

As you see so shall you feel

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Imagery- it's a seemingly innocuous word which triggers tingles of tiny feelings mostly related to connection of things to images or vice versa. We as human beings have been trained to associate some things with other things so frequently that mentioning this wonderful neurological phenomenon is a thing of no surprise or awe. Let's take a step back and try and see how much we recognize and perceive through association and imagery. What does green wet grass say to you or the smell of a particular talcum powder? Do we associate them with a particular place or person? I am sure most of us have unique associations with each of such trivial sensory experiences.

This very basic and uniquely human phenomenon of sensory perception and recognition has been widely used and classically conditioned by various marketing campaigns around the world. Just take a minute and think of these brands- Coke, Nike, Apple, Microsoft, Pepsi, BMW, McDonald's, Levi's.

I am sure the first thing that must have come to most of our minds is the **logo** of these Brands. A company's logo is a recognition tool for the public to link their services or products to the company. In other words, it is part of a company's branding. Without such branding, the public will not be able to differentiate between companies, and therefore unable to expect a certain standard or quality from the company which they interact with. A logo, if designed effectively, can bring to people's mind the unique selling proposition of an organization, which inevitably promotes the company on a sub-conscious level. While you may imagine these logos are enduring and unchanging, the truth is that most corporate icons get refreshed every few years -- including Apple's and Coke's. The reasons range from a need to modernize to corporations signaling a shift in strategy.

The common theme in all these logos and their evolution is avoidance of anachronism and obsolescence

Shell

The Shell gas station brand logo started out in 1900 as a literal inked clamshell drawing but has gradually become a smooth red and yellow stylized shell. The colors and shape are so distinct, Shell doesn't even write its name on the logo anymore.



(Evolution of the Logos)



75% of consumers are highly likely to delete emails they can't read on smartphones

Microsoft

In 1992 the Windows 3.1 logo was a literal window with four panes and a black frame that broke into tails on one side like a meteor. It remained the same until Windows XP was released in 2001. The Windows XP logo was minimalized down to just the four colored windowpanes floating with no frame – distinctly Windows but much simpler.



Microsoft®

Volkswagen

The original VW logo from 1939 featured bumped teeth around the circle to make it look like a gear, with long arms rotating around the circle. The arms and gear bumps were eliminated by the time WWII ended and in 2000, VW colored the logo blue and silver.



(Evolution of Logos)



Mozilla Firefox

Originally a phoenix with wings outspread to match the program's original name: Phoenix. For legal reasons, the name was changed to Firefox and the logo redrawn as a fiery fox and globe so unique, no words are necessary.



(Current Logo)

78% of consumers interact with brands on social media for coupons and promotions.



(Evolution of the Logo)

Pepsi

Pepsi's original logo was red script on white. Pepsi introduced a red, white and blue round bottle cap to their design in 1950. They swapped the fancy script for clean black lettering in 1962. The bottlecap stylized into a circle with colored stripes by 1972 and as of 2011, the striped circle stands alone as Pepsi's logo.



(Evolution of the Logos)



Apple

The first Apple logo was created in 1976, where it features the famous scene of how Sir Issac Newton discovered gravity – sitting beneath an apple tree. In the same year, the logo was switched to one of a shape of an apple with rainbow stripes. It was then further simplified into a silhouetted apple image consisting of only black. Since the year 2000, the apple logo has been recognized as a monochrome apple.



(New Logo)



(Evolution of the logos)

53% of B2C consumers say that YouTube videos have influenced a purchase decision!

BMW

Everybody knows a BMW automobile when they see one, but most of them have no idea what the logo means. The trademark blue-white BMW logo is meant to symbolize the movement of an aircraft propeller, of white blades cutting through the blue skies. It was first created in 1923, but the logo has pretty much retained its original features other than a few minor modifications to its fonts and colors.



(Current Logo)



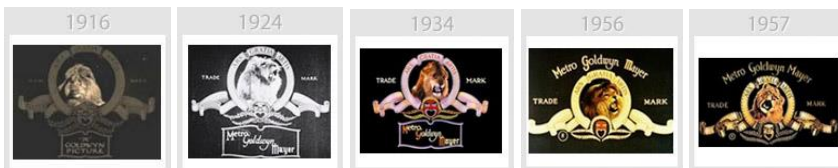
(Evolution of the Logos)

MGM

MGM has a creative way of captivating its audience with its logo through its use of an actual lion roaring. Over the years, as filming technology improves, we see a gradual change in the quality of its logo, which is shown to the audience before any MGM movie begins. If you notice, the lion used in each logo is different, but the background and everything else stays the same in all these years.



(Current Logo)



(Evolution of the Logos)

74% of consumers rely on social networks to guide their purchases.

IBM

The merging of two companies' logos (International Time Recording Company and Computing Scale Company) resulted in the first official IBM logo in 1911. It was not until in 1947 that IBM created its well-known typeface logo. After a little modification in 1956, and another final change in 1972, IBM finally settled down with its current blue horizontally-striped logo.

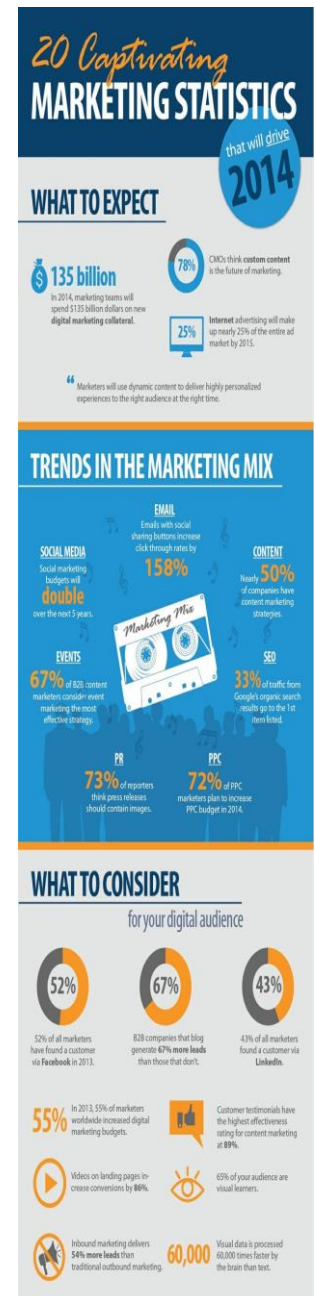


(Evolution of the Logos)



Other Interesting Facts:

- 49% of online sharers say sharing content allows them to inform others of products they care about and potentially change opinions or encourage action!
- 72% of consumers trust online reviews as much as personal recommendations!
- 43% of social media users have purchased a product after sharing of favoring it on Facebook, Pinterest, or Twitter.



2 in 3 social media users trust the product and service recommendations they find on Facebook!