BRAND REJUVENATION STRATEGIES: AN ANTIDOTE OF AGEING BRAND OF OMO DETERGENT SOAP

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Abstract

Under the correct conditions, revitalizing a dormant brand can be a very successful tactic. It is widely accepted that growing older is the most welcome change in life. Many businesses have watched their brands loss their relevance over time, and this has dwindled their market share and ultimately, sales revenue. The study examined the effect of brand rejuvenation strategies on marketing performance of Omo detergent soap in Nigeria, using a cross- sectional survey design. The sample population of the study is two hundred (200) respondents from Unilever Nigeria, producer (Omo) detergent. Descriptive and inferential statistics were used to analyse, data collected, while stated hypotheses were tested using multiple regression. The findings revealed that celebrity endorsement, brand innovativeness/creativity and logo have significant influence on marketing performance of Omo. Thus, the authors conclude that for the product to regain its market share, it is imperative that Unilever embarks on aggressive revitalisation of the products quality and strategically re-position the brand in the minds and hearts of the final consumers. The conclusion stated that companies should be more aggressive because it is necessary to change the product attribute and introduce newer products with more uses in order to make the products more marketable. The recommendation of the study suggests that businesses should employ more brand-rejuvenating tactics that try to alter consumers' perceptions.

Keywords: Brand Rejuvenation Strategy, Celebrity Endorsement, Brand Innovation/Creativity, Brand Logo and Marketing Performance

Introduction

Rejuvenation of latent brand can be an extremely cost-effective strategy under the right circumstances. There is a life cycle for every brand. Managers continue to strengthen the brand throughout its life cycle through various marketing initiatives and promotions. A brand develops and its equity rises when it is consistently reinforced. The brand enters a declining stage after reaching its prime at some point in its life cycle. When a brand reaches maturity, its manager must decide whether to sell the brand, rebrand the product to give it a new lease on life, or let the brand fade and eventually die (Lehu, as cited in Roope, 2016). When a company loses enough resources to jeopardize its viability, it is considered to be in decline. When a company recovers enough to resume regular operations—often characterized as having survived a threat to its survival and regained sustainable productivity—a brand rejuvenation strategy is considered to have taken place. Many organizational resources are frequently allocated to product ideas in Nigeria that have not

undergone adequate research, especially market-based research. Consequently, the product either achieves marginal success or fails out exactly.

In today's dynamic business environment, brands face constant challenges due to changing consumer preferences, increased competition, and technological advancements. To maintain relevance and competitiveness, many companies adopt brand rejuvenation strategies, which involve updating brand elements such as logo, packaging, product offerings, communication strategies, and overall brand positioning. However, while brand rejuvenation can enhance a company's image and attract new customers, its impact on marketing performance remains a subject of debate.

Some organizations experience significant improvements in brand awareness, customer loyalty, and market share after implementing rejuvenation strategies, while others struggle with consumer resistance, loss of brand identity, or failure to achieve the desired impact. This study's main goal is to evaluate the marketing performance and brand rejuvenation strategies of the Nigerian detergent soap (OMO) company. The specific goals are to investigate how brand innovation and creativity affect marketing performance, how celebrity endorsements affect marketing performance, and how brand logos affect marketing performance. This study aims to reveal the factors that influence brand transformation in the marketplace, which will help marketers understand why consumers choose or reject new products or why they favor established ones. Additionally, the study would look into what factors consumers consider and how they decide which products to buy. Moreover, it would benefit companies that plan to launch innovative products into the market. The Nigerian detergent soap company (OMO) was the subject of the study. The study's scope is limited to evaluating how brand rejuvenation strategies affect performance of the brand. Celebrity endorsement, brand innovation/creativity, and brand logo are among the aspects of brand rejuvenation strategies that will be examined in the study, along with their effects on marketing performance in the Nigerian detergent soap company. A literature review of related ideas, theories, and empirical works by other researchers that are pertinent to the study was also covered.

