection was conducted using three international databases (Google Scholar, ScienceDirect, Scopus, Springer, ProQuest, Taylor & Francis, Insight, and Emerald) and four domestic databases (Scientific Information Database, Noor Specialized Journals, Irandoc, and Danesh Reference).

Following an initial review of scientific articles from various databases, 70 sources were identified. However, during the filtering process, several sources were excluded: 20 sources due to irrelevant titles, 5 due to lack of access, 5 due to irrelevant abstracts, 10 due to unrelated content, and 6 due to inappropriate methodology. Ultimately, 24 sources were selected as the final dataset for the meta-synthesis.

Since qualitative studies do not require statistical inference and generalization, they rely on non-probability sampling. Thus, there is no necessity to provide a statistically representative sample. In this study, an individual assessment was conducted to determine the quality of reports based on predefined scientific criteria and expert opinions. Sources were selected using purposive sampling based on inclusion and exclusion criteria, which included:

- Inclusion of studies published in domestic and international databases
- Qualitative and mixed-method studies
- Research with sufficient data
- Fully published articles
- Studies conducted between 2011 and 2023 for domestic publications and 1990 to 2024 for international papers.

Exclusion criteria included:

- Studies lacking sufficient information on research objectives
- Studies with similar titles and objectives
- Studies lacking appropriate methodological frameworks
- Research lacking scientific quality
- Studies published before 2011 that were not relevant to the subject

After this evaluation, research findings and information reported in the selected domestic and international articles were extracted based on the authors' names, article topics, and year of publication. The identified brand revival strategies were categorized, and the final article selection was reviewed using thematic analysis—one of the qualitative research analysis methods that aids in summarizing, describing, and interpreting data.

Synthesizing findings allows researchers to identify dominant relationships and conflicting perspectives within the results. In this study, qualitative data analysis and synthesis were conducted using open coding. Initially, all extracted factors were considered open codes, which were then categorized based on meaning and concept to structure the study's dimensions. Given that the study aimed to identify and classify brand revival strategies within a comprehensive framework, the classification of components was aligned with this objective.

To quantitatively assess content validity, the Content Validity Ratio (CVR) was used. Ten Ph.D. faculty members in management and marketing were asked to evaluate each topic based on a three-point Likert scale: "Essential," "Useful but not essential," and "Not essential." After calculating the responses, since all results exceeded 0.74, content validity was confirmed.

To ensure the quality and reliability of the study, only scientifically credible sources were included based on predefined inclusion and exclusion criteria. Studies with insufficient scientific credibility were excluded through the meta-synthesis process, thereby reinforcing content validity.

For reliability assessment, Cohen's kappa coefficient was used, which measures inter-rater agreement in qualitative studies. This coefficient quantifies the agreement between two raters who classify N items into C mutually exclusive categories, with values ranging from -1 to +1, where:

- A value close to +1 indicates a strong direct agreement.
- A value close to -1 indicates an inverse agreement.
- A value near zero suggests a lack of agreement.

In this study, the researcher and an expert faculty member responded to pre-designed questions, and results were analyzed using SPSS 25 software. Out of 94 reviewed cases, there were 82 cases of positive agreement (Yes-Yes), 6 cases of disagreement (Yes-No and No-Yes), and 0 cases of negative agreement (No-No). The kappa coefficient's

significance statistic was 0.845, indicating a substantial level of agreement based on the categorization scale for this test.

3. Findings and Results

In the meta-synthesis approach, brand revival strategies were identified through an in-depth review of selected articles. Initially, relevant keywords related to brand revival were searched in academic databases, and a collection of high-quality and relevant articles was selected. A detailed examination of these articles led to the extraction and categorization of various strategies and approaches proposed for brand revival. At this stage, content analysis and coding techniques were employed to identify and organize key concepts related to brand revival strategies. Finally, after analyzing the findings from the selected articles, the identified strategies were presented in a comprehensive table (Table 1) to serve as a framework for better understanding and implementing the brand revival process. Based on a review of 24 articles, a total of 94 brand revival strategies were identified.

