

Analyzing the value of brand in terms of visual imagery

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Abstract

Today's mankind living in the world surrounded with signs, imagery, shapes and symbols and as tells his views, ideas by use of those signs. Imagery are created signs which are representing things that were shown. As Lepert (2009) "The imagery are not mined like ore; they are constructed for the purpose of performing some function within a given sociocultural matrix. As Berger (2010) "An imagery is a sight which has been recreated or reproduced".

Advertising imagery are produced to sell and to increase sales as providing to desire of objects. Such that imagery plays as an important role that determine of status. Buying a specific product means, gaining a specific status. As Leppert (2009), "Imagery urges what sort of bodies to have and to desire or to build (even the seeming natural "given" of our fleshly frames is terrain for future construction); it influences our sense of self, our belief systems, our individuality, and our status as social beings; it encourages what clothes to wear or car to drive, which political party to vote for, and so forth". Meanwhile imagery have power to make changes in the value of a brand. Imagery (commercials, advertising, logos, photographs, showcases, etc.) has an effect in the value of brands. Through visual imagery it can be told the quality, goodness, badness, reliability, cheapness, expensiveness, etc. of the brand. In this paper visual imagery will be examined and analyzed of impact to brands quality.

Keywords: Imagery, Visual imagery, Semiotic, Sign, Brand.

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1. Introduction

Many authors use “image”, “icon”, “symbol”, “emblem”, “myth”, “figure” , “idol” etc words promiscuously interchangeably with each other (Durand, 1998). Turkish correspondence for Image word is “imge” (Turkoglu, 2000).

Image was born before word. According to Yuksek (2004) history of image is around 300 million years and history of words, writings and photographs start after image.

Yıldız (2002) mentions that image is used in Mass communication as result of technologic developments and defines the reality again. According to this comment, new world can be created by communication technologies and feelings of audiences can be directed. This case indicated the power of image. According to Simsek (2006) with respect to terms science, image is determined in conscious of artist and as result of this image is the ideal table of objective world, artistic evoking of reality which is sensed by audience or listeners

2. Visual Image

All Human being trust their organ of sight more than organ of hearing. Because it is easy to assign sense an object which is seen with respect to one which is heard. According to Ciler Dursun; Image is coded visual unit.

Image is not only a frame which makes invisible things visible. Image keeps the meaning of invisible in itself and wants looking person to find it. Looking person assigns different meanings to this invisible thing. People believe more what they see with respect to what they hear. Visual messages are analyzed easier with respect to read messages.

While two –three seconds are required for providing comprehension of content of image same duration is 20*30 seconds for reading a verbal definition of image and approximately 60-90 seconds are required for reading loudly. Previously lived experience and establishing connection with traditional elements is important for understanding the contents of verbal and visual content. Pictures forming the visual images should always be organized to be understood easily (Pettersson, 2002).

While An image which is a “visual concept” (Kocak, 1995) is sometime sensed away from its real meaning, sometimes it is perceived with its real meaning like reality (Sayın, 2003) With coarticulation, image is different meaning which is assigned at looked objects. For example in the event that meaning is not tried to be assigned over scribbles made by artist over canvas, meaning which is indicated by that picture will be only just riot of colors. However if people tries to assign meaning to this picture in their minds, some of them resembles this picture to bird, some resembles to tree and some resembles to fish. With coarticulation picture will be perceived as different images. Since image is assigning different meanings to an object, different meanings would be assigned by people for the picture.

People can see a beautiful side in an ugly element and ugly side in a beautiful element. This differs according meaning which are assigned by people for the image they read, see. For example car companies generally utilizes from beautiful models in the launchings. Models sit cross legged over hood of the car or at wheel while smiling. Men who came for seeing the cars assigns different meanings to these image presentations. Some audience think that if he can pick up such beautiful girls if he buys this cars and some other may think that they are trying to increase the sales of cars by beautiful models. With coarticulation, everyone assign different meanings to what they see (Simsek, 2006).

Many researchers and scientist gets the answer of yes for the question of Arnheim about whether can people think without images starting from experiments. However ideas which were developed later are contrary with this. According to second understanding; people can not think without images however this can realize below awareness threshold for many cases. “Majority of routine inputs of our senses are included in this. Many things which we recognize and react by eyes, ears, touching sense

and muscular sense does not include awareness or it includes such little awareness that in many times we do not remember whether we saw our face while we are combing our hair or feel the pressure of chair when we sit over it for breakfast or old lady which we try not to crash her while we are going to work. So sensory experience is not absolutely conscious. Rather it is not always remembered consciously (Arnheim, 2009).

Each image makes a certain seeing style concrete rather each image makes visual styles which are competing and conflicting with each other which are specific with respect to historical, social and cultural manner concrete. Exactly for this reason content of images are not simply substitute of words. Because they bring more than words in mind. Pictures not only address the mind also they address to body (think about physical effects which are created directly over body by erotic images), ideas, emotions etc. (Leppert, 2009).

