

The Effect of Seeing Certain Logos

SOURCE OF ARTICLES: Advertising Age, Duke University – Article and Experiment, and the Wall Street Journal

TITLE OF ARTICLES: Advertising Age: *This Brand Make You More Creative*, Duke University: *Apple Really Does Make You “Think Different*, Wall Street Journal: *Apple: Just Think About It*

DATE OF ARTICLES: Advertising Age - Monday, March 24, 2008; Duke University - Tuesday, March 18, 2008; Wall Street Journal - Tuesday, March 25, 2008

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Does seeing brand logos have any effect on people’s behavior? Well, that’s what researchers at Duke University recently tried to find out. Their experiments will be published in the April Issue of the *Journal of Consumer Research*. In the main experiment, there were 341 students involved. Some students were flashed an Apple logo or an IBM logo for about 30 milliseconds, while others were part of a control group. Then, the students were asked to come up with uses for a brick besides using it to build a building. They found that the students who had the Apple logo flashed had come up with more unusual ideas, which the judges of the experiment said were more creative. The people from the Apple logo group came up with 15% to 30% more uses for bricks than the control group, while the IBM logo group had the same amount of ideas as the control group.

A smaller experiment was done as part of the entire experiment with 63 students who were flashed a Disney Channel or E! logo. In this experiment, the students had to answer questions with a true or false answer. They concluded that people who were flashed the Disney Channel logo were more honest.

These experiments tested subliminal exposures, when something is flashed so quickly that your brain doesn’t even notice that you saw it, but it ends up in your subconsciousness, which could affect your behavior. This technique has been used in the past, when pictures of popcorn and drinks were flashed at the movie theatres without people even noticing. They found it actually increased sales of food at movie theatres. The researchers at Duke say that this can help marketers with branding and other things, by flashing things fast without even noticing. In the Apple and IBM experiment, the researchers asked what logo they saw and if they could see what it was they would get \$100, but no one

could tell what they saw. Two out of the three researchers involved in the experiment now have Apple Computers in hopes of becoming more creative. They concluded that certain brands make you do something in a certain way.

It is interesting how they can figure this out and maybe they can come up with more experiments to help with marketing. It is amazing how much power a brand can have, even in a few milliseconds. I thought it was funny that two of the researchers have Apple Computers now, trying to become more creative. I would have never thought that something you don't notice you see actually registers in your mind. This would work best in commercials and could also be used to remind you something. I wonder if seeing a certain logo actually has a huge effect on being more creative or honest, because what if the people who saw the Apple logo were already more creative or the people who saw the Disney logo were already more honest. This is a good thing for companies and brands, but it might be annoying for people if there is something flashing almost trying to force you to buy something. I expect this to be something used by companies and brands very soon.