

When Art, Logos, and Messages Converge: How Signaling Shapes Brand Uniqueness in Luxury

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Cite as:

Guo Zhuoqi, Ou Yi-Chun, Wang Chen-Ya (2026), When Art, Logos, and Messages Converge: How Signaling Shapes Brand Uniqueness in Luxury. *Proceedings of the European Marketing Academy*, 55th, (134018)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

Luxury brands increasingly integrate art into product design while varying the prominence of their logos, yet little is known about how these strategies jointly shape perceptions of brand uniqueness. Drawing on signaling theory, we examine how art infusion, brand prominence, and marketing messages interact to influence consumer responses. Across two experimental studies, we test whether art-infused products paired with quiet versus loud logos differentially enhance brand uniqueness and whether creativity- versus achievement-oriented messages strengthen these effects. Study 1 demonstrates that art infusion increases brand uniqueness only when combined with a loud logo, indicating that competence- and wealth-based signals can complement each other. Study 2 shows that message–logo alignment further shapes perceptions: creativity-focused messages enhance quiet-logo designs, whereas achievement-focused messages strengthen loud-logo designs. Together, the findings reveal a “do both or nothing” pattern, offering guidance for luxury brands seeking to leverage art collaborations to reinforce brand uniqueness.

Track: Product and Brand Management