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Nostalgia, Colour, Social Media

In this short context of writing, it is to research three key words and support them by a minimum of three images with three artists/thinkers that will help exploring these words. The research will explore the three key words of nostalgia, colour and social media in advertising and potentially form a question for my independent project in year 3 looking at areas of interest. The research of artists/thinkers will include Ali Dickinson (Nostalgia), Jack Walker (Colour), Innocent (social media).

Nostalgia (In advertising)

“Nostalgia in advertising has become a focal point of controversy in the past decade.” (Winters 1990, p. 16).

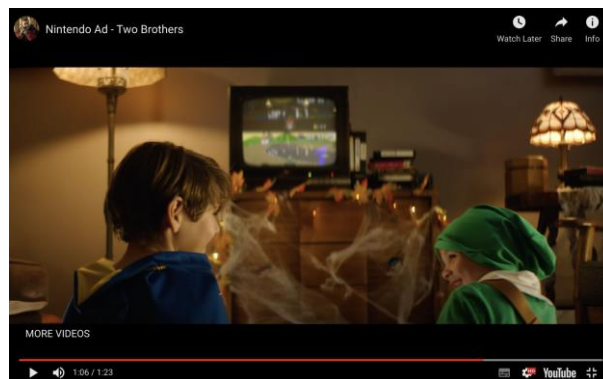
Nostalgia is defined as *“a sentimental longing or wistful affection for a period in the past and something done or presented in order to evoke feelings of nostalgia”* (Oxford Languages).

Nostalgia Marketing is the *“strategy of tapping into positive, familiar concepts from previous decades... it’s a tactic of associating your company with something that consumers already love and have memories of”* (Tran, A. 2021).

Why is nostalgia so important now? The past couple years have been up to your neck with masks and six-meter distance rules. The lockdown ‘burnt’ people out, this left people searching

for entertainment at home. From what I remember before technology we used to paint, play with marbles, or play paper games such as tic tac toe or hangman. Entertainment such as old TV shows, films and songs from people's younger selves found themselves doing things they used to do as a 'youngster' in the pandemic. Nostalgia can help with loneliness and anxiety. You can find comfort in nostalgia and with that putting it in marketing can give customers some 'comfort food' in the form of Advertising (Tran, A. 2021).

Nostalgia in Advertising is described as the "...equivalent of comfort food" (Hesterberg, K. 2021), adverts focus on marketing the future and take out problems away by making everything modern. Nostalgia in marketing instead of focusing on talking about the 'next big thing' it reminds us of things we already know are great. (Hesterberg, K. 2021).



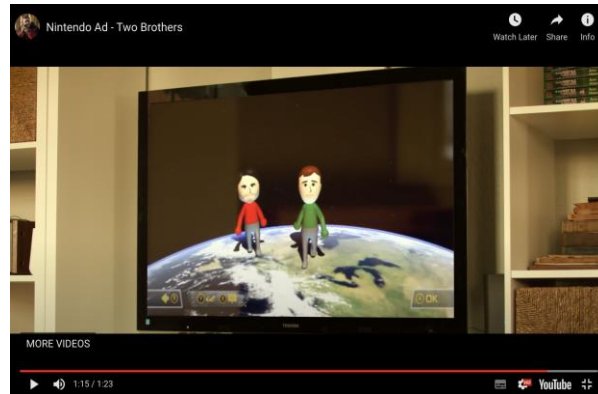


Figure 1:
Nintendo Ad, Two Brothers (2019)

The Nintendo ad reveals the nostalgia of old games. The ad shows 2 brothers growing up and drifting away from each other, they show how they grew up but drifted away, the arguments and the silence erupting to a gift. A gift of a Nintendo console and the same game they use to play when they were younger, the ad cuts to them now and then playing the game and the sense of nostalgia the ad gives are comfort and happiness. *"Reliving positive memories and beloved icons from the past feels good"* (Friedman, L. 2016).



Figure 2:
(Dickinson, A.
Spotify. 2019)

“Listen Like You Used To” is what their slogan was for this advertisement. Nostalgic. Ali Dickinson created multiple posters and billboards for this campaign to create a nostalgic marketing campaign they used the different decades to relate to the present time. *“The key is to create an emotional hook using nostalgia while also offering something new... innate happiness and exploration into something new and exciting”* (Friedman, L. 2016). The marketing industry has struggled to connect with the millennial audience (Friedman, L. 2016), often because of the ‘modern’ ads. But this sportify ad really connects with that audience and can show them that they are still young,



Figure 3:

Dickinson, A. (2013) Nokia

Ali Dickinson also did this Ad for Nokia as well, this ad is extremally nostalgic and after watching it you can feel the nostalgia through the screen. Nokia are known for being 'indestructible' in their past and are fully aware of that. Dickinson shows in this ad a kid playing in the sand and dropping the phone in places in a retro way that you would think this ad is from the 80s. *"The best campaigns are timely and relevant but must also be authentic with a strong emotional hook to capture the heart."* (Friedman, L. 2016).

Colour

"The effect of an advertisement's colour on emotions evoked by attitude towards the ad" (Lichtle, MC. 2015).

