

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF
CORPORATE BRANDING DESIGN:
CASE STUDY OF PETRONAS
AND APPLICATION ON
SMART PETROL, OIL AND GAS
COMPANIES IN MALAYSIA**

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ABSTRACT

Branding is a primary vehicle for communicating complex ideas in a clear and digestible way. In oil & gas industry, *Petronas* has been the flagship in Malaysian economy since 1974. Through out the years *Petronas* has revamped the logo design towards dynamic approach on corporate identity. Another potential company is *Smart Petrol*, a 100% *Bumiputera* company that are actively involved in the supply and marketing of petroleum products since 2003. The purposes of this research mainly to contribute a benchmark or effectiveness references and has been carried out in two main methods. Scope for this research are *Petronas* as it is amongst the fortune 500 companies in the world and *Smart Petrol* as local national company. Primary data includes method from Feldman's model, visual observation and content analysis of existing branding design. Comparative analysis unveiled the real situation in terms of design recognition, elements and marketing tools. Through interviews data have been gained regarding the roots of the corporate philosophy. Issues and findings have been achieved, documented and analyzed. To support the data, surveys of consumer's perception have been conducted, the results shows *Petronas* are more recognized and marketing tools do give good impact. Overall *Petronas* received positive feedback, understandable and at the international level. Whilst *Smart Petrol*, the branding design is not convincing and unfamiliar, this company should attempt a new strategy for rebranding, adopt strategy of *Petronas*. Secondary data are gathered from literature review. It is necessary for restoring consumer's trust and convincing the stakeholders to collaborate on this potential company. Rebranding for failure is a crucial task and that special attention on the corporate image and design should be given the highest priority.

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CHAPTER ONE

INTRODUCTION

1.1 Aims of the Chapter

The chapter is presented to familiarize the reader with the subject and the purpose of the research. It describes the overview of the research topic, background to the research, and outlines of the problem statement and issues. Research questions are explored to establish the key factors in this study. The research aims and objectives are presented in this chapter. The scope of the research is discussed and the research significance is underlined.

1.2 Background Of Study

1.2.1 Philosophy of Branding

Philosophy of branding was taken into deeper and more difficult waters than at any time up to that point. Between the end of the 17th century and the end of the 18th century, the thinking that would influence brands and branding advanced on four main fronts. The first is emotion and feeling was put at the heart of the philosophical agenda as an alternative to a wholly rationalist approach. Secondly the worlds of ‘Brand Empiricism’ and pure reason were brought together in a new way that suggested for the first time the real limits of branding knowledge. Next the idea of a branding process was established at the center of brand management. Then the creation and primary of brand values were advocated in a completely new and challenging way (Braun, 2004).