

**“Examining the Impact of Corporate Rebranding Elements
(Logo, Color, and Packaging) on Customer Loyalty: A Case
Study of Banque Du Caire in Operating Banks in Egypt.”**

Marina Moheb Badie

**Arab Academy for Science, Technology and Maritime Transport, Cairo,
Egypt**

University of Hertfordshire Hosted by GAF, Cairo, Egypt.

Prof. Dr. Wael Kortam

Professor of Marketing, British University in Egypt.

Dr. Nihal Ayad

**Arab Academy for Science, Technology and Maritime Transport, Cairo,
Egypt**

Abstract

This research aims to investigate the relationship between the corporate rebranding with its sub elements; rebranding the logo, rebranding the color and rebranding the packaging on the customer loyalty in Egypt. This research is applied on Banque Du Caire (BDC) as the most recent bank applying a rebranding campaign in Egypt at research time. Corporate rebranding is a growing practice within the marketing context as organizations constantly adapt the marketing changes to cope with the rapid micro and macro deviations in the environment. Three research hypotheses were developed and examined within this research. The research hypotheses were exploring the impact of corporate rebranding emphasizing; rebranding the logo, rebranding the color and rebranding the packaging on the

customer loyalty in the operating banks in Egypt. The study focused on Banque Du Caire (BDC). Exploratory study was conducted through in-depth interviews in order to investigate the proposed relationship. It was found that rebranding the logo and the packaging have significant impact on the customer loyalty, while there is insignificant relationship between rebranding the color and the customer loyalty.

Keywords: *rebranding, logo, color, packaging, loyalty, BDC.*

المستخلص البحثي

يهدف هذا البحث إلى تقصي العلاقة بين إعادة تصميم العلامة التجارية للشركات وعناصرها الفرعية؛ المتمثلة في إعادة تصميم الشعار، وإعادة تصميم الألوان، وإعادة تصميم التغليف، وبين ولاء العملاء في مصر. يتم تطبيق هذا البحث على بنك القاهرة (BDC) باعتباره أحدث بنك قام بحملة لإعادة تصميم علامته التجارية في وقت إجراء البحث. تعتبر إعادة تصميم العلامة التجارية للشركات ممارسة متنامية في سياق التسويق حيث تتكيف المنظمات باستمرار مع التغيرات التسويقية لمواكبة الاختلافات الدقيقة والكلية السريعة في البيئة.

تم تطوير واختبار ثلاثة فروض بحثية ضمن هذا البحث. استكشفت الفروض البحثية تأثير إعادة تصميم العلامة التجارية للشركات مع التركيز على؛ إعادة تصميم الشعار، وإعادة تصميم الألوان، وإعادة تصميم التغليف على ولاء العملاء في البنوك العاملة في مصر. ركزت الدراسة على بنك القاهرة. تم إجراء دراسة استكشافية من خلال مقابلات متعمقة بهدف تقصي العلاقة المقترحة. وقد تبين أن إعادة تصميم الشعار والتغليف لهما تأثير على ولاء العملاء، بينما توجد علاقة غير ذات دلالة إحصائية بين إعادة تصميم الألوان وولاء العملاء.

الكلمات المفتاحية: إعادة تصميم العلامة التجارية، الشعار، الألوان، التغليف، الولاء، بنك القاهرة.

Introduction

In the past, it was believed that successful and leading businesses are only attainable by heavy investments and extensive marketing campaigns until the emergence of the rebranding concept (Williams et al., 2021) . Rebranding is a well-known concept in the marketing context, focusing on modifying the current business appeals varying between the logo, color, packaging and slogan to address new theme that matches current micro and macro elements in the environment. Rebranding is commonly known in the sports industry. It could include leagues, teams, athletics, franchises and governing organizations (Prayoga & Suseno, 2020)

In Egypt, Rebranding is commonly known in a number of industries like telecommunications industry and FMCG industry. One of the most highlighted rebranding campaigns in the telecommunication industry is Telecom Egypt introducing WE a fully-fledged mobile operator in 2016, in addition to Etisalat Egypt rebranding itself as Etislat e&. in 2022.

This research focuses on rebranding and its impact on the customer loyalty in the Egyptian banking sector, emphasizing the case study of Banque Du Caire (BDC) as the most recent bank holding a rebranding campaign at the research time.

