



Why Brands are going Logo less?

Brands like Pepsi, Starbucks, McDonald's or Nike are so popular that they don't need wordmark to be recognized by consumers. The same applies for the logos of BMW, Apple, Adidas, and countless other brands. While many brands don't enjoy this level of recognition, but some are just too big to ignore. Even brands go to extraordinary efforts to present a single consistent identity among its consumers and try to be recognized by millions of different people on any given street or social media platform. This is the primary reason that a ubiquitous logo carries so much value. A brand is simply an individual's perception of a product, organization or person, it is abstract in nature and it is the logo that gives it meaning and identity. So why there are some brands which are going logo less?

Recently, Mastercard, the brand best known for its credit cards, has removed its name from its intersecting circles logo for the first time since its 1968 creation. The red and yellow Mastercard symbol will now stand alone without the wordmark across all digital and physical communications, including sponsorship properties and retail locations. And the trend continues as last week, Doritos also challenged its consumers by removing the brand name from its logo and replacing it with 'Logo Goes Here' inside its triangle-shaped marque. Even Starbucks have used this tactic while it hasn't officially removed its wordmark, but it noted on its website that the brand prefers to use the logo by itself without its wordmark, which allows it to be presented with "greater prominence".

Logos of brands have always made sense in a physical space, for instance, McDonald's need to 'look' the same in New Delhi as it has to be in New York or Shanghai. It needs to be recognized by millions of different people on any given street. But this dependency on logos work differently when it comes to digital world, where we each have our own personal devices, in that case mass recognizability seems less important. A brand just needs to be recognizable to one individual. Then what kind of value does a universal logo carries on social media? Since a brand stands for different meanings for

different people, so it should surely be presented differently. Marketers understand that traditional ads are no longer working the way they once did. At least not in the digital world as consumers on the whole are becoming harder to impress since they have so many options available on their fingertips. While it used to happen in limited spaces earlier as well like in the newspaper or during commercial breaks but now, these ads all swim in the vast ocean of the internet. Ads do still run in those conventional spaces too, but brands are working to grab consumers' attention whether offline or online and trying to stay relevant and contemporary.



Brands have adopted countless ways so far to stay internet-relevant: from influencer marketing, guerilla marketing, or pop-up events, and much more. So, this is another tactic by brands. Also, this tactic of online marketing is specifically targeting the Millennials and Gen Z as together they account for about a third of the world's total population. What brand wouldn't want their attention? And what's best way to reach out to them? To speak the language, they speak. To a younger consumer, a single word or image can carry complex meaning, thanks to the rapidly-moving online world of memes and abbreviated communication.

This logo less step, therefore, is an attempt to make the conventional ads more interesting to today's jaded consumers and to make the brand look more relatable. So, when a brand removes its name from its logo, it takes a place in the modern online

world of symbols, slang, and shorthand. Thus, Doritos' advertising tactic is a well thought out step and has the potential for success as it is buzzworthy. Brands like Doritos are not only trying to flex their power, but also trying to show that they fit in this modern world of quick messages and hidden meanings. And maybe not everyone is meant to "get it"— but consumers who recognize the brand might feel a little bit special for solving the (very simple) puzzle and might probably engage with them.

Will this tactic increased sales or brand repute? Only time will tell. But it certainly has the power to increase brand awareness. It is helping brands in retaining and reinforcing relationships with existing brand fans but also in winning the attention of new consumers, since so many people are now talking about Doritos and Mastercard thanks to these new "dope ads."

Geek Out!

3 Database Admins walked into a NoSQL bar. A little later, they walked out because they couldn't find a table!!



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