



KitchenAid®

2020 COLOR OF THE YEAR

STORY ARCHITECTURE REVIEW

ASSIGNMENT

Bring Kyoto Glow to life across the site, while evolving the color story that was started with Birds of Paradise.

Spark conversation with consumers around color and position KitchenAid® as an authority on color, ultimately, creating awareness of Kyoto Glow (and driving downstream engagement).



OBJECTIVES



Make KitchenAid® a destination for color.



Tell the story behind the creation of Kyoto Glow.



Create conversation around color of the year.

INSIGHTS



➤ COLOR IS A PERSONAL EXPRESSION

And there is no wrong answer. This is our opportunity to create a conversation not by inviting reaction to Kyoto Glow, but general color opinions and passions.

➤ ANTICIPATION IS POWERFUL

It's a human truth (and scientifically proven) that people enjoy looking forward to things. We can use this to generate buzz and excitement.

➤ COLOR IS PSYCHOLOGICAL

In fascinating ways. And telling the story in a way that connects to our makers, is a way for KitchenAid® to qualify our color authority - by sharing a deep understanding of this.

➤ ORGANIC SEARCH WORKS

People know about the color of the year and deliberately search it out by name.
(47% for the first ever color of the year in 2018: Birds of Paradise)

➤ STORYTELLING THROUGH DATA

This mode of storytelling is not only peaking - is a perfect opportunity to create interest and qualify KitchenAid® as an arbiter of color with depth and substance.



KitchenAid®

STORY ARCHITECTURE

➤ HEADLINE AND HOOK

Introduce the color of the year program and create intrigue leading to the 2020 selection.

➤ KYOTO GLOW PILLARS

Take a deeper dive into the meaning KitchenAid® derives from the color and what makes it special.

➤ INTO THE KITCHEN

Bridge the gap of how the color of the year can come to life, turning the kitchen into a sanctuary.

➤ ONE OF MANY

Underscore the breadth of colors KitchenAid® has thoughtfully curated and all the potential.

➤ SHOP KYOTO GLOW

Products cards inviting visitors to learn more and get some glow of their own.



CONCEPTS

1

THE ROAD TO KYOTO GLOW

Seeking out the color of the year opens up a world of possibilities in tone, emotion, inspiration and origin. This year that journey led us to the heart of Japan – a place of haunting beauty, tranquility and tradition – balanced with energy, creativity and potential.

So welcome Kyoto Glow, see and hear the story of how a place evokes an idea that came to life in a color. Just one special milestone – in an endless exploration that brings a full line of thoughtful colors to express and inspire creativity in Makers.

INSPIRATION

[Kyoto] A city of *inspiration* – showcases the idea of balance and tranquility. (Trade Deck 2019)
Makers look to their kitchen as a sanctuary, to recharge and replenish. (Client Brief 2019)



EDITORIAL-STYLE JOURNEY

Take users on a brief tour of Kyoto Glow balanced with other elements that helped bring this color to life.



IMAGE MOSAIC

Can bridge nature, design, fashion, & geography to show the magnitude of elements that brought Kyoto Glow to life.



INSPIRED RECIPES

KitchenAid® curated with an asian flair. Include planned recipes to close the loop on what it means to own a KitchenAid® product.



DIGITAL SOUVENIRS

Quotes, images, videos that connect KitchenAid®, color and Kyoto – shared across social to show that we have a meaningful perspective making, color and creativity.



2

COLOR. EMBRACED.

Generations of culinary creativity, imagination and innovation inspired by color.

KitchenAid® knows color in the kitchen as well as anyone. How it influences robust recipes, helps express personality across the countertop, how it generates boldness and adventurousness in the Maker inside and out. KitchenAid® loves color and harnesses its uniquely beautiful power to inform everything it makes.

INSPIRATION

KitchenAid has been inspiring Makers for 100 years and pushing color since the 1950s. (Client Brief 2019)

67% of consumers are leaving their Stand Mixers out on their countertops. (Trade Deck 2019)



KEY PILLARS

Curation, depth, exploration, passion, timelessness – identify key pillars for the KitchenAid® philosophy and explain them in an interactive way.



DATA IS BEAUTIFUL

Qualify and quantify our expertise by showing and educating how color has evolved over the years through data visualization.



SHAREABLE STATISTICS

Glean meaningful, shareable knowledge or statistics to bring to life content that educates consumers and bolsters KitchenAid®'s color authority.



KitchenAid®

THE TRUE MEANING OF COLOR

A simple color; evoking memories, emotion and imagination in deeply personal ways. It's a feeling we all know. And it's this beautiful, inspirational, psychological potential that drives the endless curiosity for color at KitchenAid®. It's why we look to nature, design, art, fashion and travel for the next special color with the power to move a Maker.

Introducing Kyoto Glow, our 2020 color of the year carefully curated for its powerful balance of tranquility and energy. See how Kyoto Glow speaks to you – then discover a world of other color options waiting to connect with your unique style and creativity.

INSPIRATION

Hints of this zealous color can be found around the globe: even the Queen wore the yellow-green at the royal wedding. (Trade Deck 2019)

Color is used to create a home environment and express unique personality. (Trade Deck 2019)



EMOTION OF COLOR VIDEOS

Create a mashup of Makers describing their favorite color and articulating the way each makes them feel. Underscores the personal/subjective nature of color alongside the sheer emotional power.



COLOR PALETTE VISUALIZER

Shows how Kyoto Glow can complement kitchen design elements and colors. Help visualize the possibilities through potential color palette generators or even simple design elements such as photography.



UGC OPPORTUNITY

Ask consumers to share videos via social media explaining what color means to them. Potential to start with our Maker Series as influencers. Create diverse community dialogues centered around what color inspires.



CONCEPTS SUMMARY



1 THE ROAD TO KYOTO GLOW

We've traveled the world seeking out new and exciting inspiration. We emphasize the exploration that went into curating this special color that came to be Kyoto Glow.



2 COLOR. EMBRACED.

Color has been a pillar of KitchenAid® for generations and an inspiration in everything we do. Here's why and how we're living it – and what that means to you.



3 THE TRUE MEANING OF COLOR

The potential of color to affect us in the smallest and largest of ways cannot be overstated. It inspired to curate this color of the year, and inspires us every day.

EXTRA ELEMENTS

EXPERIENTIAL ELEMENT

CROWD SOURCE COLOR

Tap the passion and creativity of Makers with a contest to name the next color of the year – and create a whole lot of marketing buzz in the process.

- Degree of control/curation maintained by KitchenAid®
- Could involve sharing, voting, leaderboards, etc.
- Tiered prizes for participants, leaders and winners
- Final judges could be from other color authorities (e.g. Pantone, design influencers, painters, etc.)



P R E - L A U N C H E L E M E N T

TEASER COUNTDOWN

Generate buzz and anticipation leading up to the big reveal with a countdown to reveal.
Creates additional opportunity to capture emails or create a reminder through a Facebook event.

- Ambiguous imagery, teaser visuals on social media with posts driving to the teaser landing page
- Countdown ticker to tease
- Email sign-up for reveal
- Vote for "What color will it be?" or tied closer to the brand like "Choose your favorite Stand Mixer color" to gain insights into our consumers tastes



THANK YOU

