

R RadioShack



R RadioShack
Corporate
Corporate Offices
Riverfront Campus World Headquarters
300 RadioShack Circle
Fort Worth, TX 76102-1964



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Riverfront Campus World Headquarters
300 RadioShack Circle
Fort Worth, TX 76102-1964
Phone: (817) 415-3700 (automated menu selection)
Phone: (817) 415-3011 (corporate switchboard)



Corporate response:

Neil:

Thank you to you and your class. We appreciate the interest and support in our brand. You've put some solid work together as it has been done in a very professional manner.

I am delighted that you received high marks for your work, and appreciate the way in which you approached the project. As you know, the logo is a visual expression of the brand's DNA, and I certainly agree that ours is in need of some refreshing. That said, the impact of a redesign should never be taken lightly by a marketer, for it has both an immediate financial impact (imagine rebranding 6,000 stores) and potentially deeper, longer-term implications if the logo does not resonate with consumers in a way consistent with the brand's positioning. Unfortunately, in too many cases, companies have treated their logos as artwork rather than strategic extensions of the brand, and the result can be devastating. The best brands in the world safeguard their logos as their most important assets (e.g. Coca-Cola, McDonald's, Mercedes-Benz).

Again, thank you for sharing your work with me, and I wish you the very best in the pursuit of your advertising and design degree.

Regards,

Lee

Lee D. Applbaum
EVP, Chief Marketing Officer
RadioShack Corporation