

Do Sonic Logos Speak the Same Personality Language as Their Brands? Evidence from Two FMCG Brands

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Abstract

The aim of this study is to examine whether sonic logos transmit the same brand personality profile as the brands they aim to represent. Building on brand personality theory and recent research on sonic branding, the authors conducted an experimental CAWI study in Poland (N=1000) in which the personalities of two FMCG brands (Wedel and Dzik) and brands “promoting themselves with such a sonic logo” across five dimensions (Responsibility, Activity, Aggressiveness, Simplicity and Emotionality) and 15 personality traits were assessed. The perceived sonic logo personality was found to be moderately correlated with the perceived brand personality across all the five dimensions. The findings suggest that well-designed sonic logos can transmit brand personality, but some dimensions are more reliably captured than others.

Track: Product and Brand Management