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## الشعارات الديناميكية وأثرها على الارتباط بالمستهلك Dynamic Logos its impact on consumer engagement

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### Abstract

Branding has always been a critical component of marketing strategy, evolving significantly over the years. Traditional branding methods, which emphasize consistency and static visual identity, are being challenged by the rise of dynamic logos. Dynamic logos involves the use of flexible, adaptable, and personalized brand elements that can change in real-time based on context and consumer interactions. In the digital age, where consumer preferences and market conditions are constantly shifting, dynamic branding offers a novel approach to maintaining relevance and engagement. This study aims to explore the effect of dynamic branding, especially dynamic logos, focusing on consumer engagement, brand perception, and overall advertising effectiveness.

Dynamic branding represents a shift from rigid, one-size-fits-all identities to more fluid, responsive, and interactive brand experiences. This approach not only keeps brands relevant in a fast-paced digital world but also enhances their ability to connect with diverse audiences on a more personal level.

Overall, the shift to dynamic branding can significantly enhance a brand's psychological impact by making it more engaging, personal, modern, and responsive. However, it requires careful management to maintain a coherent and consistent core identity while leveraging the benefits of adaptability and personalization.

Findings suggest that dynamic branding enhances consumer engagement and improves brand perception, leading to higher effectiveness. These results have significant implications for marketers and advertisers in the digital age.

### Keywords

Dynamic Branding, Personalization, Brand image design, Real-time Adaptation, Brand Perception, Consumer Engagement, Digital Marketing.

### Introduction :

Time has had a great effect on the brand's visual appearance, most brands tend to have logo changes to cope with the vast

changes in the market and hence fulfill the consumer's needs. Brand evolution has become a common demand in a lot of

fields, to stay tuned with the consumer changes and to always sustain the visual appeal to attract their consumers along with prospective ones.

The cultural and social brand has tended to change their logos to meet the consumer taste. One of the characteristics of the logo is its dependence on the psychological and mental aspects of the viewer, such as its dependence on the technical aspects and communication skills. If we look at the logo as one of the types of advertising, we find that the designer must use some means to make the brand influential on the viewer to achieve what he aims to achieve, thus ensuring the logo's advertising and aesthetic function.<sup>(١١, p.118)</sup>

So, designers have recently turned to dynamic branding. Dynamic branding has opened the room for the brands to stay alive and always change. They presented a whole new system for designers to consider how their logo can stay flexible and variant over time. Dynamic branding allows the designer to experiment with a lot of options to accomplish the best choice for their brand to benefit from the persistent update. Consequently, staying up to date with the market gives the brand a vibrant appeal.<sup>(4, p.315)</sup>

Market competition is increasingly fierce in the new era. Enterprises must focus on establishing their good brand images to occupy a favorable position in the competition. The effective application of dynamic logos in brand image design can make logos develop towards three-dimensional or even multi-dimensional space, enriching and diversifying brand logos through dynamic graphics, personalized voice, rich colors, etc.<sup>(12, p.13)</sup>

## Problem Statement

Despite the growing adoption of dynamic branding in digital marketing, there is limited research on its impact on advertising effectiveness. Traditional branding approaches emphasize consistency, but dynamic branding offers a more flexible and personalized strategy. This research seeks to address the gap by investigating how dynamic branding influences consumer engagement and brand perception.

## Aims and Objectives:

1. To examine the impact of dynamic branding on consumer engagement.
2. To assess how dynamic branding influences consumer perception of the brand.

## Hypothesis and Methodologies:

1. Dynamic branding significantly increases consumer engagement.
2. Dynamic branding positively influences consumer perception of the brand.

The study has adopted the descriptive analytical method for studying the problem and achieving research hypotheses.

## Research Importance:

This research aims to shed light on the impact of dynamic logos. As consumer behavior continues to evolve rapidly in the digital age, understanding the effectiveness of dynamic branding can provide valuable insights for marketers and advertisers. The findings of this study can help businesses develop more effective branding strategies that enhance consumer engagement and improve brand perception.