Exploratory Study

This section presents the exploratory study for this research, focusing on the secondary data analysis, qualitative analysis through discussing the in-depth interviews.

Secondary Data Analysis

Based on past research, rebranding as a marketing concept is sorted into two different types; evolutionary and revolutionary rebranding. The evolutionary rebranding is involved with minor changes to the brand (Ahonen, 2008), while the revolutionary rebranding focuses on a major, clear and recognizable change in the brand along with the company's positioning strategy (Stuart & Muzellec, 2004).

Revolutionary rebranding presents a change in a name, logo, color, slogan and also the company's value, on the other hand evolutionary rebranding is concerned about a slight change in the company's logo in order to accommodate the consumers' changing needs and the dynamic market conditions (Lomax & Mador, 2006)

The logo is the most crucial element of the rebranding elements as the logo is the significant aspect of any brand. Logos need to present uniqueness, interest and appropriateness of the brand. (Lin & Shen, 2021). The ideal logo should be providing brand identification while creating a relationship between the brand and the customers (Hem & Iversen, 2004)

Logos are generally divided into traditional and modern logos based on the evaluation of the shape, font, color and other elements. Neither the two types are preferable or advisable yet the key point is being consistent with the target recognition set by the brand itself (Todor, 2014).

Color is the broadly recognized element in any brand identity as colors stimulate emotional responses by delivering a symbolic value to the brand and communicating information. Changing the brand's color is highly affecting the brand recognition, call and image (Ali et al., 2019).

Consumers usually formulate different brand attitudes through the brand color as colors explicit different perceptions. Color psychology associates different descriptions of emotions, behaviors, and feelings. Different colors have attributes that influence the emotions of many people when they are exposed to them. Colors are considered one of the most important elements in the process of marketing and branding because they attract consumers, establish brand recognition and loyalty, and affect the purchase decisions. Colors and branding strategies are found to have pleasant impact on consumers (Maghraby et al. ,2024).

While the packaging is very important as redesigning the packaging process works towards adapting the new logo and color, in addition to defining the design problem if found. The packaging process starts by the concept generation and selection

followed by the testing phase until the manufacturing stage.(Round & Roper, 2012)

Consumer loyalty remains a critical area of investigation in marketing research due to its significant value to businesses. Companies actively strive for high levels of customer loyalty, recognizing that loyal customers are fundamental to long-term sustainability (Toulouse et al,2020).

Nowadays, companies are keen to develop and implement all the possible tools in order to support consumers' relationship, retain them and increase the customer loyalty. With respect to understanding consumer-brand interaction, maintaining a customer's relationship is highly advisable. Loyalty is defined as the positive attitude, commitment and attachment for a long-term buying to a specific brand or store.

In-depth Interviews:

The objectives of the in depths interviews are:

1. To understand the consumer's perception towards the rebranded companies.
2. To understand more about consumer's perception toward BDC before and after its rebranding campaign.
3. To describe consumer's attitude toward the different rebranding elements such as the logo, color and packaging.
4. To explain the consumers' perception toward BDC after the rebranding (customer loyalty).

5. To examine the consumer's tendency to recommend BDC to others.

Sources of Information: Ten in depth interviews are conducted with different consumers from BDC. Consumers from different age groups, gender, educational background and occupations. The respondents of the interviews are selected using a judgmental sampling method.

In depth interview Questions

1. Are you a consumer of BDC?
2. Are you aware of BDC rebranding campaign?
3. What is your opinion about the rebranding campaign?
4. How do you perceive the new logo, color and packaging?
5. How do you perceive the brand (BDC) in its new image?
6. Does BDC rebranding campaign influence your attitude towards the bank?
7. Do you intend to remain a customer of this bank?
8. Will you recommend BDC to others?

In depth interviews questions and answers

1. Are you a consumer of BDC?

All the respondents were carefully selected to be consumers of BDC in order to be able to understand, examine and analyze their loyalty toward BDC.

Are you aware of BDC rebranding campaign?

The majority of the respondents were aware about BDC rebranding campaign through different marketing platforms such

as advertisements and billboards in addition to the social media advertisements through different channels

What is your opinion about the rebranding campaign?

