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Law 17 & Law 18

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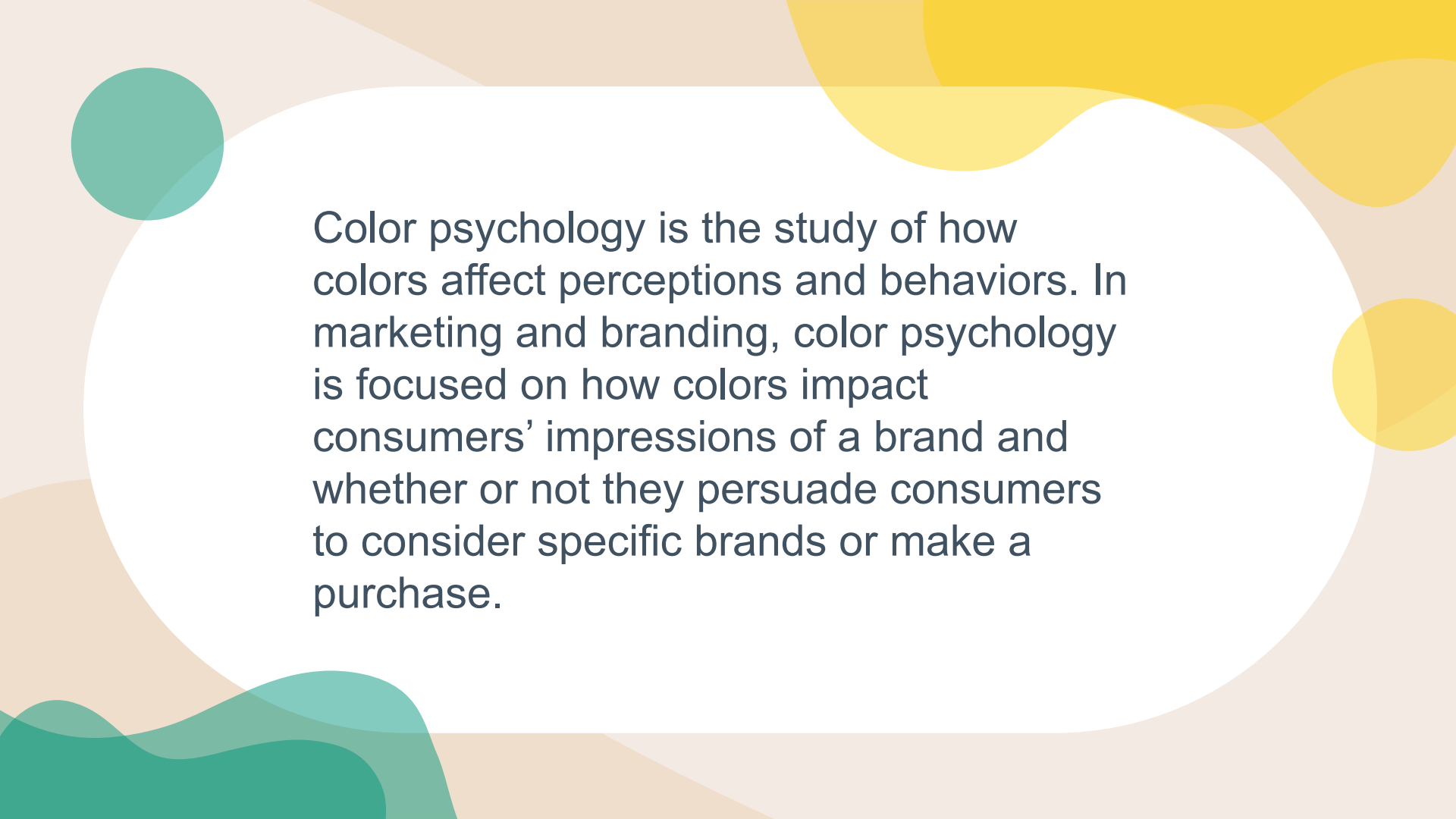
***The colour of your brand
/product should be different
from your competitor's***

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17.1

Colour Psychology!

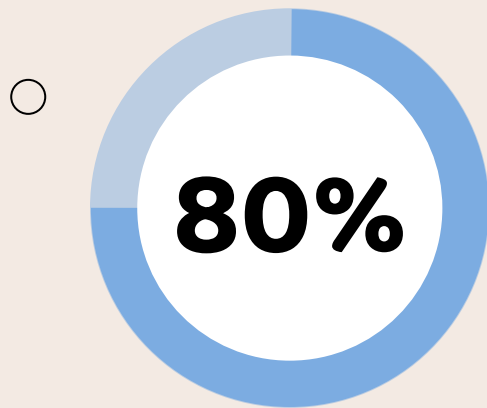
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Color psychology is the study of how colors affect perceptions and behaviors. In marketing and branding, color psychology is focused on how colors impact consumers' impressions of a brand and whether or not they persuade consumers to consider specific brands or make a purchase.

