



KING-CASEY



# King • Casey REPORT

Insights and Trends in Retail Branding, Merchandising and Design



## Branding That Works

Great Identity Design Results from a Sound Strategic Process

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## Great Identity Design Results from a Sound Strategic Process

A KING-CASEY REPORT by Howland Blackiston, Principal, King-Casey

### Avoiding the Pitfalls of “Logomania”

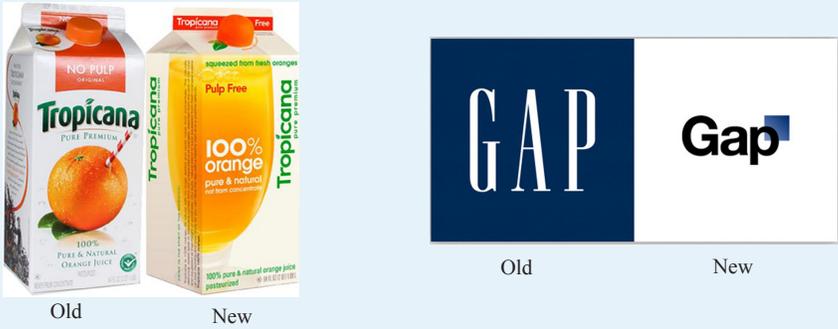
As seen in a few well-publicized cases, a new identity and logo does not necessarily mean a better one. Tropicana had to revert back to its old identity and icon after consumers revolted. Then there was the Gap fiasco when they unveiled a new logo that was so dull and so different that the company scrapped it after being deluged by consumer complaints.

Changing a brand’s identity and logo is a major decision with tremendous implications for a business. An effective new identity can signal important changes in the brand. It can excite and attract new customers. And it can differentiate in an increasingly competitive retail environment. But when not done strategically and methodically, a new identity can be disastrous. It all depends upon the strategy and the branding process.

### Effective Identities Come From an Effective Process

There is often a common denominator behind lackluster identity efforts. They have failed to follow a structured, consumer-driven process. Identity

### New Brand Identities That Backfired



The image shows two side-by-side comparisons of brand identities. On the left, two Tropicana orange juice cartons are shown: the 'Old' version on the left and the 'New' version on the right. The 'Old' carton features a large orange and the word 'Tropicana' in a stylized font. The 'New' carton features a smaller orange and the word 'Tropicana' in a more modern, sans-serif font. On the right, two versions of the Gap logo are shown: the 'Old' version on the left and the 'New' version on the right. The 'Old' logo consists of the letters 'GAP' in a white, serif font on a dark blue background. The 'New' logo consists of the word 'Gap' in a black, sans-serif font on a white background.

Old New

These brand identities were developed and launched with the best of intentions. But they generated a lot of negative criticism. Gap and Tropicana withdrew their new designs. Following a structured process (like Brand ACT™) can avoid such disappointments.

design is not a graphic exercise. It is a strategic exercise. This understanding and knowledge comes from King-Casey’s 60 years of developing effective identities for many of the world’s best-known brands. This has culminated in a proprietary process we call: Brand ACT™ an acronym for (Assess, Create, Test).

### Step 1: Assess

Before any creative design work begins, you must assess what brand equity you have in the current brand. What do customers and non-customers

say and think about your brand, identity, stores and/or products? What is unique or different about your brand? What do consumers recall about your logo (color, design, words, etc.)?

During the Assess Phase, it is important to utilize consumer research techniques and methodologies to unearth key learnings and insights that are specific to your brand. It is through this research that you identify and determine what it is about your identity and logo that needs changing or improving (if anything).

Where does your identity fall short when it comes to positively reinforcing and supporting your core brand attributes, personality and brand essence? At the same time, you don't want to toss out the baby with the bath water – perhaps there is some memorable visual or graphic equity elements in the current design that should never be lost.

The culmination of the Assess Phase is the creation of a narrative design strategy that embodies the critical learning's from the research and assessment. It sets forth in words a road map that will guide the new creative, and ensure that new identity design concepts are driven by strategy – not design for the sake of design.

