The Business Strategies of an Industry Brand Reengineering and the Evolution of the Brand Logo Identification Style:

A Case Study of Apple and Google

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1. Introduction

With rapid development of global economic and the convenience of technology, the industries increasingly attach importance to the brand. The brand is the essential element to make recognition to competitors. However, the brand and its identification are not established once, and they are needed to modify in process. Thus, reinventing and modifying of the brand recognition becomes the important subject to industries. In addition, the strategies are also essential activities to seek success in the competitive environment in the process. The effective use of strategies to analyze the internal and external environment can make industry take the preemptive opportunities. The strategies are needed to modify according to the internal conditions and the external changing environment. In order to achieve business goals, the industry should take different strategies to different issues, productions, and customers in different phases. Therefore, it is important to understand the strategy usages of the brand Reengineering and the evolution of the brand identification style.

The objectives of study are to study the business strategies, and the evolution of brand identification style from the brand Reengineering. The main objectives of study are as follows: (1) To figure out whether the business strategies are main elements to affect the brand logo to improve or not; (2) To make the cross-comparison and to sort the differences of brand identification style in the different historical background; (3) To provide the reference of comprehensive analysis and new thinking to business managers and designers in this fields.

2. Method and Process

This study will analyze the literature, and categorize the relevant business strategies, the brand Reengineering and the design style of the times. The relevant literature on business strategies and the brand Reengineering are discussed in following:

2.1. Business strategies

The strategies are used to find out the solutions of the industry survival and identify the niche of the industry and arrange the internal resources through the set activities to achieve the industry philosophy and get the superiorities in the competition environment. Therefore, to find out the suitable survival element form internal conditions and external environment is inevitable. The strategies were the main elements to the future development, to evaluate the survival niche, to preserve the competitive superiorities, to become the guidelines for the internal resource arrangement, and achieve industry goals (She-wa Wu, 1996). Therefore, the businesses strategies are needed to revise according to the change of internal conditions and external environment, different management, different processes, and different management modes to achieve success in the industrial environment change.

2.2. Brand Reengineering

The brand Reengineering refers to readjust, to position, to study, and to extend under an established brand with stable operating base. Keller (1998) addressed that the main purposes of the brand Reengineering to call up happy memories and attract customers to buy when shopping. The brand Reengineering was distinguished into two parts: (1) When customers shopped, the brand should raise the happy memories and recognition of the brand, and strengthen the depth and breadth of Reputation; (2) The brand should strengthen the brand image from its uniqueness, intensity, and outstanding. From the foregoing, the brand needs to revise the recreation duly to match the trend of the market.

2.3. Objects

The researchers chose Apple and Google from the brands of Interbrand Company as research objects, the championship of the Best Global Brand these three years to discuss their strategy usages of the industry brand Reengineering and the evolution of brand logo identification style. The data were used the following four process to analyze: (1) Financial Analysis: Using the consolidated revenue and future financial forecasts of the company to calculate the intangible earnings of the brand; (2) RBI Analysis: Using invisible revenue of the company to evaluate the brand earnings; (3) BSS Analysis: Using revenue of the brand to compute the discounted brand earning; (4) Net Present Value: Counting up the brand value.
3. Discussion

3.1. The influence of business strategies to the brand reengineering

The results showed that there were the differences between Apple and Google (see Figure 1) on the business strategy usages. Apple emphasized on the development of hardware, but Google emphasized on the service of software. The common influence of two companies business strategies to the brand reengineering with this fast changing age and environment are as follows: (1) Registered the company officially; (2) Brought new ideas; (3) Recruited the investors publicly; (4) cooperated with other big and famous companies; (5) Pushed new concepts and productions, and etc. In sum, although Apple and Google were the leading enterprises, they also need to revise and adjust their brand identification followed to the external environment challenges. On the face of it, the brand identification was not only a cue to customers but also a communication channel to send messages. The industry needed to confirm the position of the industry, the position of a product, and the trend of the market before the industry rebuilt the brand identification style.

3.2. The brand identification style in the different historical background

The results revealed that there were some main reasons made Apple and Google do the brand Reengineering for the brand identification: (1)Because of the fund restrict, there were not much money invested on the brand identification. When grew into a stable stage, the industry would revise and recreate the brand identification. For example, from Figure 1, the brand logo was too complex in the initial stage, and it didn’t fit in with the mode of the identification style; (2)With the development of industry stability, the design of the brand logo simplified from a decoration design (i.e. shadow, 3D design) to a flat design; (3) The brand identification may face the problems of modification when a new technical a new production or a new invention came out. As GOOGLE • DESIGN(2015) addressed that “Technology moves forward, the canvas itself is changing.” After the flat design prevailed in 2013, the brand identification revision followed the trend of mobile UI design. It emphasized on the communication between the mobile and customers. This trend was the main revolution of common revision for Apple and Google. It changed the original design (shadow and brilliance) into a simple design style (simple image and number) to strengthen the service of customers.

3.3. Comprehensive analysis and discussion

The result indicated that although Apple and Google were the leading enterprises in the field and they had different business strategies, their main target groups are the same, customers. Besides, if the industry didn’t revise their brand identification in response to the trend, it may reduce the connection between the industry and customers, and affect the business. It would be a critical challenge for industries. Thus, seeking for chances of connecting customers and business managements, the revision of the brand identification was bound to do.

4. Conclusion

To conclude, the main reasons for the brand Reengineering, the business strategy usages, and the evolution of the brand logo identification style are: (1)Strategy perspectives: Facing the important decision making, cooperating with a big and famous company, and pushing new concepts and productions are the main reasons of revision; (2) Era perspectives: The revision is in response to the trend; (3)The design style of the brand logo is tend to simplicity. The industry faces not only the challenge of the acid environment test but also the challenge of the brand identification revision. It would be the important issue to study.

5. Reference

[1]GOOGLE • DESIGN. https://design.google.com/articles