## Theoretical Framework

### 1. Dynamic Branding

Dynamic branding is a modern approach branding, which relies on consistent use of specific logos, colors, and messaging. Dynamic branding embraces change and evolution to stay relevant and engaging.

Dynamic branding is how a brand's visual identity and messaging can adapt and change in real-time to suit different contexts, audiences, and situations. This contrasts with traditional branding, which tends to be more consistent across all platforms and media.

#### 1.1. key aspects of Dynamic Branding

1. **Flexibility and Adaptability:** Dynamic branding allows brands to be flexible and adapt their identity based on the context. This can include changes in logo, color schemes, typography, and other design elements to suit different platforms, audiences, or events.
2. **Personalization:** Brands can tailor their messaging and visual identity to individual users or specific groups. This can enhance user engagement by creating more personalized and relevant experience.
3. **Technology Integration:** Dynamic branding often leverages technology such as AI, machine learning, and data analytics to drive changes in branding elements. For instance, an e-commerce website might change its appearance based on the user's browsing history and preferences.

4. **Interactive Elements:** Dynamic branding can include interactive elements that change based on user interaction. This could be as simple as a logo that changes color when hovered over or as complex as a website that rearranges itself based on user behavior.
5. **Consistency vs. Variability:** While dynamic branding allows for variability, it still needs to maintain a level of consistency to ensure that the brand is recognizable. This involves establishing core elements that remain consistent, such as the overall tone, key messages, and certain visual elements.
6. **Real-Time Changes:** Dynamic branding can respond to real-time events or data. For example, a brand's social media profile might change its visual identity during a major event or to respond to trending topics.

#### 1.2. Benefits of Dynamic Branding

1. **Enhanced Engagement:** Personalization and real-time responsiveness can lead to higher levels of user engagement.
2. **Relevance:** Brands can stay relevant by adapting to current trends, events, and consumer preferences.
3. **Differentiation:** Dynamic branding can help a brand stand out in a crowded marketplace by offering unique and tailored experience.

#### 2. Key Reasons for Dynamic Branding

##### 2.1 Development of modern information technology

The development of modern information technology provides a broader development space for logo design and provides a broader media platform for the development of dynamic logo design. Digital media art embodies new thinking, new technology and new aesthetics in the information age. Dynamic logos are widely accepted and understood by people depending on their characteristics of popularization, network communication and interaction. Under the constant influence of new technologies and new media, the types of dynamic logos will be richer and more diversified. The logos can mobilize people's multiple senses, thus meeting more people's psychological needs. . (12, p.13-14)

## 2.2 Development of humanized design

With the development of the economy, the competition in society is becoming increasingly fierce. People are more eager for emotional communication and ideological communication than ever before, which requires design to meet people's spiritual and emotional needs. In the process of information dissemination, logos are an important visual element that can express people's emotions. With the diversification of peoples' needs and the continuous improvement of aesthetic ability, logo design should pay more attention to the needs of humanized design in terms of function. The design forms should be diversified and novel. Dynamic logos can create more changeable and flexible sign forms which can better meet the individual needs of people. Therefore, the development of humanized design has promoted the development of dynamic logos. (12, p.13-14)

## 3. Performance of Dynamic Branding in Brand image design

### 3.1. Expression forms in graphics

Dynamic logos can better present design functions in the process of brand image design. Such dynamic logo is of rhythm and can attract people's attention.

The application of the most dynamic logo in brand image design has realized the expression of being both static and dynamic. It seems that one can easily make this kind of expression. However, in fact, it has very high requirements for designers. Designers need to have professional design experience and master relatively high design skills to bring such rich and powerful visual enjoyment to people. In three-dimensional graphics, brand logo has a more dynamic feeling through the application of three-dimensional animation with the help of science and technology, which makes people feel optical illusions.

### 3.2. Expression forms in sounds

At present, the design of brand logo has gradually changed to three-dimensional space, and meanwhile, it is also developing towards multi-dimensional space. Therefore, the design of brand image is constantly becoming diversified and dynamic.

In the past, enterprises promoted brand image through graphic and static brand designs. Nowadays, with the wide application of dynamic logos, simply two-dimensional visual experience cannot meet human satisfactions.

