Discovering big in apparel: Redesigning the logo for “Big Apparel House”

R. Adiputra & Arviansyah

Faculty of Economics and Business, Universitas Indonesia, Indonesia

ABSTRACT: This study employs a business coaching technique in Big Apparel House (BAH), an MSME that focuses on large-sized men’s clothing. We initially examine the MSME using the business internal and external analysis methods. The data are collected through field observations and interviews. We find two primary problems: inconsistent logo and impulsive unplanned marketing activities. This study focuses on assisting BAH in redesigning the logo and aligning all the company’s marketing tools. We follow Merrilees’ guidelines to explore and develop the BAH redesign strategy. The redesigned logo and its implementation have shown substantial improvement in BAH’s brand and marketing.

1 INTRODUCTION

Competition in the digital world requires companies to have competitive advantages; various aspects can be an advantage; however, brands are a significant advantage in the marketplace (Mizik, 2014). Two critical elements that are the keys to a brand are personality (Keller, 2013) and logo (Cian, Krishna, and Elder, 2014). A study of the relationship between the two explains that a brand with a good logo and personality can affect sales and valuation (Luffarelli et al. 1, 2019). Big Apparel House does not have a fixed identity. A logo, an identity element (Keller, 2013), has differences in various types of products and campaigns; the difference between product and marketplace logos can be seen in Figure 1. Inconsistency in identity makes promotional actions lack a definite plan. According to Merrilees (2005), brand orientation occurs when a strategy is built around the brand, and all organization parts are tied to the brand. Thus, building a brand vision, brand orientation, and brand implementation strategy (Merrilees, 2005) is the step needed to carry out BAH transformation to increase promotional activities’ effectiveness.

Figure 1. Logo of Big Apparel House.

2 LITERATURE REVIEW

Rebranding attempts to adjust its vision and orientation to the elements embedded in its brand (Bedbury, 2002). One of the rebranding goals is to keep the brand fresh and relevant to the market

(Aaker, 1991). Kapferer (2000) says that a rebranding is necessary; a brand can maintain the quality of its aspirations only if it continues to change and reinvent itself.

In this study, the rebranding process will refer to the framework suggested by Merrilees (2005). Three stages are suggested in carrying out the rebranding process, namely, brand visioning, lining brand orientation, and brand strategy implementation; this stage aims to plan rebranding activities that are structured according to the company's needs and desires. Various strategy implementations can be carried out, starting from changing elements to brand names if necessary. However, in the case of Big Apparel House, the rebranding that will be done is creating a logo and sales support tools to change the company's image that previously experienced inconsistencies with their identity.

3 METHODOLOGY

This study utilizes a qualitative approach in the form of business coaching. Both primary and secondary data are acquired from interviews, observations, and BAH's internal data. This business coaching is implemented through four steps: (1) internal and external analysis; (2) TOWS, gaps analysis, and Pareto analysis; (3) alternative solutions and decision making; and (4) implementation and monitoring.

4 RESULT AND DISCUSSIONS

Analysis of MSME conditions was carried out based on internship sessions and interviews with Mr. Adji and consumers. After conducting internal and external analyses, we found two main problems: the inconsistency of the Big Apparel House brand association's logo and promotional activities carried out solely based on the impact of the decline in sales. After discussing with MSME owners and employees, we agreed to plan to fix these two problems compared to other problems.

We apply a rebranding strategy to the BAH. Rebranding carried out at MSMEs will refer to the case study research by Bill Merrilees; there are three primary stages carried out, namely, establishing a vision, orientation, and implementation strategy for the brand. The journal's application will be translated according to the company's vision and mission, setting orientation, and implementing planned changes.

4.1 *Alignment of the company's vision and mission*

According to Merrilees, alignment of the vision and mission needs to be done to carry out rebranding. The brand association that is formed needs to describe the company's ideals and goals. At first, BAH did not have a clear goal; they just tried and carried out the routine.

However, after further investigation, the two owners desired to change BAH to become "the main choice that is complete in meeting the needs of large men." Two missions were published with this vision, namely, creating comfortable products for customers and creating a database for customer needs.

4.2 *Setting orientation*

BAH's market is a specific niche market, where their target customers are large men. Brand orientation is a guideline for the company direction in determining the marketing strategy (Merrilees, 2005); it can be concluded that brand orientation forms brand characteristics needed to be instilled in consumers. According to BAH sales data, clothing designs that are in demand by consumers have a simple color orientation, not too bright but comfortable to look at. Then, the brand orientation will be taken according to the interests of consumers, namely, simple, comfortable, and large.

