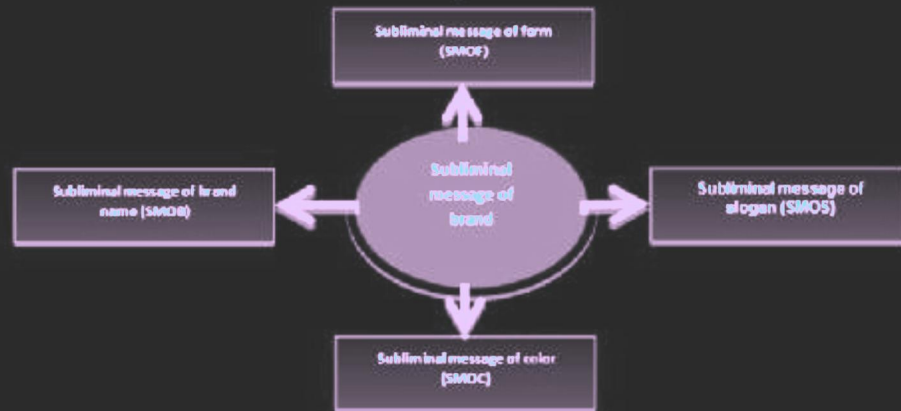


awareness's extent of brand designers of importance to use subliminal messages in brand design, through an open questionnaire of random sample of 40 experts of brand design in Egypt

Part1: through practical observation of the most famous international brands in different fields, the researcher found that:

- The extent of using subliminal messages in brand design representing a small percentage.
- The researcher believes that the subliminal messages of the Brand may be classified to four types as following chart in Model (1)



Model (1) Types of subliminal message of brand

SMOF has two types of subliminal form: positive form and negative form.

- **Positive subliminal form (+SMOF):** The subliminal message represented in the basic form or part of it in brand design. The following are two example of (+SMOF)

Figure (1) shows the (+SMOF) in "BASKIN ROBBINS" brand design: The pink color in the BR reflects the 31 flavor of "BASKIN ROBBINS" ice cream



Figure (1)

- Figure (2) shows the (+SMOF) in "Amazon .com": the arrow under the text represents happy, smiling customers, while pointing out that "Amazon.com" carries just about every product imaginable, from A to Z alphabet letter.



Figure (2)

- **Negative subliminal form (- SMOF):** It formed by Negative space. It is the empty space between and around the

brand design elements. It helps to bring a balance to the brand composition .

Figure [3] represents (- SMOF) in "FEDEX" brand design: the arrow that's formed by the space between letters E and X, symbolizes speed and precision which are the two major selling points of the company.



Figure (3)

2-Subliminal message of color (SMOC):

Color offers an instantaneous method for conveying meaning and message in brand designs. It's probably the most powerful non-verbal form of communication.

The subliminal message of color in brand design reflected from color psychology and its symbolism.

The color reflects the brand's objective and gives different subliminal message to different culture. For example, in British culture, pure white means freshness and cleanliness. However, it is the color of mourning in Japanese culture.

The best example of (SMOC) Represented in the color of "BASKIN ROBBINS" brand design: The pale purple and blue

Colors reflect the sense of childhood



Figure (4)

Another example of (SMOC) is illustrated in LG brand design, the bright purple confirm

Subliminal message of slogan "Life's is good" Figure (5)



Figure (5)

3-Subliminal message of brand name (SMOB):

It is tracking from the meaning of its word. A good example of (SMOB) is "DOVE" and JAGUAR "brand name figure (6).



Figure (6)

4-Subliminal message of the slogan (SMOS):

The slogan carried a hidden message from its meaning. The best example of (SMOS) is illustrated in "Nike" slogan "Just do it" figure (7). The phrase "Just do it" could have many meanings, depending on personal experience or cultural background of the consumer who communicate with it.



Figure (7)

According to above, the researcher also found that:

- Most of famous international brands have subliminal message of color.
- Many of famous international brands has subliminal message of negative form more than positive subliminal form.

- Some of famous international brands have both subliminal message of form and color
- A few of famous international brands have subliminal message of positive subliminal form
- Rarely, the famous international brands have subliminal message of trade name and slogan.

Part 2: explores the brand designers' Awareness of The importance of subliminal message, through an open questionnaire of random sample of 40 experts from Egypt in brand design.

The questionnaire included a range of the most famous international brands, which contain different types of subliminal messages, whether in form, color, logo, brand name or slogan.

The study found that:

- Many of Egyptian brand designers haven't enough awareness of subliminal messages and its role in enriching the aesthetic and functional values of the brand
- The entire sample had been attracted with the brand that has subliminal messages of color and form.
- No one had been attracted with brand which contain subliminal message of brand name or slogan

After explaining the subliminal messages of brand design, its impact on the subconscious mind of the consumer, and its importance in enriching the aesthetic and functional values , the 40 designer decided to take the advantage of subliminal messages in brand design process.

Referring to the analytical study:

- The researcher can define the subliminal messages in brand design as:
- **"the visual or auditory hidden messages that embedded in design elements (form, color, brand name and slogan) that act with subconscious level of consumer to affect him.**

The researcher can clarify the advantage of using subliminal messages in brand designs as follows:

- presenting information in a disguised manner and triggering emotions