People need multi-sensory enjoyment and have requirements on sound and other aspects. For example, there will be drops of sound (like cough) when someone contacts you during your online period.

The sound will be different from other people when it comes to someone you are concerned about. The effective application of sounds in dynamic logos indicates the important role of effective application of dynamic logos in corporate brand image.

### 3.3. Expression forms in color

The effective application of color is one of the most basic and important parts in brand design. Through the observation of color, people can understand the connotation conveyed by the logo and can easily distinguish the brands of different enterprises. Color is an important factor for people to distinguish some brands.

In the process of dynamic logo design for brand image, designers can make static colors into dynamic ones, which enables colors to change continuously, thus making visual images colorful. Colors change with images, which makes a logo eye-catching.

Designers can accurately convey some symbolic information through dynamic color expressions, bringing convenience to people's lives. (12, p.13-14)

## 4. Application value of dynamic logo in brand image design

### 4.1. To get more extensive attention

The application of dynamic logos in brand image design can attract people's attention, which enables information to be transmitted more effectively, not only making it easier for people to accept the brand image, but also enabling people to better understand its connotation.

### 4.2. To enhance the emotion of brand images

With the development of the economy and society, people's thoughts have been continuously improving. Currently, the design of brand image attaches great importance to the concept of people-oriented and has strengthened the application of humanism to the design of brand image of enterprises. While brand logo plays an active role in communication, it should also pay attention to more humanistic care for consumers. This shows that the essence of design is to better meet people's material and spiritual needs. The application of dynamic logos in brand image designs of an enterprise can present the connotation of the enterprise more vividly. Dynamic graphics can connect the enterprise with consumers, increase their interaction and enhance their interest better, which can not only fully present the brand charm of the enterprise, but also cause emotional resonance with consumers.

### 4.3. To show individual characteristics

Dynamic logo has its novel and unique multi-dimensional design features by showing through modern digital technology and new media, which gives people an unusual and unique visual experience. It can avoid the homogenization of static logo modeling. This is a brand-new effect achieved by dynamic logo compared with static logo. (12, p.15)

## 5. Understanding Dynamic Branding and Real-Time Adaptation

Dynamic branding and real-time adaptation are closely intertwined concepts



that together create a powerful branding strategy:

**Dynamic Branding:** This involves the use of flexible and adaptive brand elements that can change based on context, audience, and interaction. Dynamic branding leverages data and technology to personalize and update brand messaging and visuals in real-time.

**Real-Time Adaptation:** This is the ability of a brand to modify its communications and interactions with consumers instantly, based on current data, user behavior, or environmental conditions. Real-time adaptation is facilitated by advanced technologies such as AI, and big data analytics.

### The Relationship Between Dynamic Branding and Real-Time Adaptation

#### i. Personalization

- **Dynamic Branding:** Uses personalized elements to create a unique experience for each consumer.
- **Real-Time Adaptation:** Enables these personalized elements to change instantaneously based on real-time data.
- **Example:** A fashion retailer's website that changes product recommendations and homepage visuals based on the visitor's browsing history and current weather conditions.

#### ii. Relevance

- **Dynamic Branding:** Ensures that the brand remains relevant to the consumer's current context.
- **Real-Time Adaptation:** Allows the brand to update its messaging and

visuals to reflect current events, trends, or user interactions.

- **Example:** A news app that updates its color scheme and headlines

### 6. Understanding Dynamic Branding and Brand Perception

**Dynamic Branding:** This involves the use of flexible, adaptable, and often personalized brand elements that can change in real-time based on various factors, such as consumer behavior, context, or environmental conditions. Dynamic branding allows a brand to stay relevant and engaging by continually updating its messaging and visuals.

**Brand Perception:** This is the way consumers view and interpret a brand's identity, values, and offerings. It is influenced by consumers' experiences, interactions, and the information they receive about the brand.