Table 1. Extracted Brand Revival Strategies from Selected Articles

Brand Revival Strategies	Authors
Increasing brand awareness	[8, 28, 29]
Enhancing brand image	[8, 27, 28, 30, 31]
Increasing brand usage	[8, 29]
Changing or reinforcing brand slogans	[32]
Revising target markets and brand segments	[32]
Updating logos and brand symbols	[32]
Innovation and product redesign	[12, 27, 28]
Using advertisements, attractive packaging, and displays	[29]
Implementing nostalgic marketing campaigns	[28, 33]
Changing or introducing brand endorsers	[34]
Considering cultural differences in logo and color selection	[35]
Returning to the "roots" of the brand	[16]
Updating the brand value proposition	[12, 36]
Emphasizing meaningful differentiation in marketing messages	[31]
Risks of rebranding	[37]
Brand repositioning and product line expansion	[14, 38]
Brand renewal and modernization	[39]
Brand imitation	[39]
Brand nostalgia revival	[39]
Integrating traditional and modern strategies	[28]
Emotional approach in advertising	[19]
Utilizing television advertisements	[19]
Diversifying promotional channels	[19, 22]
Providing exclusive access	[19]
Leveraging digital marketing	[22, 26]
Blending past and present	[18, 40]
Retelling the brand story	[18, 22]
Strategic use of nostalgia	[41, 42]
Restoring brand credibility	[18]
Updating the functional aspects of old products	[40]
Reproduction, blending old and new, retro-production, recycling, and antique restoration	[43]
Organizational refocusing	[44]
Restoring brand connection	[44]
Recreating the brand experience	[44]
Strengthening a results-oriented culture	[44]
Rebuilding brand trust	[44]
Achieving global alignment	[44]
Redefining brand positioning	[14, 22]

Market repositioning	[14, 22]
Innovation and industrial development	[14, 22]
Preserving brand essence and customer focus	[16, 22]
Balancing authenticity and innovation	[16, 22]
Using brand ambassadors	[45]
Product innovation	[22, 45]
Reviving old brands with modern features	[41]
Utilizing nostalgia as a branding element	[41, 46]
Focusing on four key brand elements (storytelling, utopia, essence, and contrast)	[41, 42]
Consumer community management	[41, 42]
Participatory marketing	[41, 42]
Establishing a connection with the past	[46]
Emphasizing intangible brand values	[46]
Strengthening brand identity	[46]
Using historical symbols	[46]
Creating differentiation and authenticity	[46]
Attracting younger generations	[46]
Strengthening brand engagement	[46]
Creating enjoyable brand experiences	[46]
Emphasizing message simplicity	[46]
Designing appealing advertisements	[46]
Strengthening brand differentiation	[47]
Focusing on product quality and customer experience	[44]
Participating in social responsibility and sustainability efforts	[24, 29, 33]
Developing sub-brands	[22]
Customer relationship management	[22, 48]
Launching new marketing campaigns	[11]
Improving product or service quality	[48]
Investing in research and development	[11]
Updating production processes	[11]
Reducing prices or increasing quality	[11]
Adopting new technology	[11]
Targeting new consumer segments	[11]
Establishing a strong brand identity	[11]
Marketing and advertising	[48]
Brand identity reconstruction	[48]
Driving innovation	[48]
Managing customer relationships	[48]
Listening to customer feedback	[48]
Building customer communities	[48]
Utilizing word-of-mouth marketing	[48]
Collaborating with customers	[48]
Creating unique experiences	[48]
Providing strong guarantees	[27]
Offering post-sale warranties	[27]
Highlighting awards and recognitions	[27]
Obtaining third-party certifications	[27]
Establishing strategic partnerships	[27]
Engaging in social responsibility initiatives	[27]
Using persuasive advertising	[27]
Implementing valuable content marketing	[27]
Leveraging influencer marketing	[27]
International educational programs	[45]
Emphasizing brand identity	[45]

Identifying emerging target markets	[45]
Implementing a global integrated marketing strategy	[45]

In the meta-synthesis approach, the identified brand revival strategies from selected articles were classified through extraction and analysis using coding and categorization methods. Initially, concepts and themes related to brand revival strategies were extracted and coded from the selected articles. Similar and related codes were then grouped into larger thematic categories based on conceptual similarities and interrelations. Finally, these thematic categories were considered as the main classifications of brand revival strategies, and the results of this classification are presented in Table 2. This table includes the main categories of brand revival strategies along with their subcategories, which were derived from the analysis and synthesis of the selected articles.