Theoretical Review

Theory of Rebranding

The hypothesis was put forth by Muzellec, Lambkin, and Dorgan as cited in Blazquez, Mattich, Henninger, and Helberger, (2019). Over the past ten years, the primary focus of brand

building literature has undergone a significant change. Conventional definitions of branding and the role of brands have been continuously reviewed and redefined. Kotler (2012), a brand's name was traditionally used to describe one or more products in the line and to categorize them based on their characteristics. The American Marketing Association (AMA) defines a "brand" as a term, name, symbol, sign, or blueprint, or a combination of these, that is intended to categorize and differentiate the products and services of a manufacturer or group of manufacturers from those of rivals. "In theory, every time a marketer develops a new name, logo, or sign for a new product, he or she has created a brand," according to Keller (2012). But, he confirms, brands today are much more than that. As is evident from these definitions, brands served a straightforward and obvious purpose as identifiers. Advertising, as noted by de Chernatony as cited in Oriol, and Nicholas, (2020), has been a largely dominant means of communicating a brand's emotional values as well as its purposeful values. And "marketing theory is embedded inside the theory of brand-building." Aspects of strategic advertising, communication, realistic blueprints, and public relations are all utilized in branding. These elements of mass communication enhance the way in which brands communicate with their clientele about their varied, well-designed superiority and impact (Oriol, & Nicholas, 2020). The study makes use of theories related to the branding process, including Keller's (2012) dimensions of brand knowledge and Kapferer's (2008) brand identity prism brand identity planning model. Rebranding is examined more closely and makes reference to the extensive literature research.

The concepts and models presented include rebranding as a scale, Daly and Moloney's (2004) corporate rebranding framework, Muzellec and Lambkin's as cited in Blazquez, Mattich, Henninger, and Helberger, (2019) dynamic rebranding model, and drivers of re-branding. Kotler (2012) states that a crucial component of product strategy is branding. Since the brand was merely a component of the product, the communication strategy aimed to establish the brand and build its image. The objective of the traditional branding model, according to Aaker and Joachimsthaler (2012), was to create a planned component of brand image that produces immediate results. According to Kapferer (2008), the brand serves as an external symbol that reveals the aspects of the product that are hidden and inaccessible. Keller (2012) established the concept of customer-based brand equity and the brand hierarchy, which significantly advanced branding theory.

Reaching the top of the pyramid, where there is a harmonious relationship with customers, is the strategy for creating a powerful brand. In many companies' marketing strategies, brands are a key

component. They are gradually being considered to implement essential resources that enable companies to gain a greater competitive edge over their rivals (Srivastava, Shervani, and Fahey 2011; Shelby, 2020). Often, a significant portion of a company's total marketing budget goes toward brand management and development. Because of this, both marketing experts and academics are very interested in theories and mechanisms that could increase the value of a company's brand portfolio.

Brand Rejuvenation Strategies

Rejuvenating a brand involves a creative resuscitation of its distinctiveness, beginning with its positioning. To extend a brand's life-cycle, effective marketing strategies must be used. Similar to a new product team, the transformation program starts with the creation of a brand re-development team that is composed of a dynamic, unfastened cannon manager from creative services and draws on talent from various organizational areas. When a brand evokes a specific moment, location, or experience, people connect with it expressively. Additionally, established brands often have a reputation for dependability that new brands cannot match. You can save a lot of money by bringing back an inactive brand that customers already know and trust.

Firms need to establish their brands in the eyes of the public, as well as acquire tiny bits of mental spaces in the minds of consumers of their products so that consumers will always think of their brands. For a company to generate increased revenue from the current product, brand transformation is necessary by launching new variants of the product to recover and expand market share (Membiela-Pollán, López, & Crespo-Pereira, 2022). Re-creating the brand while others are struggling makes sense because the atmosphere is clearer and the message is more likely to be understood by the consuming public.

Brand rejuvenation strategy is defined by Pearce and Robinson, as cited in Abdi (2012), as representing absolute and relative to industry declining performance of sufficient magnitude to warrant explicit brand rejuvenation actions. In the event that the firm's performance declines, the management team must act quickly to ensure that the company returns to effectiveness. Studies reveal that when management creates and executes well-informed brand revitalization strategies, their companies can revitalize their brands even in the face of diminishing environmental benevolence, growing environmental dynamism, intensifying internal issues, or scarce resources (Abdi, 2012). A brand's acceptability, relevance, quality, and image are analyzed; the brand's core values are understood; customer relationships are managed; oddities are ensured; brand

presentation is coordinated; and the brand is relaunched. These are the stages of the brand rejuvenation strategy.