Survey results

Studies show that more than 80% of customers identify color as a primary reason for choosing one brand over another.



The background features abstract organic shapes in light blue and orange on a light beige background. The blue shapes are primarily on the right side, while orange shapes are on the left and bottom.

**What do you associate
the following colours
With ?????**

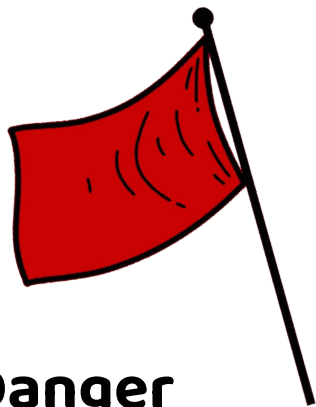
0 0 0 0



Anger

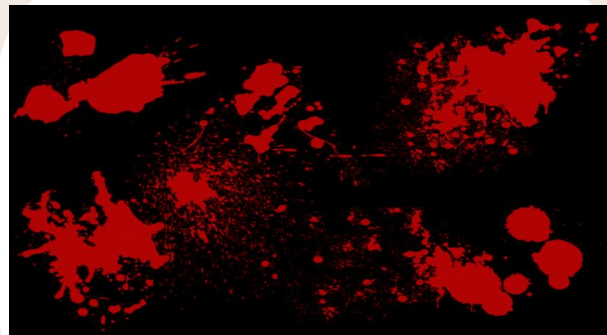


Love



Danger

Red



Fear



Trust



Peace

Blue



Calmness



Coldness



Nature

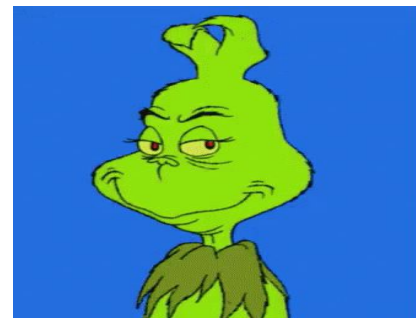
GREEN



Sickness



Freshness



Envy



Elegance



Wealth

Black



Mourning



Evil

Some EXAMPLES

○○○○

Coca-Cola



SONY



m&m's



IBM

Cadbury



Trolli

PayPal

Pampers





Role of colours

A colour communicates many emotions

Colors have become identified with various attributes, occasions, and movements.

When selecting a color for a brand or a logo, focus on the mood/ tone you wish to establish

17.2

Brand Identity & Colours





Choosing Colour for a Brand



**Culture
Specific**



**Brand
Attribute**



**Mood/
Tone**



**Target
Audience**



Positioning



Unique

Colour for a non leader brand.....



- **Cultural Context**
- **Mood/ Tone**
- **Brand's Attribute**
- **Brand Positioning**
- **Target Audience**



Different from major competitor
(overriding factor)



It's more important to create a separate brand identity than it is to use the right symbolic color because

- The brand stands out
- Builds a powerful visual presence in a clutter-filled world
- Color consistency over the long term can help a brand burn its way into the mind

Importance of a Unique Colour

Non-Unique Colour



Unique Colours



pepsi



Line Extension using different
Colours to stand out=
Loss of Identity -> Confused User



18



***A brand should know no
borders.
There are no barriers to global
branding.***



Common Beliefs in Branding

1. Market shares can't substantially increase in home countries.
2. They need to grow.
Leads to brand expansion.



The Perfect Solution:

1. Keep the brand's narrow focus in its home country.
2. Go global.

Examples: Mcdonalds, Coca Cola

Evolution of Starbucks





- The power of "Imported"
- Crossing borders can increase the perceived value of a brand.



Every country has its own unique perceptions. When a brand is in sync with its own country's perceptions, that brand has the possibility of becoming a global brand.