Table 2. Classification of Brand Revival Strategies

Main Brand Revival Strategies	Sub-Strategies	References
Brand Identity and Image Management	Enhancing brand image, reconstructing brand identity, creating a strong brand identity, preserving brand essence, updating logos and symbols, changing or reinforcing brand slogans, strengthening points of differentiation, establishing a connection with the past, emphasizing intangible brand values	[8, 11, 16, 46, 49]
Product Innovation and Development	Product innovation, updating functional performance of products, product redesign, developing sub-brands, investing in research and development, improving product quality, updating production processes, providing warranties and after-sales services	[11, 12, 22, 27, 36, 40, 45]
Integrated Marketing	Utilizing digital marketing, diversifying promotional channels, emotional approach in advertising, content marketing, word-of-mouth marketing, influencer marketing, designing attractive advertisements, leveraging nostalgic campaigns	[19, 22, 26, 27, 29]
Customer Relationship Management	Listening to customer feedback, creating customer communities, collaborating with customers, providing unique experiences, managing consumer communities, fostering enjoyable brand experiences	[41, 42, 46, 48]
Market Repositioning	Revisiting target markets, repositioning in the market, targeting new consumer segments, identifying emerging markets, reinventing brand positioning	[8, 11, 14, 38, 45]
Brand Heritage and Authenticity Management	Returning to brand roots, strategic use of nostalgia, integrating past and present, leveraging historical symbols, balancing authenticity and innovation	[8, 16, 18, 41, 42, 46]
Organizational Change Management	Organizational refocusing, strengthening a results-oriented culture, strategic partnerships, participation in social responsibility initiatives, achieving global alignment	[24, 27, 33, 44]

Brand identity and image management is a comprehensive and complex process aimed at restoring a brand's credibility and popularity in the minds of consumers. This strategy consists of several key components that work in an integrated manner: first, enhancing brand image is achieved through identifying and addressing existing weaknesses. Next, brand identity reconstruction focuses on core brand values and promises. Establishing a strong brand identity requires precisely defining the brand's personality, tone, and messaging, while preserving brand essence ensures that any changes remain aligned with the brand's core values. Updating logos and symbols should modernize the brand while retaining recognizable elements. Changing or reinforcing brand slogans should reflect the brand's new direction, while strengthening differentiation points helps the brand maintain a unique position in the market. Establishing a connection with the past helps retain loyal customers, and emphasizing intangible values such as trust, innovation, and sustainability enhances emotional engagement with consumers. All these elements must be implemented in a coordinated and well-planned manner to achieve the desired outcomes.

The product innovation and development strategy is a comprehensive approach aimed at revitalizing products and increasing market competitiveness, incorporating multiple sub-strategies. Product innovation is achieved through introducing new and creative features, while updating the functional performance of existing products improves efficiency. Product redesign involves changes in the design and appearance of the product, whereas developing sub-brands diversifies the product portfolio. Investing in research and development facilitates technological advancements, and improving product quality enhances customer satisfaction. Updating production processes optimizes costs and increases efficiency, and finally, offering warranties and after-sales services strengthens consumer trust and loyalty toward the brand.

Integrated marketing is a holistic approach to brand revival that synergistically combines multiple sub-strategies. Digital marketing plays a central role through social media, online advertising, and search engine optimization.

Diversifying promotional channels involves using various media such as television, radio, and billboards, which, when combined with an emotional approach in advertising, establishes deeper connections with the audience. Content marketing builds consumer trust through valuable and relevant content, while word-of-mouth marketing and leveraging social influencers help amplify the brand message. Designing attractive advertisements and employing nostalgic campaigns evoke positive emotions by reminding consumers of past brand experiences, ultimately contributing to brand revival.

Customer relationship management is a comprehensive strategy for revitalizing brands by rebuilding and strengthening customer relations through several complementary sub-strategies. These include actively listening to customer feedback through multiple communication channels, creating and managing customer communities for effective engagement and experience sharing, directly collaborating with customers in the development of new products and services, designing and delivering unique and personalized experiences for each customer, intelligently managing consumer communities to foster a sense of belonging and loyalty, and ultimately, creating enjoyable and memorable brand experiences at all customer touchpoints, leading to higher customer satisfaction and brand loyalty.

Market repositioning is a comprehensive approach to business revitalization through reassessing and redesigning the company's position in the market. This strategy includes five sub-strategies: first, revisiting target markets involves reanalyzing and selecting primary markets; second, repositioning in the market entails redefining the company's value proposition and differentiation strategy; third, targeting new consumer segments expands the customer base; fourth, identifying emerging markets uncovers new growth opportunities; and fifth, reinventing brand positioning focuses on updating and strengthening the brand's perception among consumers.

