

"A man is
great by
deeds, not by
birth"

-Chanakya

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Case Study

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Kia: Change of Logo and a new slogan

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ABSTRACT

Recently, Kia has unveiled a new logo and slogan. According to the Korean car manufacturer, the new logo represents ambitions of the company to establish itself in a position of leadership in the future. The company's new brand slogan is 'Movement that inspires'. This new logo and slogan comes on the heels of the Plan S business strategy unveiled in 2020. Under this plan, the car manufacturer will focus on electric vehicles and focus on different mobility services custom-made for different individuals across different local markets. The company felt that this connection is the essence of Kia's new brand – to enable human progress by providing innovative in-car spaces, exciting new products, and meaningful, convenient services that inspire customers and free up time for the activities that they enjoy the most. KIA, as it launches the new logo and slogan, is not sure how the consumers will take the new design. Would it fulfil all criteria of the brand salience or the change would only invite some critic's comments and would remain as fad?

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