4.3 Implementation of planned changes

In this stage, planning for a logo change will begin, starting with three previously analyzed orientations, namely, simple, comfortable, and large. Thus, the logo sketch can be formed; we sketched with Mr. Adjil and looked at several logos from other companies such as Progetto Moda Shop, an MSME from France that sells unique bags for women. From this logo, we take an idea of the inner lettering. This concept can represent size explicitly by only depicting the inner part of the letter. According to the old logo, we maintain the three-letter stacks because this logo remains a historic one that has accompanied BAH's four-year journey. According to Mr. Pipit, the main reason why this logo is not used in the product is the complexity of embroidery or screen printing. With these two references, we sketched up to express ideas based on the logo reference.

After finishing sketching, we asked both owners to choose the logo they think is best. The selection results are then elaborated again through color selection. According to the initial orientation, we agreed to choose the blue color that symbolizes broadness, comfort, and calm as the logo's color, besides black, as an affirmation. So, it was agreed that the new Big Apparel House logo would be as shown in Figure 2.

Figure 2. The new logo of Big Apparel House.

The selected logo is then implemented to all marketing tools used by BAH, such as employee clothes, product wrappers, business cards, cloth bags, and paper bags, which are given in Appendix A. This latest element is then applied to social media, especially in the product photo section. We surveyed 35 BAH consumers to find out consumer responses to logo changes; after we compared the latest logo with the previous one, 90.9% of respondents thought that the latest logo was better than the previous logo with various indicators offered in the survey.

The most significant change when implementing logos on social media occurs in product photos; currently, this marketing tool has two main elements: the product and the logo itself. This action is done to infuse the brand's elements into consumers' minds to differentiate them from competitors.

5 CONCLUSION

The redesigned logo of BAH is a change based on the problem, namely, the logo's inconsistency. Previously, MSMEs had four different logos as markers in their online shops and social media. Logo changes are carried out by building a company philosophy from the ground up, starting with establishing a vision and mission and orientation to their brand.

From the philosophy development process, a description of the company is found. This philosophy is outlined in a sketch tailored to the tastes of the owner and the target market. With this change, BAH has experienced an increase in social media interactions and an increase in the number of followers on their Instagram account. When this implementation was carried out, products with the latest photos had sales greater than the average sales during the pandemic, which had a direct positive impact on MSMEs.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press; Maxwell Macmillan Canada; Maxwell Macmillan International.
- Bakhtieva, E. (2017). B2B digital marketing strategy: A framework for assessing digital touchpoints and increasing customer loyalty based on Austrian companies from heating, ventilation and air conditioning industry. *Oeconomia Copernicana*, 8(3), 463?478–463?478. <https://doi.org/10.24136/oc.v8i3.29>
- Buchanan, L., Kelly, B., & Yeatman, H. (2017). Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory investigation. *PLOS ONE*, 12(2), e0171226. <https://doi.org/10.1371/journal.pone.0171226>
- Cian, L., Krishna, A., & Elder, R. S. (2014). This logo moves me: Dynamic imagery from static images. *Journal of Marketing Research*, 51(2), 184–197. <https://doi.org/10.1509/jmr.13.0023>
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed). Pearson.
- Kotler, P. (2003). *Marketing management* (11th ed). Prentice Hall.
- Luffarelli, J., Stamatogiannakis, A., & Yang, H. (2019). The visual asymmetry effect: An interplay of logo design and brand personality on brand equity. *Journal of Marketing Research*, 56(1), 89–103. <https://doi.org/10.1177/0022243718820548>
- Merrilees, B. (2005). Radical brand evolution: A case-based framework. *Journal of Advertising Research*, 45(2), 201–210. <https://doi.org/10.1017/S0021849905050221>.
- Mizik, N. (2014). Assessing the total financial performance impact of brand equity with limited time-series data. *Journal of Marketing Research*, 51(6), 691–706. <https://doi.org/10.1509/jmr.13.0431>.
- Mullins, J. W., & Walker, O. C. (2008). *Marketing management: A strategic decision-making approach* (6th ed). McGraw-Hill.
- Osterwalder, A., Pigneur, Y., & Clark, T. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.