3. Advertisement, Brand and Image

Turkish Language Society defines the brand as special name, abbreviation or sign which registered for introduction a good, service or organization separating from similar ones. (<http://tdkterim.gov.tr/bts/>). According to Turkish Patent Institute is any kind of signs which can which can be monitored or expressed similar way such as including people name, particularly words, figures, numbers, form and package of goods which can published and reproduced by printing provided that it maintains distinction between good and/or services of an enterprise from goods and/or services from other enterprise. (<http://www.tpe.gov.tr/TurkPatentEnstitusu/commonContent/Mabout>). Such that Turkish Language Society and Turkish Patent Institute defines brand as concrete element. Although brand is o concrete element it is more than concrete element in customer's mind. Perception of a consumer about a brand can be high qualified, elegant and expensive for a customer and other customer may think that it is not like that. According to this it can be mentioned that brand expresses more than visual element and it is an important factor which defines the purchasing behavior.

According to Scott Davis; visuals and perceptions help increase brand value, if there is not visual there is no perception (Wheeler, 2009).

It can be mentioned that basic visual element which forms the brand is logo. Designers think from all perspectives while designing logo and considers the company. Amazon company which sells over internet can form a good example for this. A character which is straight but sides are not rounded and which are not hard and not including teeth was selected for its logo. Thick highlight was preferred for highlighting amazon writing which is composed of black and orange colors and .com writing was used with normal highlighting. Condensed font was preferred for the logo which seems to be generated by bringing many formats together. Also an orange arrow starting from a and extending towards z was drawn under logo. Arrow was used for mentioning delivery of all products from a to z and including all kinds of products from a to z. Arrow cursor is highly used icon in computers With this perspective it is proper to prefer it in logo of e-commerce site. Also when arrow and text are considered together it can be said that they express a smiling face. It gives trust feeling with its determinative and smiling position. Nevertheless it expresses an a slogan such as "Shop from Amazon, be happy" without writing any expression. In addition to meaning assigned to logo by designer, visual image is enriched as result of customer's experience.



Fig. 1. Emblem of Amazon.com.

According to Scott Davis, customer is subjected to minimum six thousand advertisings and meets with more them twenty five products for that year. Brands assist customers to make selection and to make distinction in product and services category (Wheeler, 2009).

Nowadays Advertisements which are used in primarily in television and other locations have presented some symbols which are known in all around the world. Golden domes of McDonalds, Bitten Apple of Apple computers cowboy of Marlboro, emblem of Nike provides that products seeing unnecessary when these symbols are seen (Sutherland & Sylvester, 2003).



Fig. 2. Emblems of McDonald's, Apple, Nike.

Like other art branches advertising world has created its own order and values. Therefore everything which has entered to advertising world has been subjected to change. Stars, objects, animals etc are transformed into symbolic, representative (empty) facts and beings (Buker & Kiran, 1999). Images express many things and everyone can interpret the image as they can understand. (Parsa, 2004).

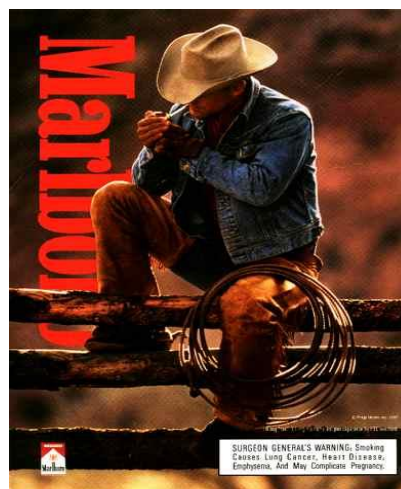


Fig. 3. Marlboro press advertisement.

For example Avon brand which has used Azra Akin as face of brand- has increased its brand value by adding Azra Akin to brand- Miss Turkey, business woman, elegant, well groomed lady.



Fig. 4. Press advertisements of Avon

For example “Closest to Human Milk” and “Follow On Milk” are used for Aptamil baby foods and it is tried to be harmonized with human milk and change in value at brand is aimed.



Fig. 5. Press advertisements of Aptamil

People try to form resemblance between the universe presented by advertisement for human and the real life. Continuously It was reminded for particularly low and medium class people that should not be satisfied with their lives. And this leads formation of failing feeling in people. As result of this people who desire to see themselves in upper classes purchase the products and services of which images are displayed in advertisements (Williamson, 2000).

Companies know the value of visual images anymore and establishes partnerships with other companies. Agreements made by Adidas company with car brands (porche, Ferrari, bmw) for sports shoes and clothes can be shown as example for this. Combination of two brands who are expensive, well known and have high quality perception effects brand value of products positively and they try to create more than one perception in consumer. People wearing Adidas clothes ride high quality cars and adidas brand is qualified as porche brand. If you drive Ferrari you should wear Adidas. If you wear Adidas you may have such cars in future and similar messages can be evoked.

4. Conclusion

All As a result images particularly visual images has important role in brand positioning and value change. Nowadays images take more attention with respect to realities they represent (Parsa, 2004). Images have power to sell cars, wines, houses, yachts and ice creams even the politicians (Yıldız, 2002).

Formation of new images continue in era where we live (Oguz, 2002). Because people continue to assign different meanings to objects around them

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