Colour is defined in six ways on oxford languages. It's defined by 3 nouns of: *"the property possessed by an object of producing different sensations on the eye because of the way it reflects or emits light."*,

“pigmentation of the skin, especially as an indication of someone's ethnicity.” and “vivid appearance resulting from the juxtaposition of many bright things.” The verbs for colour are described as: *“change the colour of (something) by painting, dyeing, or shading it.”*, *“(of a person or their skin) show embarrassment or shame by becoming red; blush.”* and *“influence, especially in a negative way; distort.”*

I will be talking about colour through marketing and advertising and how it's used in Ads and how different colours effect different things. There are associations that our brains make with colour that are the key to marketing materials and specific audiences. (Kramer, L. 2018/19). Looking at the advertising industry you see many of the same colour repetitively used, these colours are used on purpose for our eyes, it catches out eyes and our brains have a connection with them colours. *“Choosing which colours are the ideal palette for your marketing and advertising efforts is part aesthetic, part testing and part science—much more a part than you probably realize.”* (Kramer, L. 2018/19).

Colour from products came make you feel that the product taste fresher. It can even make medication feel more effective. When drug manufacturers market their products, they will use blue for sleeping pills and yellow and red for stimulants. This is because these are the colours consumers associate with their ‘respective effects’. Colours can make customers feel that colour has its own list of ‘associations’. Examples of what a colour could mean would be: Blue (Calmness, Peace, Sadness and Relaxations), Green (Wealth, Health, Environment, Growth), Red (Danger, Love, Anger and Confidence). (Kramer, L. 2018/19). The best colour for a call to action is supposedly Red. The colour red can relate to things such as ‘NOW’ or ‘STOP’ (Kramer, L. 2018/19) but it can also mean ‘love’ or ‘passion’ as we see in the Christmas holidays, everything is advertising in red in the holidays. (Business Signages, 2016). The psychology of colour in digital marketing are what you associate and what mood each colour tells you (Figure 4). In marketing the colours Orange, Black, Gray and Brown are pointed out as ‘controversial colour associates’ that of which are not used as much. (Optimddigital. Unknown).

PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
Association: Wisdom, wealth, royalty, power, luxury, magic	Association: Depth, stability, wisdom, trust, confidence	Association: Growth, health, harmony, safety nature.	Association: Energy, happy, warming, attention	Association: Enthusiasm, heat, success creativity	Association: Passion, energy, strength, love, power, determination	Association: Purity, light, clean, sterile, innocent, spacious	Association: Power, mystery, elegance, evil, mourning, death
Mood: Powerful, calming, strength	Mood: Calming	Mood: Calm, refreshed	Mood: Aggravation, joy	Mood: Warmth, excitement	Mood: Intensity, angry, excitement	Mood: Cold, unfriendly	Mood: Confident, calm, stable, mysterious

Figure 4: Optimind Digital, Colour theory

‘Go Away Green’ (Figure 5). “...Study 2 shows that persuasion knowledge moderates the effects: when consumers have high persuasive knowledge, green has a less positive effect” (Lim, D. 2020). Disney have released that they use a type of green that can't be seen just like with camouflage. This paint provides tricks that make things camouflage. They use it for less Disney like structures such as employee buildings, utility buildings and trash cans. Disney used this to create an illusion of a ‘magical world’ where the everyday building is bland and are ‘not there’. (Collins, R. 2017). This is good for their marketing as when they make ads promoting the park you won't be able to see these buildings.



Figure 5: Go Away Green, Disney (2017)

Jack Walker is a Design Director from London, over the past 12 years he has been an Art Director, Creative Director and now a Design Director at some of the UK’s leading advertising agencies. Walker

designed the brand identity for the brand 'Bicycle London', this brand is a Design Agency based in London but open globally. Walker stated that the reason he chose these colours were "to stand out amongst the bland, repetitive competitions". "Green is best for calm, mature and professional brands. It is known to lower blood pressure and heart rate." (Kramer, L. 2018/19)

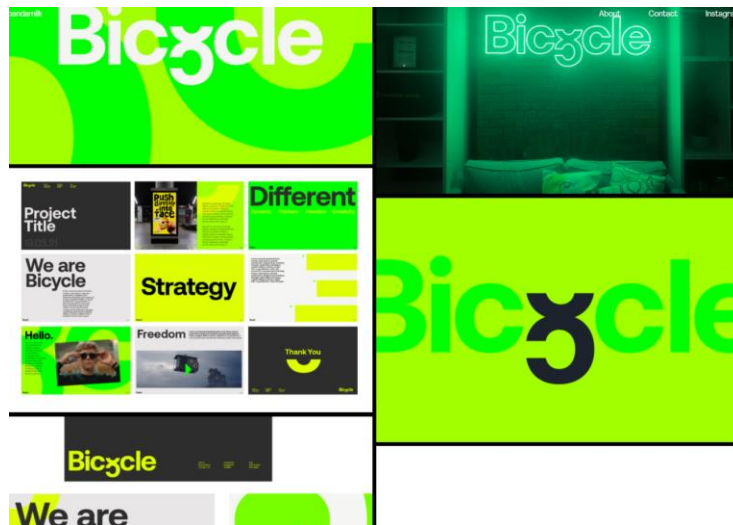


Figure 6: Bicycle London (2021)

Social Media

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