Thoughts about a rebranding

You've probably heard of the Susan G. Komen Race for the Cure, right? Well it doesn't exist anymore. It changed its name to the Susan G. Komen GLOBAL Race for the Cure. This is the second year I participated and I think the rebranding is bogus and confusing. From a marketing perspective I understand why they would do it. After all, now they are able to call it the "first ever" global Race. But that is BS. It is not the first Race and anyone who has ever participated knows that.

What this rebranding accomplish? Not much that I can tell. In fact, this year the Race here in the Washington DC area had fewer participants (45,000 vs. 50,000 last year) and raised less money. Last year, Cynthia Nixon and Condoleeza Rice addressed the participants, and participated in the Race. Also, Mayor Adrian Fenty raced. This year, the only "celebrities" were Jill Biden and her husband.

In any case, I think that any established cause or organization needs to carefully evaluate what it aims to get from a rebranding. Is it worth the cost? Is it worth the confusion?

Ultimately, I felt that the "Global" Race for the Cure was very disorganized compared to last year. I did not feel appreciated for raising money or participating and I don't think I will participate next year. And I did not get that it was global in nature (other than the very long and ridiculous speech by some "royal" from Bosnia). In fact the whole point of Komen is to raise funds for the LOCAL community.

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