

BRAND IMAGE INSIGHTS FOR ONLINE TRAVEL AGENCIES

About the category

Travel and tourism providers, offering services like flight bookings, hotel reservations, and holiday packages.

Saizen Impact

The Saizen impact in conducting this study lies in creating a fresh, youthful visual identity that boosts brand visibility and leaves a lasting impression on the target audience. By focusing on a younger demographic and dynamic brand imagery, the study aims to ensure the brand stands out and engages effectively across various platforms.

#Insights #FMCG #Qual



Challenge

Evaluating and shortlisting from 22 logos options or new brand face ensuring that it aligns with customer s' expectation and company's mission which was wishing to improve its imagery to more youthful and relevant with Gen Z

Solution



Qualitative + Quantitative



N= 30 + 1000



Delhi, Mumbai, Bangalore, Ahmedabad, Lucknow USA

Insights

1

Logo Evaluation: Assess appeal, comprehension, uniqueness, relevance, and credibility of the design, ensuring it aligns with brand values and resonates with the target audience.

2

Brand Impact: Analyze the logo's impact on brand perception, considering both positive and negative connotations or imagery it evokes.

3

Improvement Areas: Identify key suggestions for refining the logo to enhance its effectiveness and alignment with the brand's identity.