Marketing Performance

Organizations use performance evaluations, product market performance, market share, sales turnover, etc. to determine which activities are successful. They also look at achievement of a specific duty (Zeriti, Robson, Spyropoulou, 2014), the organization's optimal goals (Munteanu, Pagalea, & Cristea, 2014), contribution to goals and objectives (Ateke & Iruka, 2015; Asiegbu, Igwe, & Akekue-Alex, 2012), and marketing performance (Oko & Kalu, 2014). Additionally, it is seen as a marketing performance metric that demonstrates how quickly trade sales promotion tactics generate sales (Egwuenu, Iyadi, & Olannye, 2019). The straightforward assumption that a promotion will lead to short-term price reductions that can greatly increase sales serves as a guide for sales turnover.

Brand Rejuvenation Strategies and Marketing Performance

Hsiang-Hsi and Yu-Ning (2019) acknowledge that "products lose their relevance, factories rust away, and packages become outdated." However, well-known brands endure forever. According to a thorough consumer research study cited by Abdi (2012), top brands focus on quality rather than price, are consistent, offer substantial financial and perceptual benefits, and have a core advantage in the category because they balance emotional and rational messaging. They also employ a wide range of marketing tools to reinforce their performance. In theory, a supreme "master brand" could be created by brand managers' persistent efforts to preserve brand equity, continuously develop assets, and fortify differentiation. However, in practice, even great brands age, and even leading brands fail and occasionally die (Roope, 2016).

Older brands may still be valued by consumers, but they may no longer be consumed, used, or purchased. Consciously or unconsciously, these brands gradually fade from consumers' perceptions (Abdi, 2012). Abdi (2012) emphasizes the necessity of expanding the brand, finding new applications, breaking into new markets, repositioning the brand, improving the product or service, rendering current products outdated, or increasing usage. But according to Wansink, as quoted in Abdi (2012), brands should only be revitalized if their product prices are in the middle to high range when compared to those of their rivals. However, despite the complexity of the process, bringing a brand back to life is still an alluring option, especially when it comes to retro

marketing, which is becoming a more popular strategy for handling outdated brands (Brown, as cited in Abdi, 2012).

Review of related Literure

Hypothesis Development

Celebrity endorsement and Marketing Performance

Celebrities serve as brand ambassadors through endorsement, a communication channel in which they attest to the brand's claims and stance by extending their respect and uniqueness (Rina & Sherly, 2022). A celebrity endorser is any well-known individual who uses their popularity to promote a consumer brand by featuring them in an advertisement. Celebrity endorsement, according to Kotler as cited in Rina & Sherly (2022), is a specific tactic employed by businesses to revitalize an aging brand by providing a platform for consumers to identify with the brand's values from the perspective of the celebrity staff. According to Odionye et al. (2021), a celebrity in a nation like India is so idolized by the public that any activity can profit from their sizable fan base. These days, celebrity endorsement is one of the most popular brand revitalization tactics employed by businesses (Indah & Bertina, 2018). Celebrity marketing has become popular and is thought to be a successful strategy for reviving a company's image and product. Brands provide consumers with the opportunity to express themselves, discover who they are, and become ingrained in their minds.

It is widely accepted that celebrity endorsements are an effective communication tool. Celebrities are seen as more powerful than anonymous models, and campaigns typically explain the celebrity's significance to the brand. For manufacturers, brands provide a way to be recognized, legal protection, and the opportunity to be distinctive. Furthermore, branding is a mark of distinction that can be used to protect a competitive edge, increase revenue, and foster strong client loyalty. Customers believe that information from celebrities, especially well-known representatives, more closely resembles their lifestyle and concerns than information from unknown individuals (Min, Chang & Jai, 2019). The use of celebrities in advertising has been shown to be an effective strategy for raising public awareness, both theoretically and practically (Ohanian as cited in Eda, 2011). Thus we hypothesize that:

H_1: *Celebrity endorsement has a significant effect on marketing performance*

Brand innovativeness/creativity and Marketing Performance

Innovation is when businesses create something new to satisfy their customers and increase

their market share. The goal of innovation is to create something unique and prevent competitors from having a positive customer experience with the provider company. Therefore, an innovation may be a new product or concept that is derived from fresh concepts and methodical research. Innovation is the process of turning the device into a product that consumers buy and that gives its suppliers financial gain. Global brands are, in fact, more inventive when they successfully maintain their products in fiercely competitive markets (Hanaysha, 2016). Their ability to invest in the launch of new products to satisfy consumer demands is what makes them innovative (Hanaysha, 2021). Additionally, product innovation can support business manufacturers in their branding endeavors and demonstrates an organization's capacity to build brands during the launch of exceptional offerings (Hanaysha, 2016).

