

The Shape of Authenticity: Logotype Dimensionality Influences Brand Authenticity and Brand Recognition

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Abstract

The rapid adoption of digital omnichannels calls brands to remain relevant across a myriad of omni-digital touchpoints. Keeping the digitalised consumer in mind, many marketers have heavily weighted the cost-effectiveness and practicality of using 2D logo representations on digital screens and replaced existing 3D logotypes with their 2D counterpart. We examine the effect of brand logo dimensionality (3D/2D designs) on perceptions of brand authenticity and brand recognition. Findings from an experimental study demonstrates that when a brand's logo is presented in its 3D version as opposed to its flat 2D counterpart, individuals report increased perceptions of brand authenticity. Further, individuals in the 3D logo design conditions performed better in a brand recognition task. Relevantly, 3D logo designs are perceived as more veridical than their flat counterpart, which mediates the effect of logo dimensionality on brand authenticity and brand-logo recognition. We discuss implications for marketing theory and practice.

Subject Areas: *Branding, Cognition, Consumer Behaviour, Information Processing*

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