### The Relationship Between Dynamic Branding and Brand Perception

#### i. Real-Time Responsiveness

- **Dynamic Branding:** Brands that adapt their messaging and visuals in real-time can respond to current events, trends, and consumer feedback promptly. This responsiveness can improve brand perception by showing that the brand is current, attentive, and engaged with its audience.
- **Example:** A brand that quickly updates its social media profile and messaging in response to a major cultural event can be perceived as relevant and in touch with its audience.

## ii. Consistence with Flexibility

- **Dynamic Branding:** While dynamic branding allows for flexibility and adaptation, it maintains core brand elements that ensure consistency. This balance helps in creating a familiar yet fresh experience, which can positively impact brand perception.
- **Example:** A brand that keeps its core logo and color scheme consistent while changing its promotional visuals for different campaigns can enhance recognition and trust.

## iii. Enhanced Storytelling

- **Dynamic Branding:** By adapting narratives based on consumer preferences and interactions, dynamic branding can create more compelling and relatable stories. This enhanced storytelling can deepen emotional connections and improve brand perception.
- **Example:** A travel company that uses dynamic content to showcase personalized travel stories based on a user's previous trips or interests can create a more engaging and positive brand image.

## iv. Consumer Empowerment

- **Dynamic Branding:** Empowering consumers by allowing them to interact with and influence the brand can lead to a more positive perception. This empowerment can come from interactive elements, user-generated content, and responsive customer service.
- **Example:** A fashion brand that allows users to customize products or vote on

new designs can be seen as innovative and consumer centric.

## v. Authenticity and Transparency

- **Dynamic Branding:** Brands that transparently adapt their messaging and visuals to reflect their values and respond to consumer feedback can build a perception of authenticity and trustworthiness.
- **Example:** A food brand that dynamically updates its packaging and marketing materials to highlight sustainable practices and respond to consumer concerns can improve its perception as ethical and trustworthy.

## 7. How Dynamic Branding Influences Consumer Engagement

Consumer engagement refers to the emotional connection and interaction that consumers have with a brand. It encompasses a range of behaviors, from simply noticing an advertisement to actively participating in brand-related activities, such as sharing content on social media, providing feedback, or making repeat purchases. <sup>(6, p.2)</sup>

Customer engagement' concept is expected to contribute to developing our understanding of customer experience and/or retention dynamics. <sup>(5, p.12-15)</sup>

## The Relationship Between Dynamic Branding and Consumer Engagement

### i. Personalization and Relevance

- **Personalized Experiences:** Dynamic branding allows brands to tailor their messaging and visuals to individual consumers or specific segments. Personalized content is more relevant

to consumers, making them feel valued and understood, which increases engagement.

- **Example:** A music streaming service that changes its interface and recommendations based on a user's listening habits can create a more engaging and personalized experience.

#### ii. Real-Time Adaptation

- **Responsive Branding:** Dynamic branding enables brands to adapt their messages in real-time based on current events, consumer interactions, or market conditions. This responsiveness can capture consumer attention and maintain their interest.
- **Example:** A brand that updates its social media content to reflect trending topics or current events can appear more relevant and engaging to its audience.

#### iii. Interactive Elements

- **Engaging Content:** Incorporating interactive elements, such as quizzes, polls, and dynamic visuals, can make the brand experience more engaging. Consumers are more likely to interact with content that requires their participation.
- **Example:** An e-commerce website that changes its layout and product recommendations based on user interactions can create a more engaging shopping experience.

#### iv. Enhanced Storytelling

- **Adaptive Narratives:** Dynamic branding can enhance storytelling by adapting narratives based on consumer preferences and interactions. This creates a more immersive and relatable brand experience.
- **Example:** A travel company that uses dynamic content to showcase personalized travel stories based on a user's previous trips or interests.

