

## CASE STUDY – LOGO TEST: UNDERSTANDING THE IMPACT OF YOUR NEW LOGO

### BUSINESS CHALLENGE

Understanding the impact on the brand (linkage and fit) of adjusting the visual identity by introducing a new brand logo.

### RESULTS

The new logo of our client was tested and compared with the current logo, to understand the impact of changing their visual identity on their brand. The results show that the new logo has the same brand fit as the current logo. However, the new logo has a slightly lower brand linkage, the brand is still stronger connected to the current logo. A deeper evaluation of the new logo shows that the new logo is better evaluated and has a strong stopping power among consumers.

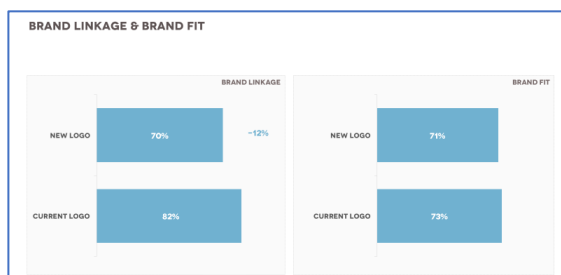


Figure 1: Brand fit and brand linkage - current versus new logo

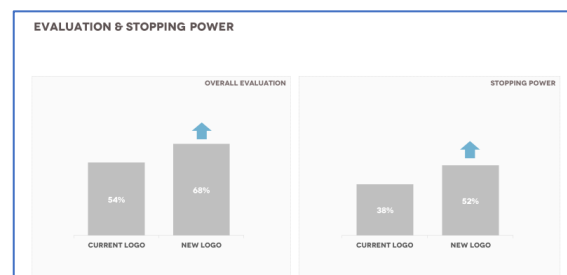


Figure 2: Overall evaluation and stopping power - current versus new logo

### KEY TAKE OUT

Based on the outcomes of this study the client decided to move forward with the new visual identity and introduced the new logo. However, they decided to monitor brand linkage in the first weeks of introduction to ensure this would not further decrease. After the introduction of the new visual identity brand linkage was on par with the current design after 3 weeks, and sales increased with +5%.