Customers are likely to have more favorable opinions of companies that prioritize innovation and showcasing imaginative product designs (Hanaysha, 2016). It was evident that companies that introduced products with outstanding designs would be able to provide their customers with important information about the advantages of buying from their brands (Karjalainen, as cited in Hanaysha, 2016). As an example, product design has been considered a crucial component in drawing in customers and influencing their opinions about the manufacturing brand. Additionally, companies who put a lot of effort into launching novel products can enjoy greater financial success than those who don't. Brand awareness and petition are also likely to be higher for these brands (Kalaiti & Olori, 2019). Thus, we hypothesize that:

H_2: *There is a significant relationship between brand innovative & creativity and marketing performance.*

Brand logos and Marketing Performance

A logo is one of the most prevalent brand elements because it influences brand equity and brand knowledge, claim Muhammad and Muath (2018). According to Farjam and Hongyi (2015), Brigitte, Bruno, and Antoine (2013), Gyambrah and Hammond (2017), Joseph et al. (2021), and others, logos are unquestionably one of the most important tools for attracting attention, enhancing brand identification and discrimination, and evoking an emotional reaction. Using the resourcefulness of logos, rejuvenation gets its start. According to Muhammad and Muath (2018), companies are likely to modify their logos over time, unlike brand names. Collins asserts that "the name is the one unalterable part of the marketing mix," as cited in Brigitte, Bruno, and Antoine (2013). In contrast, it is remarkably simple to update a logo through visual adjustments. Thus we

hypothesize that:

H_3: *There is a significant relationship between brand logos and marketing performance.*

Method

This study employed a mixed-methods research approach, combining both quantitative and qualitative methods to provide a comprehensive analysis of the effect of brand rejuvenation strategies on marketing performance. A descriptive and explanatory research design was used to analyze the relationship between brand rejuvenation strategies and marketing performance. The study collected data from businesses that have implemented brand rejuvenation strategies and assess their impact using key marketing performance indicators.

Olannye (2017), the population of a study is the entire list of all the components or items of the clearly defined group under investigation. The detergent soap (OMO) company's employees and clients comprise the study population. The study population was created from the detergent soap (OMO) company in Nigeria with population of two hundred (500) customers and employees. The sample size of the study is the proportion of individuals drawn from the population in order to examine the effect of brand rejuvenation strategies and marketing performance in detergent soap (OMO) company in Nigeria. A sample size of two hundred and twenty two (222) was used for the research work as shown below.

The sample size for the study was determined at 5% level of significance using Taro Yamani`s Formula (TYF) as stated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size
N = population
e = level of significance.

The sample sought is:

$$n = \frac{500}{1 + 500(0.05)^2}$$

$$n = \frac{500}{1 + 500\,(0.0025)}$$

$$n = \frac{500}{2.25} = 222$$

The sample size for the study constitutes 222 employees and customers of detergent soap (OMO) company in Nigeria

