

So you think you know brands?

 By [John Laurence](#)

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Try this little exercise. Without peeking at a phone or laptop in your vicinity, draw an outline of the Apple logo...

Now check what you drew against [the actual logo](#). I bet you're surprised at how poorly you drew it?

Don't feel bad though - in a [recent study at the University of California](#), only one participant in 85 was able to perfectly draw the logo from memory.



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Isn't it astonishing how hard it is to draw something as omnipresent, recognisable and simple as this universal icon?

Turns out though that the more familiar a logo is, the harder it can be to actually recall.

But if you consider it, the strongest brands actually require the least amount of thought. The more you have to think about purchasing a particular brand, the weaker that brand probably is. And rational evaluation usually ends up in counter argument.

What's more important is how fluently and saliently a brand comes to mind in the right context, as well as its implicit and explicit associations and emotional connotations. Aspects that are truly difficult to accurately determine through regular research.

ABOUT JOHN LAURENCE

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