

**UNIVERSITI TEKNOLOGI MARA**

**THE RELEVANCE OF BRAND IDENTITY FOR  
PIZZA MARKETING**

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## ABSTRACT

This research will focus on the utmost importance of brand identity for a pizzeria company, emphasizing how it significantly impacts its success and market recognition. In today's digital age, where exceptional design plays a pivotal role in shaping a food company's unique identity, we have witnessed a myriad of astonishing design forms that have granted renowned food brands their distinctiveness and prominence. Countless examples come to mind when we think of these successful brands that have effectively carved their niche in the industry. Unfortunately, this phenomenon seems to elude most pizza brands, with only a couple of well-known names emerging prominently, such as Pizza Hut and Domino's.

The limited number of recognized pizza brands leaves us perplexed and prompts us to question why other deserving contenders like US Pizza, Pizza Mansion, Pezzo, and Vivo Pizza have failed to make a significant mark in the market. It becomes evident that brand identity plays a crucial role not only for pizzeria companies but also for any brand aiming to thrive in a competitive market. The disparity in recognition between these struggling brands and established giants like Pizza Hut and Domino's can be attributed to the absence of a robust branding design.

Brand identity encompasses much more than merely attracting attention; it serves as the bedrock for fostering a deep connection and recognition between producers and customers. Effective branding design establishes a strong and memorable association with the target audience, leaving a lasting impression that goes beyond the initial transaction. By carefully crafting a brand identity that resonates with consumers, pizzeria companies can cultivate loyalty and differentiate themselves from their competitors, thereby increasing their chances of thriving in the fiercely competitive pizza market.

In conclusion, this research will delve into the significance of brand identity within the context of pizzeria companies, shedding light on the reasons behind the limited recognition of certain pizza brands. By exploring the role of branding design in establishing a strong connection between producers and customers, we can gain valuable insights into how pizzeria companies can elevate their brand recognition and compete on a larger scale. Through comprehensive analysis and recommendations, this study aims to pave the way for pizza brands to create a lasting impact and capture a significant share in the market.