### Step 2: Create

This is the start of the design process. Cast a wide net at the outset to unleash fresh and innovative thinking (get a diverse team of creative people working on visual ideas – the

more ideas the merrier). Develop and explore a wide range of new identity and logo concepts for your brand, using the design strategy developed during Step 1 as a blueprint and inspiration. Then systematically evaluate the new identity design concepts based on their ability to meet and communicate the design strategy and the agreed brand attributes. After several rounds of evaluation, select a group of new identity design concepts for testing.

### Step 3: Test

In the Test Phase, evaluate and validate the select group of new identity design concepts. Once again, research should be conducted among key customer segments to determine the strengths, weaknesses, communication ability, memorability and recognition of the new identity design alternatives.

This is not a subjective exercise in “pick your favorite logo”. The idea is to have consumers objectively

score or rank each design against the desired brand attributes. The designs that score the highest across the widest range of attributes are your strong contenders.

The consumer research results and findings are used to determine the best new logo design for further development and refinement. A final round of research (objectively evaluating the effectiveness of the new logo versus the current) is then conducted prior to introduction into the marketplace.

### Why Brand ACT™ Works

A new logo and image represents change but at the same time it should be clear-cut and readily recognizable (because it retains positive brand equity). The end result is a new logo that meets its business objectives and that customers accept and respond to.

#### King-Casey Identities and Logotypes that Have Stood the Test of Time

For over 60 years, King-Casey has used its proprietary, strategic and highly disciplined Brand ACT™ process to successfully develop logos for some of the most recognized brands in the world. Our high success rate is rooted in a deep and thorough understanding and knowledge of a brand, its customers, and its core equity.



# Case Study: Fusion Market

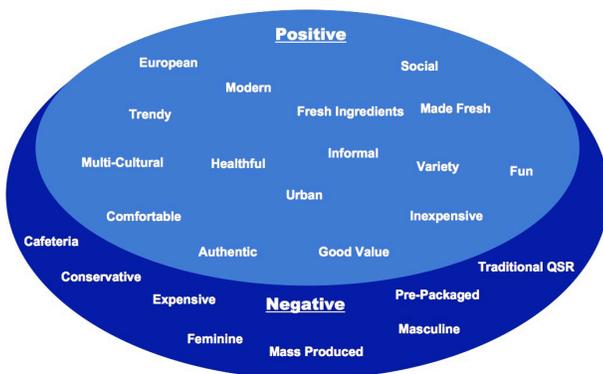
## Creating a New Restaurant Brand

### Challenge

The State University of New York student union asked King-Casey to create a new restaurant brand including name and identity.

### Brand Strategy

King-Casey's strategy team created a brand concept definition, positioning and strategy. The team focused on "Fast, Fresh, Global" to communicate a convenient restaurant experience, celebrating freshly prepared food from around the world.



One of the early steps in the project was to develop positive and negative "brand attributes". These are the words and phrases that describe what we want the brand to be (or not be)

### Creating an Identity

A distinctive and memorable name, "Fusion Market", was developed. Following this, an ownable, stylish logo was created. The logo has an authentic multi-cultural look that conveys fresh, flavor, energy and playfulness.



### 3-D Branding

The Fusion Market "leaf" logo signs the front entry, and its design theme has been adapted to nomenclature, environmental graphics and a signage system to create a three-dimensional interpretation of the brand throughout the environment.



### Business Results

Every use of the new Fusion Market brand identity signals flavorful excitement to attract students, faculty and guests eager for a new and out of the ordinary dining experience.

**King-Casey** is a pioneer in retail consulting and design. For more than half a century, we have been building competitive brands for a broad array of retail companies by dramatically improving the customer experience at every point of contact. King-Casey provides a complete range of services including assessment, research, branding, visual merchandising, retail store design, and rollout. We develop innovative solutions that result in increased customer loyalty, higher sales and greater Return on Investment.

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