Most of the respondents were supporting BDC rebranding campaign. They highlighted that the changing theme of the branches was not the only the output of the rebranding but also the operations and the tasks held inside the branches were ore organized, advanced and digitized. The change in the service quality and the wide range of new products of the bank were also recognized.

How do you perceive the new logo, color and packaging?

All respondents agreed that BDC new logo gave them impression of modern digitized environment where it is more appealing and recognizable compared to the old logo. While changing the color was not so important to them, all respondents highlighted the importance and the effectiveness of the new packaging of the brand mentioning that the new designs including bank giveaways, bags, envelopes and letters are attractive and appropriate matching the bank theme.

How do you perceive the brand (BDC) in its new image?

All respondents agreed upon the effectiveness of BDC rebranding campaign and how it gave the bank identified image in the banking sector compared to the old theme. BDC is now perceived as modern digitized and competitive bank in the banking sector.

Does BDC rebranding campaign influence your attitude towards the bank?

The majority of the respondents agreed on their willingness to explore more about the bank's new services which are provided along with their rebranding. They agreed on their tendency to continue dealing with the Bank.

Do you intend to remain a customer of this bank?

The respondents agreed to remain a customer of the bank. The majority of the respondents highlighted the effect of the rebranding campaign on such a decision while few were only interested in the bank's products and services.

Will you recommend BDC to others?

All of the respondents agreed on recommending BDC to others.

Research Problem

Although previous research focused on corporate rebranding as a major marketing concept yet there is a gap examining how the corporate rebranding with its different elements rebranding the logo, rebranding the color and rebranding the packaging affect the customer loyalty applied on BDC.

Academic Gap

This research will support academics through providing more insightful information about the concept of rebranding and how it would influence the overall strategy of the company and its

impact on the customer loyalty. The findings of this research would support academics to add on previous body literature and for future research, in addition to providing a solid clue for decision makers in the Egyptian banking sector clarifying the impact of rebranding on its performance and portfolio.

Practical Gap

This research provides a guideline to practitioners in the Banking sector in Egypt. This research aims to evaluate the actions taken by different institutions and how it could affect the customer loyalty.

Research Objectives

RO1: To examine the relationship between the rebranding the logo and the customer loyalty in the banking sector in Egypt.

RO2: To examine the relationship between rebranding the color and the customer loyalty in the banking sector in Egypt.

RO3: To examine the relationship between rebranding the packaging and the customer loyalty in the banking sector in Egypt.

Conceptual Model and Research Hypotheses:

Research Variables

Independent Variables

Rebranding Logo

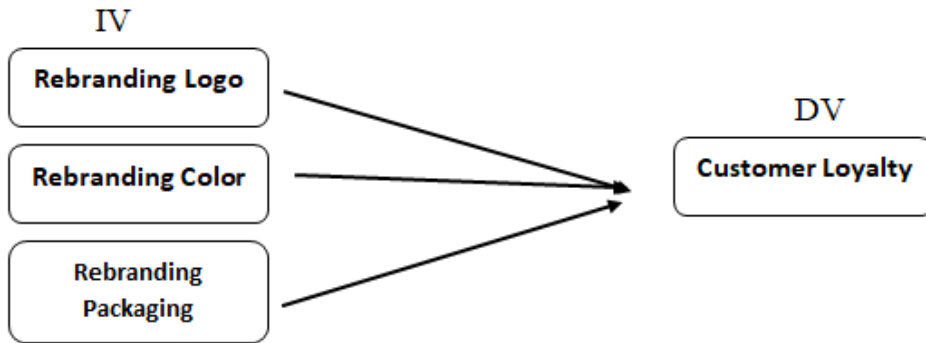
Rebranding Color

Rebranding Packaging

Dependent Variable

Customer Loyalty

Proposed Research Model



Hypotheses Development:

H1: There is a significant positive relationship between rebranding logo and the customer loyalty in the banking sector in Egypt.

H2: There is a significant positive relationship between rebranding the color and the customer loyalty in the banking sector in Egypt.

H3: There is a significant positive relationship between rebranding the packaging and the customer loyalty in the banking sector in Egypt.