#### v. Emotional Connection

- **Building Relationships:** By being more responsive and relevant, dynamic branding can strengthen the emotional connection between the brand and its consumers. Engaged consumers are more likely to develop brand loyalty and advocacy.
- **Example:** A brand that adjusts its communication style to resonate with different cultural contexts or consumer moods can foster a deeper emotional connection. (10, p.12-15)

#### Examples

1. **Coca-Cola's "Share a Coke" Campaign:** By replacing its iconic logo with popular names, Coca-Cola created a personalized and engaging consumer experience. This dynamic branding strategy improved brand perception by making the brand more relatable and personal, leading to increased consumer interaction and social media sharing. (Figure 1) <sup>(14)</sup>





(Figure 1)

2. **Spotify:** Spotify uses dynamic branding by personalizing playlists and recommendations based on user listening habits. This personalized approach keeps users engaged and encourages them to spend more time on the platform.
3. **Google:** The social, economic and cultural shift provided brands with the opportunity to create increasingly vivid and variable identities, for example, by using a modified signature virtually every day, as is the case with Google. This brand has been innovative in several domains: in both interface and user experience design, Google has been a leader with its Askew project, the I'm Feeling Lucky feature and its visual identity's interactive gamified Doodles. <sup>(1, p.148-149)</sup>

Google Doodles are the spontaneous and delightful changes made to the Google logo. They celebrate a range of local and international topics ranging from holidays and anniversaries to

trailblazing individuals who have impacted culture. Doodles span a range of formats including static illustrations, animations, slideshows, videos, and interactive games. Over their 25 years of existence, Doodles have become a beloved part of Google Search. <sup>(13)</sup>

### Google Doodles for the Paris 2024 Olympics

In what is becoming another established Olympics tradition, Google has started releasing its latest series of Doodles marking various sports throughout the Paris Games. These are the seventh Games celebrated by Google, having started with Sydney 2000.

In addition to the sport-specific themes, expect to see other aspects of the competition highlighted from notable milestones to those celebrating the Olympic humanitarian and egalitarian values. The Paris Olympics run until August 11. <sup>(15)</sup>

#### ▪ July 26: Paris Olympics begin



(Figure 2)

Google's first Olympics-themed doodle during this year's event pays homage to the grand sporting competition and host city. The image has five birds showcasing

different Olympic sports on the Seine, in homage to the athletes' floating parade as part of the opening ceremony. (Figure 2)

▪ **July 27: Skateboarding**



(Figure 3)

For the first day of the competition after the opening ceremony, Google highlighted the skateboarding event taking place at Place de La Concorde.

The Doodle highlights the acrobatic twists and turns of the sport, which made its debut

at Tokyo 2020, which took place in 2021 due to Covid-19. (Figure 3)

▪ **July 28: Football**



(Figure 4)

With football one of the few competitions kicking off before the opening ceremony, the popular sport shined with its own

Doodle of two birds playing the game on a Parisian street corner. (Figure 4)

▪ **July 29 to 30: Artistic gymnastics**



(Figure 5)

To mark one of the fiercest competitions of the Games, an animated Doodle has a bird

doing a flawless axle jump on a windowsill. As for the judge, a sophisticated house cat,

the routine was rated a perfect 10. (Figure 5)

#### ▪ July 31: French cultural figures and Olympic sports



(Figure 6)

Google launched the latest update of its Most Searched Playground, a game in which users try to spot as many features as possible of Paris and the Olympics in a park. These include the city's landmarks

such as the Eiffel Tower and the Seine as well as gymnastics and water polo. (Figure 6)

#### ▪ August 1: Surfing



(Figure 7)

After making its debut as part of Tokyo 2020, surfing is back. However, this time, the competition is being held on the beaches of Tahiti in French Polynesia. The Doodle features a sea turtle, a venerated

animal in Tahitian mythology and considered a sign of good fortune and longevity. (Figure 7)

#### ▪ August 2 to 3: Sailing



(Figure 8)

Sailing has been part of the Olympics since the inaugural competition in 1896. For this

year's Games, the event takes place at the Marseille Marina in France. Running until

August 8, this year's competitions include the men's and women's single-handed

dinghy and the mixed-foiling catamaran races. (Figure 8)

▪ **August 4: Rings**



(Figure 9)

Depicting the reverse butterfly, one of the most challenging moves on the rings at the artistic gymnastics' competition, the animation pays tribute to the Olympic sport taking place at the Bercy Arena. The rings

were part of the Olympics since the inaugural games in 1896 in Athens. (Figure 9)

▪ **August 4: Artistic swimming**



(Figure 10)

**Applied Study**

**1. Google Doodles designs**

The practical framework included a set of applied models for fourth-year students in the Advertising Department, Faculty of

Applied Arts, Benha University. The idea of the task revolved around new designs with various ideas for Google Doodles to study the relationship between dynamic branding, consumer engagement, and brand perception.



