



The rationale behind Facebook rebranding

MEDIA

NOV 11, 2019

VARUN MARKANDE

@adgully

News in the domain of Advertising, Marketing, Media and Business of Entertainment

FACEBOOK

from.

In June this year, Facebook added the not so subtle 'from Facebook' to all their products. Earlier in April, it was reverse engineer Jane Manchun Wong, who discovered the early signs of rebranding in the Instagram app. Instagram's popularity then was at an all-time high, while Facebook was facing flak over the data breach and Cambridge Analytica scandal. Hence, it made sense for the company to want to be more closely associated with its sister app.

In 2018, the Infinite Dial Report showed that Facebook usage had gone down for the first time ever and the US distrust, discord and disinterest were played up as the key factors for Facebook's decline.

In fact, Facebook has faced a series of litigations and bad press ever since US President Donald Trump took office followed by Cambridge Analytica, the data breach on Messenger, and when a San Francisco court fined the company \$40 million for inflating views on video ads.

So, Facebook has been piggybacking on its more popular apps like Instagram to divert some of the goodwill from the users or to attract advertisers. That resulted in Mark Zuckerberg claiming that Instagram's growth was the result of them successfully leveraging Facebook's growth tools in July 2018. While this may be true, soon both Instagram founders collectively quit in September 2018 due to 'differences' with Zuckerberg.

What does this have to do with the Facebook rebranding?

For one, Instagram has crossed 1 billion subscribers and is by far the most popular app in the Facebook suite. With an average user age of 30 years (a decade younger than Facebook's average of 40 years), Instagram is Facebook's cash cow of the future. In the shadow of Instagram's popularity, the big challenge for the creators of the Facebook app is to remain relevant to advertisers as it comes to be seen increasingly as an unsafe space for brands.

Shiraz Khan, Founder, Spicetree Design Agency (SDA), noted, "Facebook had to make some strategic moves to protect its other products from all the backlash it is facing of late. By creating a parent logo for all its suite of products, it is ensuring the safety of its properties and to show Facebook in good light. It also wants to clearly show the structure of the company in terms of ownership. With this move, it also safeguards its interest from a complete fallout of the brand."

Saurabh Pachariwal, Co-founder, Gemius Creative Design Studio, added here, "Research shows that over 50 per cent of the users of Facebook group apps such as Instagram and WhatsApp do not know that the platforms are owned by Facebook. This new identity will be connecting the company seamlessly with the other products and in effect, try to regain the lost brand image."

Chandan Bagwe, Founder & MD, C Com Digital, felt that this rebranding is good in a way, because it is aimed at presenting Facebook as a big entity with multiple product line with individual user bases. Thus, it would help attracting more funds through cross working of app platforms and accumulating the ads generated.

"While Google has a suite of 60 apps and is a prominent entity in the digital sphere, Facebook is relatively small with a fewer number of apps under it. Facebook, too, wants to show that it is also an important entity with multiple apps under its name, each having a good user base," he added.

Is 'from Facebook' going to be the only change?

The new Facebook company logo incorporates themes from its group of apps so that it integrates well. The font style is minimal and not a huge departure from the previous brand. Before the formal rebranding came into effect, Facebook had already introduced a slew of policy changes, such as bringing more transparency in political advertising and giving users more control over the ads they view and their data, with the hopes of improving public perception.

However, it remains to be seen whether through this rebranding Facebook will be able to isolate the backlash to its specific apps and not further tarnish the reputation of the umbrella brand. On the other hand, the group of apps may also be isolated from Zuckerberg, whose statements and actions will hopefully reflect only on the parent brand.

0 Comments

Sort by Oldest

Add a comment...

Facebook Comments Plugin

MORE IN MEDIA

<p>MEDIA</p> <p>Facebook joins the list of Payment Services with 'Facebook Pay'</p> <p>NOVEMBER 14, 2019</p>	<p>MEDIA</p> <p>Will political ads become a pariah on social media platforms?</p> <p>NOVEMBER 11, 2019</p>	<p>ADVERTISING</p> <p>Reebok unifies under one logo, one wordmark</p> <p>NOVEMBER 07, 2019</p>
<p>MEDIA</p> <p>Facebook rebrands company logo: retains old branding for mobile app</p> <p>NOVEMBER 07, 2019</p>	<p>MEDIA</p> <p>Sandeep Bhushan & Vishal Shah on what makes Instagram a vibrant platform</p> <p>NOVEMBER 02, 2019</p>	<p>MEDIA</p> <p>Q3 2019 Store Intelligence Data Digest</p> <p>At 5 billion, India leads global app downloads in Q3 2019</p> <p>OCTOBER 31, 2019</p>
<p>MEDIA</p> <p>Furlenco's new campaign shows how #SomeGoodThingsComeEasy</p> <p>OCTOBER 31, 2019</p>	<p>MEDIA</p> <p>Facebook begins testing Facebook News - what it entails for publishers</p> <p>OCTOBER 29, 2019</p>	<p>MEDIA</p> <p>Facebook launches new UI along with ads in search results</p> <p>OCTOBER 23, 2019</p>
<p>ADVERTISING</p> <p>Star Bharat launches Jag Jaanani Maa Vaishnodevi with a marketing campaign</p> <p>OCTOBER 19, 2019</p>	<p>MEDIA</p> <p>Brands do their part for World Mental Health Day</p> <p>OCTOBER 12, 2019</p>	<p>ADVERTISING</p> <p>Facebook brings Thumbstopping work in mobile video advertising to the fore</p> <p>OCTOBER 10, 2019</p>
<p>ADVERTISING</p> <p>Facebook brings Thumbstopping work in mobile video advertising to the fore</p> <p>OCTOBER 10, 2019</p>	<p>MEDIA</p> <p>Facebook fined \$40 million for inflating data on video ads</p> <p>OCTOBER 09, 2019</p>	<p>MEDIA</p> <p>Facebook-ICC partnership highlights power of non-live digital content</p> <p>OCTOBER 01, 2019</p>
<p>MEDIA</p> <p>Facebook To Host The Inaugural Thumbstoppers Summit</p> <p>SEPTEMBER 27, 2019</p>	<p>MEDIA</p> <p>ICC announces groundbreaking partnership with Facebook</p> <p>SEPTEMBER 26, 2019</p>	<p>ADVERTISING</p> <p>Facebook to soon roll out augmented reality ads</p> <p>SEPTEMBER 20, 2019</p>
<p>MEDIA</p> <p>Facebook and Instagram launch music products in India</p> <p>SEPTEMBER 18, 2019</p>	<p>MARKETING</p> <p>Truecaller crosses 500 million downloads and 150 million active users globally</p> <p>SEPTEMBER 05, 2019</p>	<p>MEDIA</p> <p>Facebook's new update allows you to control ads and data</p> <p>AUGUST 22, 2019</p>
<p>MEDIA</p> <p>Aadhaar-social media linking ignites privacy debate on Twitter</p> <p>AUGUST 21, 2019</p>	<p>MEDIA</p> <p>Facebook in talks with Publishers to display their content in 'News' Tab</p> <p>AUGUST 12, 2019</p>	<p>MARKETING</p> <p>How Facebook is powering FMCG brands' strategies in a digital world</p> <p>AUGUST 05, 2019</p>

Your Email..

Subscribe

Like

Share

8 people like this. Sign Up to see what your friends like.

Tweet

