

CASE STUDY - LOGO TEST: DETERMINING THE STRENGTH OF YOUR VISUAL IDENTITY IN MULTIPLE COUNTRIES

BUSINESS CHALLENGE

Understanding the impact of introducing a new logo in the three main countries (NL-UK-ES)

RESULTS

The main outcome and area of concern was the low evaluation and stopping power of the new logo in UK and NL. In Spain the new logo received a strong evaluation, and performed better than the current logo, but in the Netherlands and in UK the new logo lacked impact and couldn't outperform the current logo.

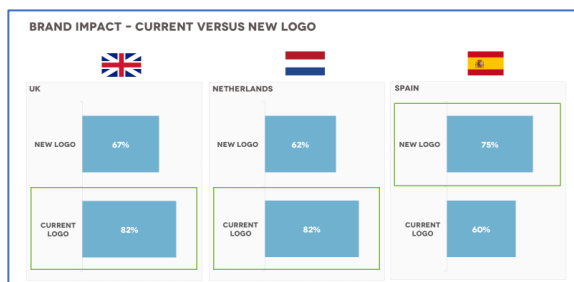


Figure 1: Brand impact scores current versus new logo - per country



Figure 2: Overall evaluation current versus new logo - per country

KEY TAKE OUT

As the Netherlands and UK are the biggest growth markets for our client, they decided to stop the further development of the new visual identity, and to stick with the current logo for the time being. Based on the results the creative agency is currently developing new designs based on the current design that will be tested soon.