(Figure 11)

Adding dynamism to the Google logo to

celebrate the release of the first part of the Spider-Man film series. (Figure 11)



(Figure 12)



(Figure 13)

Benefit from employing dynamism on the Google logo to celebrate the anniversary of the death of the international artist Van

Gogh and display his most important paintings. (Figure 13)





(Figure 14)

Google celebrates the birth anniversary of famous character, Abu Hafeza. (Figure 14)  
the artist Akram Hosni with



(Figure 15)

Google celebrates the anniversary of the appearance of the Theater Adwaa Trio, consisting of artist Samir Ghanem and guest artists Ahmed and George Sidhom. (Figure 15)

Google celebrates the anniversary of the appearance of the Theater Adwaa Trio, consisting of artist Samir Ghanem and guest artists Ahmed and George Sidhom. (Figure 15)



(Figure 16)

Google celebrates Shams Al-Naseem holidays and focuses on the aspects for which this occasion is famous. (Figure 16)

## 2. Electronic questionnaire

The researcher designed an electronic questionnaire to measure the success of



employing dynamic brands in the proposed designs to study the relationship between dynamic logos, consumer engagement, and brand perception.

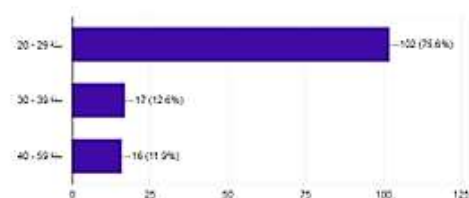
The questionnaire included some applied models and various questions to measure the effectiveness of the dynamic brand. 135 people responded to the questionnaire by the time the results were released.

### 2.1. Link to the electronic questionnaire

[https://docs.google.com/forms/d/17hEXxGUBbNouPZxf\\_qGqtN3n2JVDfecQlBM9P\\_07rU0/edit](https://docs.google.com/forms/d/17hEXxGUBbNouPZxf_qGqtN3n2JVDfecQlBM9P_07rU0/edit)

### 2.2. Statistical results of the questionnaire

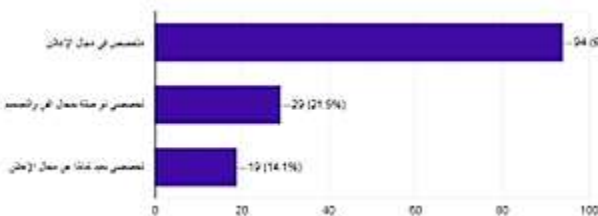
#### - Q1: Age (Figure 17)



| Variable | Variable classes | Sample | Percentage |
|----------|------------------|--------|------------|
| Age      | 20-29 years      | 102    | 75.6       |
|          | 30-39 years      | 17     | 12.6       |
|          | 40-59 years      | 16     | 11.9       |

Shows the statistical analysis of the age of the study sample. (Figure 17)

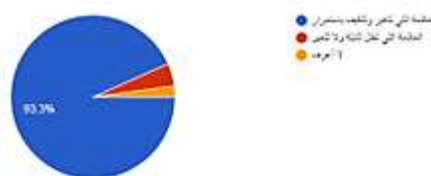
#### - Q2: What is your relationship with the field of advertising? (Figure 18)



| Variable       | Variable classes | Sample | Percentage |
|----------------|------------------|--------|------------|
| Specialization | Specialized      | 94     | 69.6       |
|                | Relevant         | 29     | 21.5       |
|                | Not specialized  | 19     | 14.1       |

Shows the statistical analysis of Specialization of the study sample. (Figure 18)

