(O)

2018 2021

Perception of Brand and Logo Personalities of Japanese Companies in the Context of Tokyo 2020

Paskevicius, Algirdas

300,000

2020

ANA JAL 7
2020

The 8th Annual CGHE

Conference at LUJ 69

2020

BPS

2020

Before and after the Tokyo 2020, several online questionnaires based on Brand Personality Scale were used to collect all data about the brands and logos of the following seven selected companies: Toyota, Panasonic, Canon, Fujitsu, ANA, JAL, and Mitsubishi Electric. The results revealed how brands and logos of sponsor companies were perceived compared to Tokyo 2020 and how each company's logo and brand corresponded to each other.
Teaching material for the brand and logo personality class was prepared based on research findings.
The final results of this research were presented at the Eighth Annual Conference on Global Higher Education at Lakeland University Japan and at the 69th Annual Conference of JSSD (Japan Society for the Science of Design).

Design

Brand Personality Logo Personality Brand Personality Scale Tokyo 2020

１．研究開始当初の背景 / Background at the beginning of research

(1) Tokyo 2020 will make a strong impact into how Japan is perceived around the world and Japanese companies have good chances to promote themselves before and during the Olympic games. A lot of Japanese companies signed the sponsorship contracts for Tokyo 2020, and these companies will be noticed and recognized by their logos.

(2) Due to the process of globalization, strong competition and market saturation it is not enough to create an innovative product and try to sell without the promotion and strong brand. Therefore, the topic of logo changes and rebranding is interesting and worthy for further research and learning.

２．研究の目的 / Purpose of research

The purpose of research is to find out how logos and branding of Japanese companies are perceived by respondents in the context of Tokyo 2020.

３．研究の方法 / Research method

(1) All Japanese companies were selected from 3 tiers (categories) of the Tokyo 2020 Sponsorship Programme: The Worldwide Olympic Partners, Tokyo 2020 Olympic Gold Partners and Tokyo Olympic Official Partners [1].
Also, the selected Japanese companies are included into the Interbrand's (brand consultancy doing brand analytics and valuation) prepared the Best Japan Brands 2019 brand ranking list. More specifically, the seven following companies are from the Japan's Best Global Brands list: Toyota is 1st, Canon is 4th, Panasonic is 7th, Mitsubishi Electric is 27th, Ajinomoto is 32nd, Kikkoman is 34th and Fujitsu is 38th [2]. The following four companies are from the Japan's Best Domestic Brands: Asahi is 7th, Nissin is 9th, JAL is 10th and Meiji is 21st [3].

(2) The Japanese Brand Personality Scale with five core dimensions (Excitement, Competence, Peacefulness, Sincerity, and Sophistication) and their 12 factors (highlighted in bold) were used to evaluate brand and logo personalities (Aaker 2001) [4].
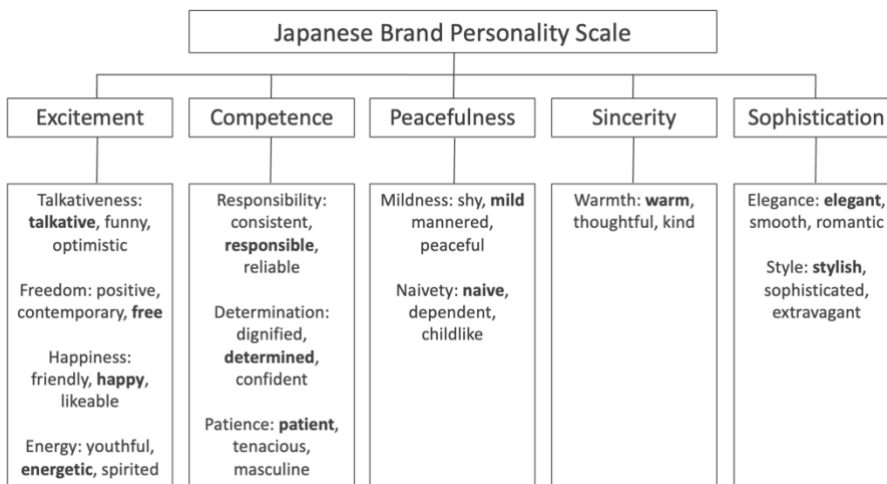

Figure 1: Japanese Brand Personality Scale (Aaker 2001) [4]

(3) For each class or research, online questionnaires in Japanese and English were used to collect data about the same company's brand personality and logo personality.
The online questionnaires were based on 12 factors of the Japanese Brand Personality Scale. And for each factor, a five-point Likert scale with two opposite words was used for each factor to evaluate brand and logo personalities. Quantitative analysis was done by using MS Excel and other statistical software.

