

During our survey, we have been trying to paint a picture of this new kind of digital marketing and draw a conclusion. And it is quite clear: the consumer's experiences with brands and categories are set to change dramatically and become even more intense and defining. We think that staying ahead of on-demand marketing is not just a marketing issue - it is likely to be a key fundament for future competitive advantage.

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DOES COLOR REALLY MATTER?

Today it's more critical for businesses than ever before to differentiate themselves from their competitors and make memorable connections with their audience by creating unique and recognizable brands. All around the world billions of dollars are spent each year by companies trying to build a brand people can't resist. And it is colour that is one of the most crucial elements in brand building.

Actually, colour is the visual component people remember most about a brand followed closely by shapes and symbols, then numbers and finally words. The brand colour palette can have an immediate and profound effect on the customers who see it. Even the hue or intensity of a colour can change the way people perceive it and how they feel about it. In other words, choosing a brand color palette is not a task to be taken lightly.

Colour matters to brands for a few specific reasons. Firstly, it can subconsciously communicate a consistent message of a brand's promise to consumers. Secondly, colour can help to support brand expectations and mold consumer perceptions of a brand. Thirdly, it can make a brand stand out or blend in depending on the business' strategy and audience's wants and needs. Fourthly, colour can evoke emotions that can be very powerful.

Nowadays colour plays a major role in how people make purchasing decisions. Research conducted by the secretariat of the Seoul International Colour Expo states the following relationships between colour and marketing: 92,6% of respondents said that they put most importance on visual factors when purchasing products. Only 5,6% said that the physical feel via the sense of touch was most important. Hearing and smell each drew only 0,9%. When asked to approximate the importance of colour when buying products, 84,7% of the total respondents think that colour accounts for more than half among the various factors important for choosing products.

«Colour Appropriateness» is the idea that in the minds of consumers certain colours “belong” to certain products. It involves several factors, including the way colours are viewed by different cultures, religions, races, nationalities, personal preferences, past experiences, gender, and context. In branding, it is how colours match the nature of a product or service.

Many of the most recognizable brands in the world such as McDonald’s, IBM, Adidas, Google, Starbucks, Coca-Cola etc. rely on colour as a key factor in their instant recognition. These large corporations have developed a confident brand identity by using logos with particular colors. But still there are some companies that undervalue how important the psychology of colour is when it comes to branding. They assume that if the colours look good, then that’s all they really need to worry about. However, the thing is, most consumers will judge products or services based on the colours that are used.

The idea that different colours can trigger different emotions and influence how people behave changed how businesses use colours in branding and marketing. Marketers everywhere started using colour psychology to both understand and drive consumer behaviors. For example, purple is the color of royalty, nobility, and luxury; blue is often associated with trust, loyalty, intelligence, and understanding; yellow often represents the color of happiness, energy, attention and intellect. So, colour is a cue that gets the audience to see what a company wants them to see, feel what a company wants them to feel, and do what a company wants them to do.

In conclusion, the psychology of colour as it relates to persuasion is one of the most interesting — and most controversial — aspects of marketing. And shopping is undoubtedly the art of persuasion. Though there are many factors that influence how and what consumers buy, a great deal is decided by visual cues, the strongest and most persuasive of which is colour.

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GUERRILLA MARKETING

Every year traditional ways of promoting goods and services become less effective. People see too many advertisements in their everyday life that they even do not pay attention to them. That is why companies search for new ways of drawing buyer's attention, so they start to use guerrilla marketing.

Guerrilla marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

Jay Conrad Levinson introduced the original term in his book “Guerrilla Advertising” in 1984. The term guerrilla marketing comes from guerrilla warfare, which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics include ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla marketing is about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level. One of the goals of this interaction is to cause an emotional reaction in the clients. And the final goal of marketing is to get people to