

# 9th Global Brand Conference

of the Academy of Marketing's Brand, Corporate  
Identity and Reputation Special Interest Group (SIG)

**The Trouble with Brands: Provocations and  
Possibilities**

9-11 April 2014

University of Hertfordshire, UK

## Booklet of Abstracts

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# Global Brand Conference 2014

The Brand, Identity and Corporate Reputation Special Interest Group  
of the Academy of Marketing

Hertfordshire Business School  
De Havilland Campus  
University of Hertfordshire  
Hatfield  
United Kingdom

9<sup>th</sup> to 11<sup>th</sup> April 2014

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Professor Sue Halliday

## **Conference Organising Committee**

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**Machado, Joana César, Leonor Vacas de Carvalho, Anna Torres, Andrés Cúneo & Patrício Costa**  
***Brand logo design: exploring consumer response to naturalness across cultures***

Abstract: Literature concerned with logo strategy suggests that the aesthetic appeal of brand logo significantly influences consumer reactions. The main purpose of this research is to study the influence of the different categories of natural logo designs on consumer response. Through two studies in three countries, this research sheds light on consumer logo preferences, by investigating the psychological properties of the naturalness of logo design. Results showed that naturalness is an essential design element that significantly influences affective responses. Moreover, results suggest that organic designs are clearly preferred, and that the appeal of the different categories of natural designs seems to be universal. Furthermore, our findings suggest that affect towards unknown organic logos is at the same level that affects towards known abstract logos. This is a relevant finding from a managerial point of view, since familiarity (an essential cognitive response towards the brand that has a cost for the firm) can be replaced at non-cost with the type of logo design used.