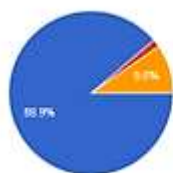
#### - Q3: How do you define a dynamic brand? (Figure 19)



| Variable  | Variable classes | Sample | Percentage |
|-----------|------------------|--------|------------|
| Awareness | Yes              | 126    | 93.9       |
|           | To some extent   | 6      | 4.4        |
|           | No               | 3      | 2.2        |

Shows the statistical analysis of Awareness of the study sample. (Figure 19)

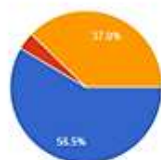
- Q٤: Do you think dynamic logos enhance consumer engagement and improve brand perception? (Figure 20)



| Variable      | Variable classes | Sample | Percentage |
|---------------|------------------|--------|------------|
| Reinforcement | Yes              | 120    | 88.9       |
|               | No               | 2      | 1.5        |
|               | To some extent   | 13     | 9.6        |

Shows the statistical analysis of the Specialization of the study sample. (Figure 20)

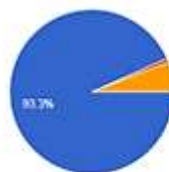
- Q٥: Do you feel that the dynamic brand responds to your personal needs and preferences? (Figure 21)



| Variable | Variable classes | Sample | Percentage |
|----------|------------------|--------|------------|
| Response | Yes              | 79     | 58.5       |
|          | No               | 5      | 3.7        |
|          | To some extent   | 51     | 37.8       |

Shows the statistical analysis of Response of the study sample. (Figure 21)

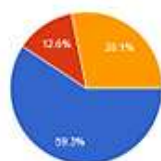
- Q6: Do you prefer brands that keep up with modern trends and changes? (Figure 22)



| Variable             | Variable classes | Sample | Percentage |
|----------------------|------------------|--------|------------|
| Keep up with changes | Yes              | 126    | 93.3       |
|                      | No               | 1      | 0.7        |
|                      | To some extent   | 8      | 5.9        |

Shows the statistical analysis of how dynamic logo Keep up the study sample with changes. (Figure 22)

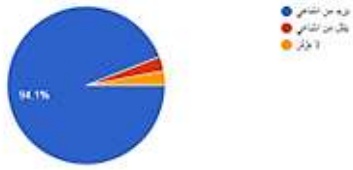
- Q7: Do you think dynamic brands offer better value than traditional brands? (Figure 23)



| Variable | Variable classes | Sample | Percentage |
|----------|------------------|--------|------------|
| Value    | Yes              | 80     | 59.3       |
|          | No               | 38     | 28.1       |
|          | To some extent   | 17     | 12.6       |

Shows the statistical analysis of how the study sample feels the value of dynamic logos. (Figure 23)

- Q8: How does the constant innovation of a dynamic brand impact your attention? (Figure 24)

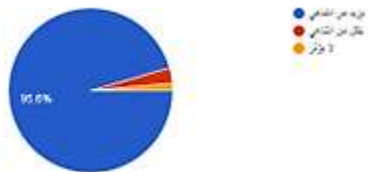


| Variable   | Variable classes | Sample | Percentage |
|------------|------------------|--------|------------|
| Innovation | Increase         | 127    | 94.1       |
|            | Reduce           | 4      | 3          |
|            | Doesn't affect   | 4      | 3          |

Shows the statistical analysis of the impact of Innovation of dynamic logos on the study sample. (Figure 24)

15- <https://www.thenationalnews.com/arts-culture/2024/07/29/paris-olympics-google-doodle/>,

#### Q9: How does the use of modern technology by a brand affect your attention? (Figure 25)



| Variable                    | Variable classes | Sample | Percentage |
|-----------------------------|------------------|--------|------------|
| Impact of modern technology | Increase         | ١٢٦    | 95.6       |
|                             | Reduce           | 4      | 3          |
|                             | Doesn't affect   | 2      | 1.5        |

Shows the statistical analysis of the Impact of modern technology on the study sample. (Figure 25)

