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This essay will assess three key words; 'Advertising', 'influencer' and 'colour'. These words will be assessed for their meaning within the advertising world and use different theories to evaluate what would make them stronger. These theories include integrated advertising strategies, social learning theory and colour theory.

Advertising

The first word selected for this essay is 'Advertising'. Advertisements are more common than most people realise, with many indirect advertisements influencing consumers daily.

"Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day" (Simpson, 2017).

Most advertising strategies are designed to gradually influence the consumer over time.

"Advertising need not be informative to be effective, nor need be verbal only; emotional and visual elements enhance preference" (Vakratsas and Ambler, 1999). This means that not every advertisement needs a 'call to action' or 'CTA'. Although CTA's are important with an estimation,

"..that 90 percent of people who look at your website will read your CTAs and if they are embedded in your text then your conversion rate will increase by over 120 percent."

(Business Matters, 2017), it is important to develop brand image to not appear as though the only goal of the brand is to make sales.

"The effect of advertising is not to make us 'run out and buy'. This is especially true with low-involvement products and especially true with image advertising". (Sutherland and Sylvester, 2000).

- Discuss CEO of Mother, and how they use integrated advertising for theorist

Advertisements can be used in unison, to create an integrated campaign which will include some to have clear CTA's.

"Integrated Marketing is a strategic approach to integrating communications and interactive experiences targeting defined audiences and individuals which coordinates all aspects of marketing of a brand, including: Paid media, Earned media and Owned media. In order achieve consistent messaging customised where possible by channel which presents a unified and seamless experience to consumers across the customer lifecycle or path to purchase". (Allen, 2022).



Figure 1 Screenshot of the Old Spice 'Smell like a man' campaign. This is a screenshot of one of the twitter responses, where a customer asked if he could propose for him.

A strong example of an integrated advertising campaign is the 'Old Spice' campaign; 'Smell like a man' by Wieden + Kennedy in 2010. They designed the campaign around the concept of wanting to encourage a conversation between couples since over half of their sales were from women. They initially created a TV commercial for the Superbowl, then with the buzz generated they used multiple platforms of social media to respond to their developed fanbase live with over 186 video responses. (Wieden + Kennedy, 2010). The success of this campaign was measured by the increase of sales.

"The goal was to increase body wash sales by 15%, but by May 2010, sales of Old Spice Red Zone Body Wash had increased 60% from the previous year. By July 2010, sales had doubled." (Wieden + Kennedy, 2010).

Influencer

The second word selected for this essay is 'Influencer'. In terms of advertising, many brands have recently turned to using social learning theory by Bandura and Walters (1963). Falk, R and Kim, S (2019) explain that this theory is how

"Patterns of behaviour can be acquired through direct experience or by observing the behaviour of others" (Falk, R and Kim, S (2019).

This is used in marketing in many ways, but this essay will be looking at influencer marketing. Sammis et al explains that

"influencer marketing is an established trend in marketing that identifies and targets individuals with influence over potential buyers. Although this has usually meant focusing on popular celebrities and Internet personalities, there is a new wave of 'everyday consumers' that can have a large impact."

Many brands use everyday consumers to share their merchandise through their personal social media accounts, giving them the title of 'influencer', 'affiliates' or 'brand ambassador', typically giving them discounts or payments for advertising for their brand. This strategy has many benefits, such as;

"Give the brand a human touch.. Strengthen the marketing and recruiting team.. Helps the company's social presence.. offer what customers are looking for: Honesty", and many other benefits.

Although influencer marketing has many positive effects on brands, they give trust that these influencers believe in their brands values, even before they signed onto the contract. Otherwise, they may sign on a contract that represents them in a negative light. Elle Darby is an online influencer for fitness, fashion, beauty and lifestyle after one of her videos went viral in 2015 (Howells, 2022). She was sponsored by GleamFutures, who then got her contracts with 'Step in Style' and 'Beauty works'. (Leyfield, 2022)



Figure 2 both images from The Sun, demonstrating Elle Darby's collaboration with Step in Style and Beauty Works.

However, this has come to a stop since many brands have stopped endorsing her due to tweets she made in 2011. Though her twitter page has been deleted, The Daily Mail captured them in a screenshot shown below.



Figure 3 Elle Darby's tweets from 2011 which lead to the termination of her influencer contracts, screenshot from The Daily Mail (2022).