Conceptual framework

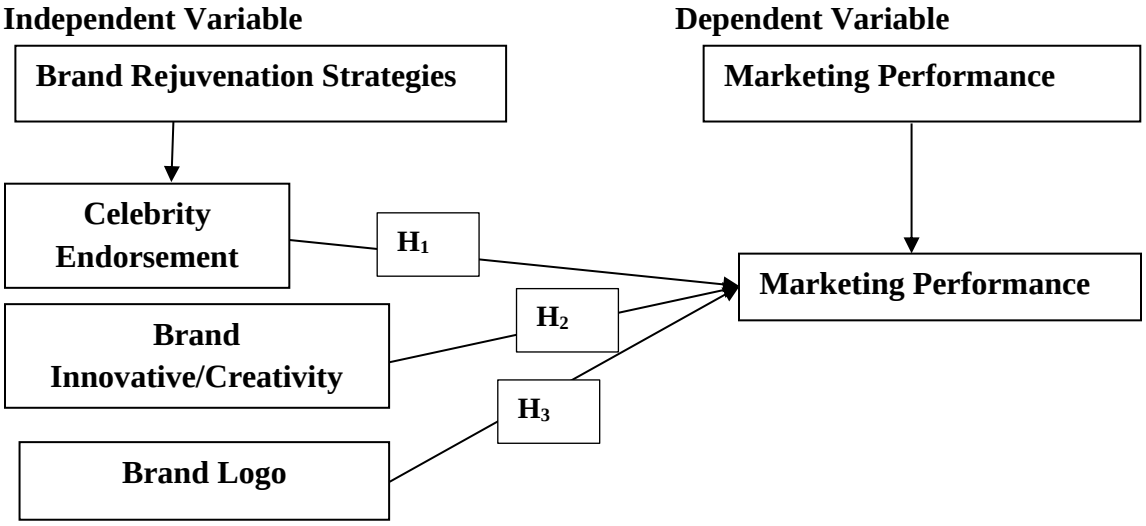


Figure 1: Conceptual Framework
Source: Researchers Model (2025)

Results

Presentation of Results

Out of the 222 sets of questionnaires administered, two hundred and ten (210) were returned; ten (10) were wrongly filled, while two hundred (200) were useable. Therefore, the analysis in this study is based on the sample size of two hundred (200) copies. Table 1 shows the age distribution of respondents across different age groups, the largest percentage of respondents (94, or 47%) were in the age range of 31 to 40 years. 47 (23.5%) of the respondents fall into the age group of those under 30. Of those surveyed, 48 (24%) were between the ages of 41 and 50. 11 (5.5%), however, were younger than 51. According to table 1 below, there were 105 (52.5%) females and 95 (47.5%) males. This suggests that there were more women than men among the respondents. The respondents' marital status is shown in Table below. Of the respondents, 118 (59%) were found to be single, and 82 (41%) were married.

Table 1: Analysis of Respondents Socio-Demographic Profile

Parameter	Frequency	Percentage (%)
Age		
Below 30	47	23.5
31 – 40	94	47
41 – 50	48	24
51 and above	11	5.5
Total	**200**	**100**

Gender		
Male	95	47.5
Female	105	52.5
Total	**200**	**100**
Marital Status		
Married	82	41
Single	118	59
Total	**200**	**100**

Source: Authors' computation

Table 2: Descriptive Statistics of Constructs Operationalization

Construct Statements	N	Mean	Std. Deviation
Celebrity Endorsement	200	4.3300	0.4215
1. Celebrities can promote goods, services, concepts, or organizations.	200	4.6750	0.5203
2. Organizations employ this tactic to revitalize an aging brand.	200	4.2500	0.6706
3. Because of the celebrity staff's viewpoint, consumers can identify with the brand value.	200	4.1500	0.8432
4. People believe information from celebrities is more relevant to their interests and way of life.	200	4.2450	0.6909
Brand innovation and creativity	200	4.3188	0.4103
5. It serves as a strategic focus for gaining market potential and ensuring customer satisfaction and loyalty.	200	4.6050	0.5482
6. Brand innovation is the creation of entirely new goods, innovative manufacturing processes, and new markets within a particular sector.	200	4.2300	0.6925
7. A brand's ability to design, develops, and introduce new, distinctive, and alluring products or services is known as product innovation and creativity.	200	4.1950	0.8126
8. A brand's efficacy and efficiency are enhanced, and long-term competitive advantages are created.	200	4.2450	0.6762
Brand logo	200	4.3363	0.4093
9. Logo attractiveness motivate consumer to buy that brand	200	4.5850	0.6121
10. Logo complexity involved consumers will likely search for more information about the brand	200	4.3150	0.6063
11. When a brand is appropriately designed, consumers can quickly recognize it.	200	4.2300	0.7875
12. Brand familiarity increases the emotions and sentiments that customers experience with your products, encouraging them to buy more of your brand.	200	4.2150	0.7427
Marketing performance	200	4.3350	0.3584
13. Our customers demonstrated their loyalty by consistently purchasing redesigned branded goods.	200	4.4650	0.7561
14. The marketplace is highly aware of our brand.	200	4.4150	0.5696
15. Our company is known for its ability to attract, retain, and grow clientele.	200	4.2150	0.7627
16. Our rebranded company has developed a devoted following of customers.	200	4.2450	0.7194

Source: Author's computation.