#### - Q10: What do you like most about dynamic brands? (Figure 26)



| Variable   | Variable classes | Sample | Percentage |
|------------|------------------|--------|------------|
| Preference | Adaptation       | 27     | 20         |
|            | Innovation       | 68     | 50.4       |
|            | Flexibility      | 40     | 29.6       |

Shows the statistical analysis about the study sample preferred in dynamic logo. (Figure 26)

#### Results

- 1- Designers need to strengthen the continuous optimization and innovation of dynamic logo design methods, and make full use of graphics, colors and sounds, etc.
- 2- In brand image design, designers also need to make logos more vivid and diversified to promote the forward development of brand logos with the deeper application of dynamic logos.
- 3- In the rapidly changing digital landscape, dynamic logos offers a powerful tool for brands to connect with their audiences and stand out in a crowded marketplace.

#### Recommendations

- 1- The research recommends focusing on studying the target audience and learning about their preferences, as dynamic brands rely on interacting with users and keeping up with their trends.
- 2- The study recommends using modern design techniques such as interactive design, animation techniques and changing colors. These tools can make the brand livelier and more interactive with users, which enhances its impact and increases customer engagement.

- 3- It is recommended to continuously collect user feedback about the dynamic brand and evaluate their interaction with it. This can be used to make continuous improvements and adjustments that match the audience's expectations and lead to increased brand loyalty.

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**ملخص البحث**

تواجه أساليب العلامات التجارية التقليدية، التي تؤكد على الاتساق والهوية البصرية الثابتة، تحدياً بسبب ظهور العلامات التجارية الديناميكية. تتضمن العلامات التجارية الديناميكية استخدام عناصر العلامة التجارية المرنة والقابلة للتكيف والشخصية التي يمكن أن تتغير في الوقت الفعلي بناءً على السياق وتفاعلات المستهلك. في العصر الرقمي، حيث تتغير تفضيلات المستهلك وظروف السوق باستمرار، تقدم العلامات التجارية الديناميكية نهجاً جديداً للحفاظ على الصلة والمشاركة. تهدف هذه الدراسة إلى استكشاف تأثير العلامات التجارية الديناميكية بالتركيز على الشعارات الديناميكية، وتأثيرها على مشاركة المستهلك وإدراك العلامة التجارية وفعالية الإعلان بشكل عام.

تمثل العلامات التجارية الديناميكية تحولاً من الهويات الثابتة إلى تجارب علامة تجارية أكثر سلاسة واستجابة وتفاعلية. لا يحافظ هذا النهج على أهمية العلامات التجارية في عالم رقمي سريع الخطى فحسب، بل يعزز أيضاً قدرتها على التواصل مع جماهير متنوعة على مستوى أكثر شخصية.

على الرغم من التنبؤ المتزايد للعلامة التجارية الديناميكية في التسويق الرقمي، إلا أن هناك أبحاثاً محدودة حول تأثيرها على فعالية الإعلان. يسعى هذا البحث إلى معالجة الفجوة من خلال التحقيق في كيفية تأثير العلامة التجارية الديناميكية على مشاركة المستهلك وإدراك العلامة التجارية وفعالية الإعلان، مما يوفر رؤى جديدة للمسوقين والمعلنين.

بشكل عام، يمكن أن يؤدي التحول إلى العلامات التجارية الديناميكية إلى تعزيز التأثير النفسي للعلامة التجارية بشكل كبير من خلال جعلها أكثر جاذبية، وشخصية، وحديثة، واستجابة. ويتطلب الأمر إدارة دقيقة للحفاظ على هوية أساسية متماسكة ومتسقة مع الاستفادة من فوائد القدرة على التكيف والتخصيص. تشير النتائج إلى أن العلامات التجارية الديناميكية تعزز مشاركة المستهلك وتحسن تصور العلامة التجارية، مما يؤدي إلى زيادة فعالية الإعلان. هذه النتائج لها آثار كبيرة على المسوقين والمعلنين في العصر الرقمي.

**الكلمات المفتاحية**

العلامة التجارية الديناميكية، التخصيص، تصميم صورة العلامة التجارية، التكيف في الوقت الحقيقي، إدراك العلامة التجارية، إشراك المستهلك، التسويق الرقمي.