Darby lost thousands of followers and subscribers from this reveal

"Darby enjoyed more than 785,000 Instagram followers but the social media star now has 716,000. On YouTube, a subscriber count of 611,000 has now dropped to 585,000."

(Pearson-Jones, 2022)

This sort of publicity also affects the brand's that signed the influencer. The talent agency, Gleam Futures, explained that

"At Gleam Futures, our mission is to be a driving force for a culturally progressive and diverse industry, offering leading-edge representation for talent that align with our values.. In light of recent events, we have therefore made the decision to no longer represent Elle Darby and Connor Swift." (Pearson-Jones, 2022).

In The Style and Beauty Works have released similar statements to The Sun disclosing the termination of contracts. Though In The Style had to remove their Elle Darby collection, it is unclear as to the exact impact on their sales from this publicity. Similarly for the other brands that Darby collaborated with.

Although most of the research on this instance is from news paper articles, it shows how badly the media can respond to negative press on influencers and how the brands are demonised with the influencer. This demonstrates just one of the risks of influencer marketing.

Colour

The final word selected for this essay is 'colour'. Colour selection is crucial in advertising due to the connotations implicated where it is used. Theorist Ferdinand de Saussure explains this in his theory of Semiotics. Lagopoloulos and Boklund-Lagopoulou explain in their book *'Theory and Methodology of Semiotics – The Tradition of Ferdinand de Saussure'* that *"Semiotics studies the processes of semiosis. This means that it studies meaning, and the specific perspective that defines and constitutes its domain is meaning.."* (Lagopoulos and Boklund-Lagopoulou, 2016). Some studies even argue that *"Up to 90% of a person's assessment on products or services is based on colors alone as long as we perceive the brand color as one that fits a brand's personality"* (ConceptDrop, 2018). How someone perceives the brand is dependent on many factors. In a course by the Interaction Design Foundation, they explain that *"The vibrancy you choose for your design is likewise crucial to provoking desired emotional responses from users. How they react to color choices depends on factors such as gender, experience, age and culture."* (Interaction Design Foundation, n.d.). Aslam explains the impact of cultural differences in their book *'Are you Selling the Right Colour? A Cross-cultural Review of Colour as a Marketing Cue.'* Aslam explains that

“Colour forms an integral part of semiotics, non-verbal communication, and spatial orientation. It carries important symbolic and associative messages and acts as a potent cue for conferring meaning, contrast and novelty to the product and brand.” (Aslam, 2005) He further explains that culture can have an impact on the meaning of each colour, going into depth with blue, red, yellow, green, purple, black and white, and comparing different cultural connotations with them, which can be seen in the table below.

Colour	Culture					
	Anglo-Saxon Australia, New Zealand, UK, USA	Germanic Austria, Germany Holland, Switzerland	Latin European Belgium, France Italy, Spain	Nordic Denmark, Finland Norway, Sweden	Slavic Russia, Poland, Czech Rep., Slov., Hungary, Romania	Hispanic American Argentina, Chile Peru, Colombia, Mexico, Venezuela
White	Happiness, Purity, For Brides					
Blue	Dependable, High Quality, Corporate, Trustworthy and Masculine (USA)	Warmth, Feminine (Holland)		Cold, Masculine (Sweden)		
Green	Envy, Good taste, Adventure (USA); Happiness		Envy (Belgium)			
Yellow	Warmth, Happy and Pure (USA); Jealousy (UK).	Envy and Jealousy (Germany); Envy (Holland)	Infidelity (France) Envy (Italy)		Envy (Russia, Yugoslavia)	Death (Mexico)
Red	Masculinity (UK); Fear, Anger, Envy Jealousy, Love and Adventure (USA); Danger, Defiance, Hostile, Strength, Excitement, Lust	Fear, Anger, Unlucky, Jealousy (Germany)	Masculinity (France)	Positive (Denmark)	Positive (Romania); Fear, Anger, and Jealousy (Poland, Russia); Envy (Poland).	Positive (Argentina); Anger, Envy and Jealousy (Mexico)
Purple	Authority, Power, Progressive, Inexpensive (USA)				Anger, Envy and Jealousy (Poland); Envy (Russia).	Death; Anger, Envy (Mexico)
Black	Fear, Anger, Envy, Powerful, Expensive (USA); Despondency, Ceremonial	Fear, Anger and Jealousy (Germany); Despondency	Fear, Anger, Despondency		Fear, Anger, Envy (Poland, Russia); Jealousy (Russia)	Fear, Anger, Envy Jealousy (Mexico)