Brand heritage and authenticity management in brand revival focuses on revitalizing the historical and authentic aspects of a brand to establish a deeper and more lasting connection with audiences. This strategy emphasizes past brand values, stories, and symbols, reviving nostalgia and consumer attachment while giving the brand a unique and distinguished identity. The sub-strategies within this category include returning to brand roots, strategic use of nostalgia, integrating past and present, leveraging historical symbols, and balancing authenticity with innovation. Proper

execution of these strategies enables brands to preserve their authenticity while aligning with the needs and expectations of modern consumers, thereby strengthening their market position.

Organizational change management in brand revival focuses on transforming structures, processes, and corporate culture to enhance performance and increase brand effectiveness in the market. This strategy comprises a set of actions aimed at implementing fundamental organizational changes aligned with brand revival objectives. The key sub-strategies include organizational refocusing (redefining organizational goals and priorities), strengthening a results-oriented culture (establishing a performance-driven work environment), strategic partnerships (forming effective collaborations with other organizations), corporate social responsibility initiatives (enhancing brand perception through social engagement), and achieving global alignment (ensuring consistency across global brand operations). These actions drive positive organizational change, improving brand performance and ultimately contributing to its revival.

4. Discussion and Conclusion

Reviving a brand requires a set of coordinated strategies and actions at various levels. These strategies encompass a wide range of brand-related aspects, including identity, product, marketing, customer relationships, market positioning, heritage, and organizational management. A comprehensive and integrated approach to combining these strategies is the key to successful brand revival [8, 27].

In the field of branding and brand identity, the primary strategy is brand identity and image management. This strategy involves actions such as improving brand image, reconstructing brand identity, creating a strong brand identity, preserving brand essence, updating visual symbols, reinforcing slogans and differentiation points, establishing a connection with the past, and emphasizing intangible values [11, 12, 16, 32].

In the dimension of product and innovation, product renewal and development is the central strategy. Product innovation, performance and quality enhancement, product redesign, sub-brand development, investment in research and development, and providing after-sales services are key strategies in this area [12, 16, 22, 45].

Marketing and communication strategies also play a crucial role in brand revival. Integrated marketing, as the primary strategy, includes leveraging digital marketing, diversifying promotional channels, adopting an emotional

approach in advertising, content marketing, word-of-mouth marketing, influencer marketing, attractive design, and nostalgic campaigns [19, 26, 29, 33].

Customer satisfaction and loyalty are also critical components of brand revival. Customer relationship management, as the overarching strategy in this domain, includes listening to customer feedback, creating customer communities, collaborating with customers, delivering unique and enjoyable experiences, and managing consumer communities [41, 42, 48].

Redefining a brand's position in the market is also of high importance. Revisiting target markets, repositioning, targeting new consumer segments, identifying emerging markets, and reinventing brand positioning are key strategies in this regard [14, 38].

Another critical dimension is brand heritage and authenticity management. Returning to brand roots, strategically using nostalgia, integrating past and present, leveraging historical symbols, and balancing authenticity with innovation are the core strategies in this area [16, 18].

Finally, organizational and managerial strategies are integral to the brand revival process. Organizational change management, as the central strategy, requires organizational refocusing, fostering a results-oriented culture, forming strategic partnerships, engaging in corporate social responsibility initiatives, and achieving global alignment [24, 33, 36, 44].

In summary, the successful revival of a brand necessitates a comprehensive, integrated, and multidimensional approach that encompasses a broad spectrum of strategies related to identity, product, communication, customer relations, market positioning, heritage, and organizational management. The integration and coordination of these strategies are the key to achieving a sustainable and long-term brand revival.

For a successful brand revival, managers should adopt a holistic and integrated approach that includes brand identity reconstruction through updating visual symbols and strengthening differentiation points while preserving the brand's core essence. In the product domain, focusing on innovation, quality enhancement, and new product development is essential, along with investing in research and development and improving after-sales services.

Marketing strategies should emphasize an integrated approach, incorporating digital marketing, engaging content, and nostalgic campaigns. Managers must place particular emphasis on customer relationship management, including

creating unique experiences, listening to feedback, and fostering customer communities.

Redefining brand positioning in the market through identifying new consumer segments and emerging markets is also essential. Additionally, managers must strike a balance between preserving brand heritage and authenticity while driving innovation. Finally, the successful execution of these strategies requires appropriate organizational changes, strengthening a results-driven culture, and developing strategic partnerships—all of which must be implemented in a coordinated and aligned manner to ensure a sustainable and long-term brand revival.

Authors' Contributions

Authors equally contributed to this article.

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Declaration of Interest

The authors report no conflict of interest.

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Ethical Considerations

All procedures performed in this study were under the ethical standards.

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