The table below showed that Cronbach's coefficient alpha was used to assess the constructs' internal consistency and reliability (Table 3). Every value exceeds 0.6, the minimal value that supports sufficient internal consistency (Malhotra 2004).

Table 3: Constructs' Cronbach's Coefficient alpha

Construct:	No. of items:	Cronbach's coefficient alpha:
Celebrity Endorsement	4	0.73
Brand Innovation/Creativity	4	0.72
Brand Logo	4	0.71
Marketing Performance	4	0.63
Research instrument	**16**	**0.78**

Source: Authors' computation

In the Table 4, the correlation revealed positive correlation coefficients for the marketing performance indicators, suggesting that they are useful gauges of brand rejuvenation strategies. The results showed a positive correlation between marketing performance and celebrity endorsement (r=0.837**, p< 0.01). Brand innovation and creativity, the second variable, had a positive correlation with marketing performance (r=0.662**, p< 0.01). Marketing performance and the third variable, brand logo, had a positive correlation (r=0.644**, p <0.01).

Table 4: Correlation of Brand Rejuvenation Strategies and Marketing Performance

		Celebrity Endorsement	Brand Innovativeness & Creavitity	Brand Logo	Marketing Performance
Celebrity Endorsement	Pearson Correlation	1	.831**	.715**	.837**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	200	200	200	200
Brand Innovativeness & Creavitity	Pearson Correlation	0.831**	1	0.624**	0.662**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	200	200	200	200
Brand Logo	Pearson Correlation	0.715**	0.624**	1	0.644**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	200	200	200	200
Marketing Performance	Pearson Correlation	0.837**	0.662**	0.644**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' computation

From table 5, Model Summary, the Adjusted R^2 reported 0.705 (70.5%) of the change in marketing performance is explained by brand rejuvenation strategies, celebrity endorsement, brand innovative/creativity and brand logo.

Table 5: Model Summary of brand rejuvenation strategies and marketing performance

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	0.843[a]	0.710	0.705	1.908	1.721

A. Predictors: (Constant), Brand Logo, Brand Inno & Creavitity, Celebrity Endorsement

b. Dependent Variable: MARKETING PERFORMANCE

Source: Authors' computation.

From the Table 6, the ANOVA Table's F-ratio evaluated how well the regression model fit the data overall. The table demonstrated that the dependent variable (marketing performance) is significantly predicted by the independent variables (celebrity endorsement, brand innovative/creativity, and brand logo); the regression model is statistically significant ($F_{(3,199)} = 159.811$, $p < 0.001$) and suitable for the study.

Table 6: ANOVA of Brand Rejuvenation Strategies and Marketing Performance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1745.791	3	581.930	159.811	0.000[b]
	Residual	713.709	196	3.641		
	Total	2459.500	199			

a. Dependent Variable: MARKETING PERFORMANCE
b. Predictors: (Constant), BRAND LOGO, BRAND INNO & CREAVITITY, CELEBRITY ENDORSEMENT

Source: Author's computation.

From the Table below, the B-values of brand rejuvenation strategies are; celebrity endorsement (β= 0.865, p<.000), brand innovative/creativity (β= 0.720, p<.086) and brand logo (β= 0.700, p<.001) had exhibited positive effects on marketing performance.

The p-value calculated of celebrity endorsement (.000<0.05), brand innovative/creativity (0.086>0.05) and brand logo (0.001<0.05) had predicted marketing performance with a statistically significant at 0.05.

Table 7: Regression Coefficients of Brand Rejuvenation Strategies and Marketing Performance

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**	**Tolerance**	**VIF**
1	(Constant)	4.133	0.718		5.756	0.000		
	CELEBRITY ENDORSEMENT	0.830	0.074	0.865	11.152	0.000	0.246	4.068
	BRAND INNO & CREAVITITY	0.711	0.064	0.720	1.724	0.086	0.307	3.257
	BRAND LOGO	0.701	0.056	0.700	11.812	0.001	0.486	2.056

a. Dependent Variable: MARKETING PERFORMANCE

Source: Author's computation.