4. 研究成果 / Research result

(1) During my class in 2019, team of six exchange students created 5 collages to represent brands. The results confirmed the hypothesis that there would be differences in brand personality between the brand represented by collages and the brand's logo.

Figure 2: Collages of 5 selected companies

One of the conclusions was that advertisements that were chosen for the collages could bias participants' perceptions about those brands. Therefore, in the following research years, the idea to use collages representing brands was rejected.

(2) In 2019 I supervised one student researching about brands in non-alcoholic beverages, dairy and confectionery categories. An online questionnaire was conducted about the brand and logo personality of Asahi Breweries, Coca-Cola, Meiji and Tokyo 2020.
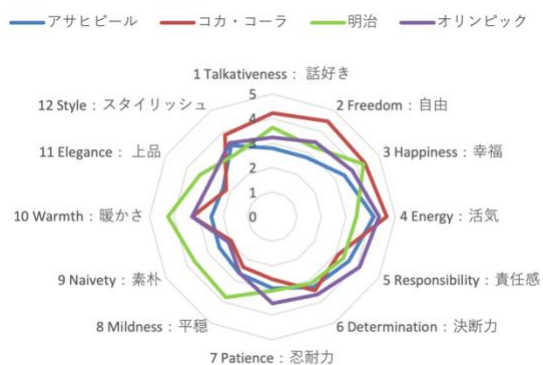

Figure 3: Polar chart displaying mean values of 12 factors of Asahi Breweries, Coca-Cola, Meiji and Tokyo 2020

From 67 student answers it was found that Energy and Happiness are strongly expressed in the brand image of three sponsor companies and Tokyo 2020. And it was revealed that respondents do not always have the same perception of the brand image of Tokyo 2020 and the three sponsors.

(3) During my supervision of one student in 2020, the Japanese Brand Personality Scale with key 5 dimensions and their 12 factors were used to evaluate brands and logos of Meiji, Ajinomoto and Nissin. Totally 78 valid answers were used to calculate results. The results showed, that in case of Nissin, there were no statistically differences in 8 of 12 Logo and Brand Personality factors (in 6 from 12 in Ajinomoto and in 4 from 12 in Meiji).
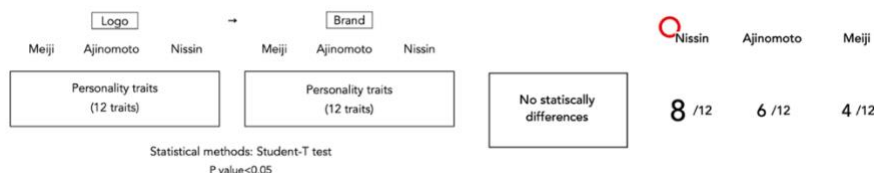

Figure 4: Number of no statistical differences in the case study of Meiji, Ajinomoto and Nissin

(4) In 2020, I was a supervisor for the graduation work of one student. The following seven Japanese companies were selected: Toyota, Panasonic, Canon, Fujitsu, All Nippon Airways, Japan Airlines, and Mitsubishi Electric. The brand image of these seven companies were compared to the brand and logo of Tokyo 2020 [5].

Figure 5: Seven selected sponsors of Tokyo 2020

The following results were based on 53 fully finished questionnaires answered by undergraduate students at Chiba University. The results showed that there were no significant differences in the scores between the logos and the brands' images in all seven companies. ANA and JAL were brands that have no significant differences with the Olympic brand image.

(5) In 2020, I supervised one student researching about the brand and logo personalities of Meiji (selected from the Gold Partner tier) and Ajinomoto, Kikkoman with Nissin (selected from the Official Partner tier [2].

Figure 6: Meiji is from the Gold Partner tier, other three companies from the Official Partner tier

This research revealed no difference between each company's brand and the Tokyo 2020 brand. It was also shown that there is no difference between each company's brand and logo.