Conclusive Output and Future Empiricism

This research purpose is to understand and analyze the impact of corporate rebranding with its sub elements rebranding the logo, rebranding the color and rebranding the packaging as three

different independent variables on the customer loyalty as a dependent variable, focusing on the banking sector in Egypt. The research was applied on Banque Du Caire (BDC) as it was the most recent bank holding a rebranding campaign in Egypt at research time. A questionnaire has been distributed among different clients of BDC, responses were collected and analyzed. Through the research findings it was determined that there is a significant positive relationship between rebranding the logo and the customer loyalty with significance level less than 0.001 and Beta of 0.566. A significant positive relationship was also found between rebranding the packaging and customer loyalty at significance level less than 0.001 and Beta of 0.374. On the other hand, it was found that there is There is an insignificant impact of the rebranding color on the customer loyalty with 95% confidence level, holding other explanatory variables constant.

This underscores the importance of corporate rebranding with its different sub elements for banks to increase its customer loyalty, prioritizing rebranding the logo and rebranding the packaging will insignificantly impact of rebranding the color. This highlights the importance of corporate rebranding as a marketing strategy into affecting customer relationship (customer loyalty) in a services sector applied in the banking sector.

References:

- Ahonen, M. (2008). Corporate Re-Branding Process: A Preliminary Theoretical Framework. *Conference on Corporate Communication*.
- Ali, B., Nazam, M., Akash, R. S. I., Hamid, K., Hashim, M., & Baig, S. A. (2019). Investigating the impact of corporate rebranding on customer satisfaction: Empirical evidence from the beverage industry. *International Journal of Advanced and Applied Sciences*, 6(4). <https://doi.org/10.21833/ijaas.2019.04.013>
- Hasanin, Iman Abdel. “Investigating the relationship between corporate entrepreneurship and customer loyalty with Customer Satisfaction Mediating Role.” *International Journal of Marketing Studies*, vol. 10, no. 4, 24 Nov. 2018, p. 94, <https://doi.org/10.5539/ijms.v10n4p94>.
- Hem, L. E., & Iversen, N. M. (2004). How to develop a destination brand logo: A qualitative and quantitative approach. *Scandinavian Journal of Hospitality and Tourism*, 4(2). <https://doi.org/10.1080/15022250410003852>
- Lin, C.-H., & Shen, H.-H. (2021). An evaluation for rebranding: the impact of logo change on brand attitude and brand loyalty. *Pressacademia*, 8(1). <https://doi.org/10.17261/pressacademia.2021.1384>
- Lomax, W., & Mador, M. (2006). Corporate re-branding: From normative models to knowledge management. *Journal of Brand Management*, 14(1–2). <https://doi.org/10.1057/palgrave.bm.2550029>
- Maghraby, Toqa, et al. “The psychology of color and its effect on branding.” *Journal of Textiles, Coloration and Polymer Science*, vol. 21, no. 0, 13 Feb. 2024, pp. 0–0, <https://doi.org/10.21608/jtpps.2024.259014.1270>.
- Prayoga, A., & Suseno, E. (2020). The Positive Impact of Rebranding to Increasing Consumer loyalty with Brand Image as the Mediating

- Variable. *International Journal of Social Science and Business*, 4(4).
<https://doi.org/10.23887/ijssb.v4i4.28340>
- Round, D. J. G., & Roper, S. (2012). Exploring consumer brand name equity: Gaining insight through the investigation of response to name change. *European Journal of Marketing*, 46(7).
<https://doi.org/10.1108/03090561211230115>
- Stuart, H., & Muzellec, L. (2004). Corporate makeovers: Can a hyena be rebranded? *Journal of Brand Management*, 11(6).
<https://doi.org/10.1057/palgrave.bm.2540193>
- Todor, R.-D. (2014). The Importance of Branding and Rebranding for Strategic Marketing. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 7(2).
- Toulouse, Nil, et al. *Marketing Management: A Cultural Perspective*. Taylor & Francis Group, 2020.
- Williams, A. S., Son, S., Walsh, P., & Park, J. (2021). The Influence of Logo Change on Brand Loyalty and the Role of Attitude Toward Rebranding and Logo Evaluation. *Sport Marketing Quarterly*, 30(1). <https://doi.org/10.32731/smq.301.032021.06>
- Yudis Puspitasari, Aditia, et al. “The impact of rebranding on University Brand Equity.” *International Journal of Scientific Research and Management*, vol. 10, no. 04, 30 Apr. 2022, pp. 3353–3362, <https://doi.org/10.18535/ijstrm/v10i4.em13>.