

PRESS RELEASE

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New Brandhome research into logo recognition

Brandhome has carried out a fresh study into the recognition of the logos of the 40 largest advertisers in Flanders. Coca-Cola, BMW and Carrefour came out best, with scores of 97–99% for recognition of their logos. The Actimel, Eandis and 4FM logos were the least recognised. The study was performed in February and March among 480 respondents in different Flemish cities.

Brandhome’s Erik Saelens sums up the most significant conclusions of the study: ‘Media spend didn’t correlate with recognition of the logo. Coca-Cola and Knorr came near the bottom of the top 30 for media spend, but were among the top ten most recognised logos. Our study also found that the logos of the three main supermarkets in Belgium did very well. No doubts because consumers come into contact with their logos a great deal, possibly even daily. We also see, lastly, that when respondents couldn’t identify a logo, they still frequently attributed it to a competitor in the relevant sector. That’s a noteworthy phenomenon, which we picked up in earlier research too.

The top ten most recognised logos in Flanders

Gross media spend	Ranking media spend	Brand	Category	Score logo recognition
€4,811,148	39	Coca-Cola	Fmcg	99.17%
€12,983,393	7	BMW	Car	97.50%
€10,096,195	16	Carrefour	Supermarket	96.67%
€12,215,781	9	Delhaize	Supermarket	96.67%
€14,009,831	4	Lidl	Supermarket	96.67%
€9,034,477	20	Mercedes	Car	93.33%
€11,946,984	11	Volkswagen	Car	93.33%
€13,481,135	5	Fortis	Bank & Insurance	93.33%
€11,949,611	10	Proximus	Telecom	91.67%
€5,120,238	37	Knorr	Fmcg	90.83%

The top ten least recognised logos

Gross media spend	Ranking media spend	Brand	Category	Score logo recognition
€9,448,147	19	MediaMarkt	Retail electronics	48.33%
€5,453,435	36	Nissan	Car	31.67%
€9,635,430	18	Spotter.be	Online	29.17%
€8,790,424	21	Kia	Car	25.00%
€5,569,928	34	Citibank	Bank & Insurance	12.50%
€5,750,530	32	Vitalinea	Fmcg	10.83%
€5,558,505	35	Indi	Media	10.00%
€4,926,660	38	4FM	Media	6.67%
€5,720,061	33	Eandis	Energy	3.33%
€7,381,703	26	Actimel	Fmcg	3.33%

It is clear, Saelens thinks, that the most recognised brands are the ones that have stuck to the golden rules of brand-building: 'The brands with the highest awareness stand out for their consistent, long-term application of the logo and for logos in which the word mark and visual design are fully integrated. The study also shows that logos that differ significantly from others in their sector are more recognisable too.'

Erik Saelens believes the research demonstrates yet again that a carefully conceived and effective strategy is the essential starting point when developing a brand logo: 'A brand has to be built on a concept if it is going to last, and any adjustment has to be done carefully,' he concludes. 'Otherwise the logo just won't make it in this information society.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.