**Electronic products
from japan**



Wines from France



**Automobiles from
Germany**



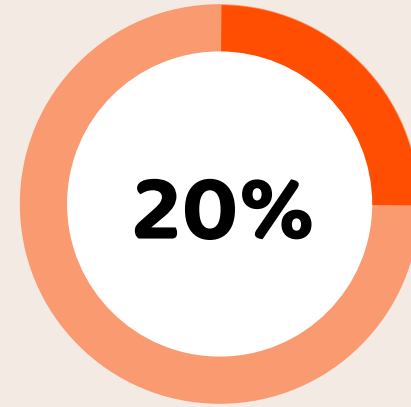
Clothing from Italy



Swiss watches




Studies show that people are willing to pay up to 20% more for Swiss watches in order to have the most exclusive timepieces available.



Heineken case study:

- Second-largest brewery in the world
- Heineken was the first beer brand to pursue a global strategy



The background features a large white rounded rectangle in the center. Surrounding it are various abstract shapes: large orange circles and semi-circles at the top and left, and teal wavy shapes and a teal circle at the bottom and right. The overall color palette is warm, dominated by orange and teal.

To be successful as a worldwide beer brand (or any worldwide brand), you need to do two things:

1. You need to be first.
2. Your product needs to fit the perceptions of its country of origin.

Challenge of National Association:

Despite Heineken's global strategy, beer is traditionally associated with Germany, not Holland. Overcoming this association posed a challenge for Heineken in establishing its identity as a global beer brand.

How Heineken got lucky?

1. Being close both geographically and ethnically allowed Heineken to benefit from positive perceptions associated with German beer craftsmanship. (Heineken distributing cardboard coasters with the words "printed in Germany.")
2. Heineken's major German competitor, Beck's, had an English-sounding name.
3. Largest-selling beer in Germany was Warsteiner. German beer brand starting with "War" may face challenges on the global market.

How To Play the Global Game??

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1. Instead of the Core Market, Appeal to a Different Segment



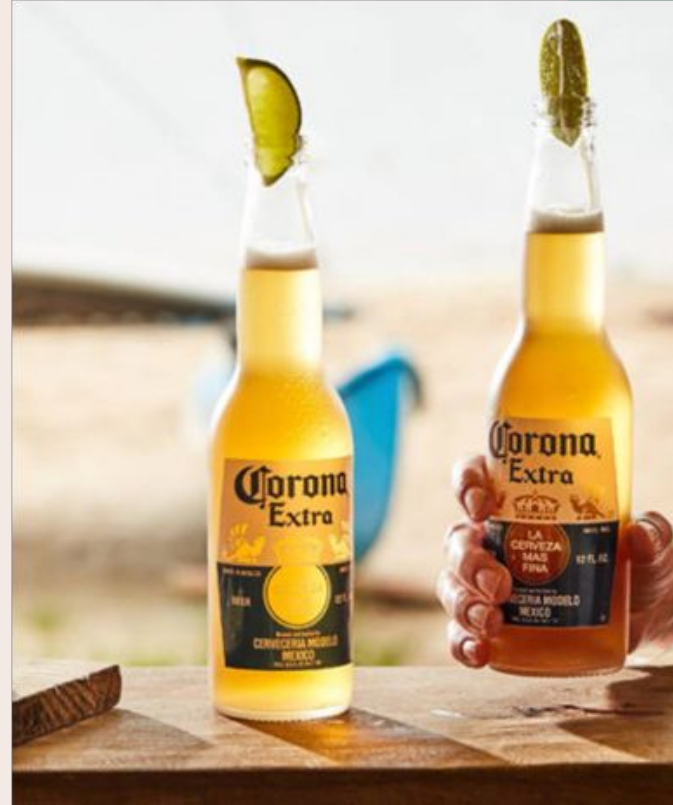
- Shan Masala originally targeted Pakistani housewives, however, while going global it targeted Food enthusiasts seeking diversity



2. To Promote, Use the Country's Perception

No Such Thing As A Global Brand
Having A Global Perception

Corona Extra used
its Mexican origins,
to promote their
brand



Brand Heritage



Every brand is from
somewhere.

Coca-Cola greatly benefits
from its American heritage.



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Role of Name and Connotation

It determines the Geographic
Perception

L'ORÉAL
PARIS

Name mentions the
origin



Originally a
Malaysian Brand

○ ○

Rules

1

**Use an
English
Name**

○ ○ ○ ○

2

**Accurate
Translation**

1



An Austrian brand using an English name for further reach in the market



Acronym that sounds like an English word used for the Swedish brand name

2.



Ikea introduced the “Fartfull workbench”. Although fartfull means “full speed” in Swedish, in the United Kingdom, the product was received with chuckles.



It entered the Chinese Market under the name ‘Bensi’ which meant Rush-to-die in Chinese.



Thank you!

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