TABLE 1: THE CROSS-CULTURAL SPECTRUM OF MEANINGS AND ASSOCIATIONS OF COLOUR IN MARKETING

Colour	Culture						
	Chinese	Japanese	South Korean	Southeast Asian	Near Eastern	Indian	West African
	China, Taiwan Hong Kong			ASEAN states	Iran, Pakistan, Turkey		Ghana, Niger, Nigeria, Senegal
White	Purity, Mourning	Mourning, Death	Mourning, Death	Mourning, Death	Mourning, Death	Mourning, Death	
Blue	High Quality	High Quality, Sincere, Trustworthy	High Quality, Sincere, Trustworthy	Cold, Evil (Malaysia)	Death (Iran)	Purity	
Green	Pure, Sincere, Trustworthy, Dependable	Love, Happy, Good taste, Adventurous	Pure, Adventurous	Danger, Disease (Malaysia)			
Yellow	Pure, Pleasant, Progressive, Royal, Authority	Envy, Pure, Happiness, Good taste	Happiness, Good taste, Dependable		Envy (Turkey)		
Red	Happiness, Lucky, Love, For Brides	Love, Anger, Jealousy	Love, Adventurous, Good taste			Ambition, Desire	Unlucky, Negative (Nigeria)
Purple	Expensive, Love	Sin, Fear, Expensive	Expensive, Love				
Black	Powerful, Expensive, High Quality	Fear, Powerful Expensive, Dependable	Powerful, Expensive			Dullness, Stupidity	

TABLE 1 (CONT'D.): THE CROSS-CULTURAL SPECTRUM OF MEANINGS AND ASSOCIATIONS OF COLOUR IN MARKETING

Figure 4 Table explaining cultural implications of colour, extracted from online book by Aslam, 2005)

This theory can be applied when analysing current logo's and brandings to assess what they are trying to evoke from costumers when they see their brand. In a 2007 study by Thomas et. Al on the effects of fast food branding on your taste preferences, they concluded that, *"By the early age of 3 to 5 years, low-income preschool children preferred the tastes of foods and drinks if they thought they were from McDonald's, demonstrating that brand identity can influence young children's taste perceptions. This was true even for carrots, a food that was not marketed by or available from McDonald's."* To investigate McDonald's branding closer, Harahap explains in their youtube video analysis the development of being a

barbecue restaurant founded in 1940 to the iconic golden arches that are used today.



Figure 5 Video Screenshot from; Harahap, R (2017) McDonald's Logo History | Evologo [Evolution of Logo] Showing the development of the McDonald's logo since 1940.

According to the table above by Aslam, the use of McDonald's two primary colours of yellow and red symbolise feelings such as happiness, good taste, and other positive feelings across most cultures. Hallier confirms in her article on branding by stating, *"red & yellow in relation to the fast food industry, red triggers stimulation, appetite, hunger, it attracts attention. Yellow triggers the feelings of happiness and friendliness"*. Although McDonald's would appear to be the preferred food for children, Sylvia (Jiankun) Guo, who refers to McDonald's as 'MCD', found in her university paper that there seemed to be, *"The perception of MCD as an unhealthy, irresponsible, cheap fast-food chain seemed ingrained in many people. In 2014, MCD experienced its largest sales descend, triggering investor anxiety and media speculations"*.

McDonald's tried to tackle this perception by altering their brand image. McDonald's reported that in 2020 they opened their *"first net zero-designed restaurant at Walt Disney World Resort, which creates enough renewable energy on-site to cover 100% of its energy needs on a net annual basis."* (McDonalds, n.d.) In addition, they also rebranded many of their restaurants interior design to have more greenery. This rebranding would contradict the notion that their fast food is unhealthy and irresponsible by connotating that they are eco-friendly and healthy for consumers.

Unsure on this paragraph how to draw conclusions

In conclusion, this essay has looked at integrated advertising, influencer marketing, and how influential colour is on consumer's perceptions. This leads to many questions, such as 'how else do advertisers use psychology to influence consumers', 'Is design strategy important within design and consumer influence' and 'is it wrong to use psychological manipulation in advertising'. This will be explored within future essays.