Discussion of Findings

Celebrity Endorsement and Marketing Performance

Overall, the results showed positive correlation coefficient values between the variables measuring celebrity endorsement, indicating that each of them was a suitable indicator of brand celebrity endorsement. The results demonstrated that there is a significant positive correlation between celebrity endorsement and marketing performance, accounting for variance (β=0.196, P < 0.006). The Adjusted R^2 was also reported. The influence of celebrity endorsements accounts

for 0.27 (27 %) of the change in marketing performance. According to Rina and Sherly's (2022) research, celebrity endorsement is a tactic used by companies to revitalize a dwindling brand by providing a platform for consumers to identify with the brand's evaluation based on the celebrity's perception. Celebrity endorsements for businesses have become popular and a supposedly effective way to revitalize a company's image and product. Customers now have the opportunity to identify, express, and realize themselves thanks to brands that have ingrained themselves deeply in their minds. According to Qureshi and Malik (2017), celebrities are usually popular, which may result in recognition and consumer opinion that aims to establish a relationship with the celebrity. Nonetheless, companies employed well-known individuals to revitalize aging products.

Brand Innovative/Creativity and Marketing Performance

Regression analysis showed that brand innovation and creativity significantly improve marketing performance. The degree to which brand innovation and creativity explained changes in marketing performance was demonstrated by the (β=0.065, P>0.349). The reported Adjusted R^2 value, the innovative and creative nature of the brand accounts for 0.27 (27 %) of the change in marketing performance. Furthermore, the results of the hypothesis test demonstrated a strong positive correlation between marketing performance and brand innovation and creativity. The research supports Diaw and Asare's (2018) definition of product innovation and creativity as a brand's ability to develop, expand, and use new offerings of outstanding quality goods or services in an attempt to increase a brand's efficacy and efficiency and create long-lasting competitive advantages. Diaw and Asare's (2018) went on to say that product innovation is the result of a company's ability to create new products with extra values or improve ones that already exist in order to meet the needs of customers and help them maintain their values over time.

Brand Logo and Marketing Performance

Overall positive correlation coefficient values among brand logo variables indicate that they are appropriate measures of the brand logo, according to the data analysis results. It demonstrated how much the brand's logo contributed to the shift in marketing performance (β = 0.369, $p < 0.00$). This demonstrates the strong positive correlation between marketing performance and brand logo. Similarly, the Adjusted R^2 revealed. Brand logos account for 0.27 (27%) of the variation in marketing performance. The hypothesis test revealed a strong positive correlation between marketing performance and brand logo.

This corroborates the findings of Muhammad and Muath (2018), who found that a logo is one of the most potent brand components because of its influence on brand equity and brand knowledge. According to Joseph, Gupta, Wang & Schoefer (2021), Farjam & Hongyi (2015), Farhana (2012), Henderson and Cote as cited in Brigitte et al. (2013), and Vikas & Nupur (2016), logos are, in fact, one of the most important tools for communicating a brand's image, raising awareness, boosting recognition, and discriminating it in order to elicit an emotional response.

Conclusion

The research comes to the conclusion that the revitalization of the companies' brands has given their product significance and relevance to the intended audience. Usually just a physical item, they have improved the product beyond the basic generic level. Because branding integrates what the product is and gives customers reasons to purchase and use it, it has propelled the product into a perpetual realm. The study goes on to say that the business has been focusing on revitalization tactics in order to anticipate improved performance following the demise of its predecessor. Despite the effects of broader economic conditions, consumers will remain loyal to a brand if its message is at the centre of the rebranding effort, as demonstrated by these brand revitalization techniques. Customers are constantly and persistently exposed to new and improved brands, according to the study.

Recommendation

The study recommends as follows, the study findings and conclusions imply that brand rejuvenation strategies influences marketing performance.

i. The study suggests that since customers are the reason for brand rejuvenation, the business should implement more brand rejuvenating tactics that aim to alter consumers' perceptions of sensitivity. This can be achieved by introducing new applications that will impact customers and alter the perception of the brand.

ii. The study also suggests that the company should start the process in more than one way because the competition is the reason for brand rejuvenation, and it has an impact on sales and the company's image.

iii. The best branding techniques should be used by detergent companies in order to draw in more clients. Constant improvement and high-quality service are essential. According to this perspective, providing a tailored service or product that satisfies client requirements would be the main goal of quality services. Alternately, this is done to get rid of any kind

of flaw in the product or service. When high-quality service is provided, the client is always happy.

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