(6) The findings mentioned above were collected from my Logo and Brand Personality Class for the International/Exchange students and my Cross Major 2 Class or Major Project for the students from the Liberal Arts and Sciences College at Chiba University.
Therefore, I would like to express my gratitude to all students who answered a lot of online questionnaires and especially for the following students who collected data, did calculations, and prepared their presentations: Cecilia Artioli, Fernando Chavez, Seulgi Lee, Virginie Lelièvre, Coleman Tatum, Katja Van Weert, Kaho Hatsuta, Hiroto Kanno and Yuta Waki.

(7) I presented "Perception of Brands and Logos of Japanese Companies by Japanese and International Students" presentation at the Eighth Annual Conference on Global Higher Education at Lakeland University Japan on 4th June 2022.
http://conference.luj.tokyo/info.php?speaker=&topic=03
http://conference.luj.tokyo/schedule.html

This presentation introduced the Brand Personality Scale (BPS) used for logo research, showed how Japanese and International students were choosing brands for research, and revealed how Japanese companies' logos and brands are perceived.

During this research, it became clear how different students choose brands and logos of Japanese companies: International students usually prefer to select globally well-known Japanese companies, but Japanese students mainly tend to choose companies from daily brands and products.

(8) I presented "Application of Brand Personality Scale for Logo Evaluation" in a poster session form at the 69th Annual Conference of JSSD (Japanese Society for the Science of Design) on 24-26 June 2022.
日本デザイン学会 第 69 回研究発表大会 Session ID : PC-11
https://www.jstage.jst.go.jp/article/jssd/69/0/69_460/_article/-char/en
https://doi.org/10.11247/jssd.69.0_460

The interest of this study was to promote the Japanese Brand Personality Scale to evaluate logo personality. The research method was based on the idea that brand and logo personalities can be described by using the same terms that describe human characteristics.

(9) The final interest of research was to find out how logos and branding of Japanese companies are perceived before and after the Tokyo 2020.

The same seven internationally well-known Japanese companies were selected from each tier of the sponsorship programme: Toyota and Panasonic are from the Worldwide Top Partners, Canon and Fujitsu are from the Tokyo 2020 Olympic Gold Partners and ANA, JAL, and Mitsubishi Electric are from the Tokyo 2020 Olympic Official Partners [6].

Figure 7: Selected well-known seven companies are from each tier of the sponsorship programs

Before the start of Tokyo 2020, totally 88 responses about the Brand and Logo Personalities were collected on 25th May 2021. The postponed Tokyo 2020 Summer Olympics was held during 23 July – 8 August 2021. Next year, totally 87 responses collected on 10th May 2022.

The comparison between these two sets of collected data (with a break of one year), gives the better understanding how Chiba University students perceived brand and logo personalities of seven selected companies before and after the Tokyo 2020 Summer Olympics.

(10) All collected data and findings will be used as teaching materials during other classes and workshops at Chiba University.

References:

[1] The Tokyo Organising Committee of the Olympic and Paralympic Games, Sponsorship Programme, Retrieved in Nov. 2020 from https://tokyo2020.org/en/organising- committee/marketing/sponsorship/

[2] Interbrand, Best Japan Brands 2019, Japan's Best Global Brands, Retrieved in Nov. 2020 from https://www.interbrandjapan.com/ja/bjb/global_brands/2019.html

[3] Interbrand, Best Japan Brands 2019, Japan's Best Domestic Brands, Retrieved in Nov. 2020 from https://www.interbrandjapan.com/ja/bjb/domestic_brands/2019.html

[4] Aaker, J.L., Benet-Martinez, V. and Garolera, J. (2001), Consumption Symbols as Carriers of Culture: A Study of Japanese and Spanish Brand Personality Constructs, Journal of Personality and Social Psychology, 81(3), 492-508.

[5] The Tokyo Organising Committee of the Olympic and Paralympic Games, Retrieved in Sept. 2020 from https://tokyo2020.org/en/games/emblem/

[6] Tokyo Metropolitan Government (in cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games), Tokyo 2020 Guidebook, Published in July 2021 https://www.2020games.metro.tokyo.lg.jp/eng/taikaijyunbi/kanren/2020guidebook/index.

Algirdas Paskevicius
Perception of Brands and Logos of Japanese Companies by Japanese and International Students
The Eighth Annual Conference on Global Higher Education at Lakeland University Japan
2022

Algirdas Paskevicius
Application of Brand Personality Scale for Logo Evaluation
The 69th Annual Conference of JSSD /　　　　　　　69
2022

0

0