# Brand awareness and recognition

Lesson 4.5.3 | Consumer psychology

## Core ideas

Brand awareness means consumers know that a brand exists and can connect it with a product category or need.

Brand recognition happens when consumers identify a brand after seeing a cue such as a logo, colour, slogan, package or advert.

Brand recall is harder than recognition because the consumer must bring the brand to mind without being shown it.

Repeated exposure can increase familiarity, but too much repetition may cause boredom or irritation.

Distinctive brand cues help consumers notice and remember a brand among competing adverts and products.

Strong brand awareness can influence choice because familiar brands may feel safer, easier to evaluate or more trustworthy.

# Brand awareness and recognition

Lesson 4.5.3 | Consumer psychology

## Key terms

**Brand awareness:** Knowing that a brand exists and what type of product or service it offers.

**Brand recognition:** Identifying a brand when a cue, such as a logo or package, is shown.

**Brand recall:** Remembering a brand without being directly shown it.

**Brand cue:** A feature that signals the brand, such as a colour, sound, logo or slogan.

**Distinctiveness:** How easily a brand stands out from similar brands.

**Familiarity:** The feeling that a brand is known because it has been seen or heard before.

**Top-of-mind awareness:** Being one of the first brands a consumer thinks of in a category.

**Slogan:** A short phrase used repeatedly to identify or promote a brand.

## Further detail and evidence

Brand awareness includes recognition (identifying a brand when shown a cue) and recall (retrieving it without the full cue). Recognition is usually the less demanding task. Brand image concerns associations with the brand, not just knowing its name.

# Brand awareness and recognition

Lesson 4.5.3 | Consumer psychology

*Continued*

Fischer et al. (1991) asked preschool children to match brand logos to products. Recognition of cigarette logos rose with age; among six-year-olds, recognition of Old Joe was comparable with the Disney logo. This demonstrates recognition, not proof that a child smokes or will smoke later.

A slogan is a brief verbal expression linked to a brand. It can describe a benefit, express an image or position the brand relative to competitors. Kohli et al. (2007) discuss slogans as supports for identity, recall and differentiation: clarity, meaningful brand linkage and consistent use matter.

## Applying the ideas

A child selecting a cigarette picture when shown a logo demonstrates recognition. Naming that brand when asked about cigarettes without a logo would test recall. A familiar slogan may be remembered while its brand is forgotten, so test the link between the two rather than the phrase alone.

## Evaluation and connections

Logo matching provides standardised behavioural data but depends on available pictures and prior exposure. Convenience preschool samples limit generalisation. Cross-sectional age differences cannot track individual development or show advertising caused later behaviour. Slogans need evaluation across languages and cultures; a catchy phrase can communicate different meanings in different settings.