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Three Keywords: Nostalgia, Colour, Social Media

In this short context of writing, it will show the 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 my interests. The artists/thinkers I will look at will include Ali Dickinson (Nostalgia), Jack Walker (Colour), Innocent (social media).

Nostalgia (In advertising)

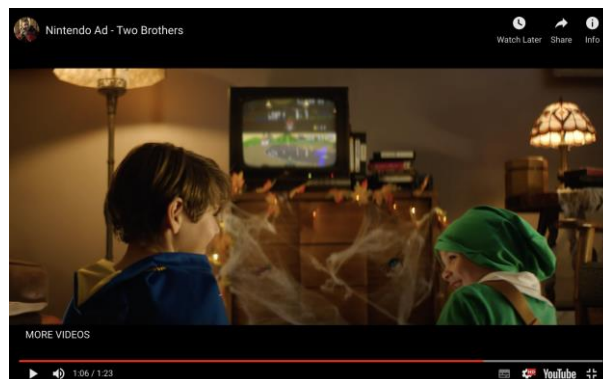
“Nostalgia in advertising has become a focal point of controversy in the past decade.”
(Winters 1990, p. 16).

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 of 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. With Nostalgia in marketing instead of focusing on talking about the 'next massive thing,' it reminds us of things we already know are great. (Hesterberg, K. 2021).



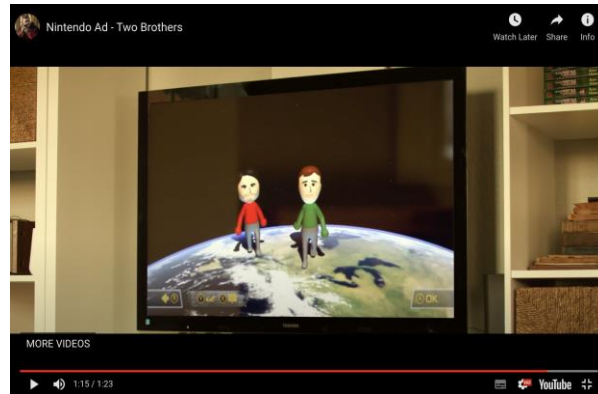


Figure 1:
Nintendo Ad, Two Brothers (2019)

The Nintendo ad reveals the nostalgia of old games. The ad shows 2 brothers growing up and drifting away from each other, Nintendo show the brothers as children playing a game, they show the arguments and the silence that then turns into an 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 reminiscence 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 Spotify’s 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).

After looking at the word nostalgia it opened to sub-genre words which could be retro, comfort, reminiscence and happiness. These words could be further researched into another context of writing and could generate more ideas.

Colour (in advertising)

“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 is 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 is used in Ads and how assorted 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 those 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 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. (Optimiddigital. Unknown).

PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
Association: Wisdom, wealth, royalty, power, luxury, magic Mood: Powerful, calming, strength	Association: Depth, stability, wisdom, trust, confidence Mood: Calming	Association: Growth, health, harmony, safety nature. Mood: Calm, refreshed	Association: Energy, happy, warming, attention Mood: Aggravation, joy	Association: Enthusiasm, heat, success creativity Mood: Warmth, excitement	Association: Passion, energy, strength, love, power, determination Mood: Intensity, angry, excitement	Association: Purity, light, clean, sterile, innocent, spacious Mood: Cold, unfriendly	Association: Power, mystery, elegance, evil, mourning, death 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 cannot be seen, just like with camouflage. This paint supplies 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 and 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 will not 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 said 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)

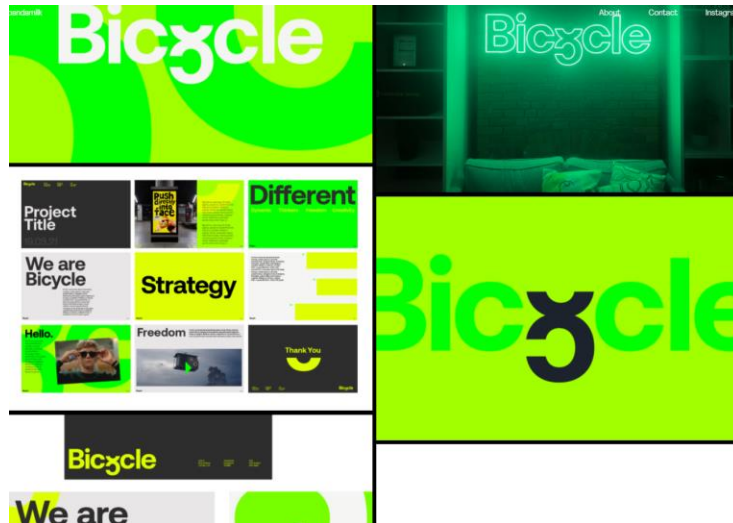


Figure 6: Bicycle London (2021)

Social Media

Social Media are “websites and applications that enable users to create and share content or to participate in social networking” (Oxford Languages).

What is social media advertising? It is an online *“marketing strategy that enables you to run paid advertisements on social media platforms”* (Shirey, T. 2020). 28% of people spend time on social media, one of the best benefits of an advert on socials is it lets you reach a wider audience. As social media knows a lot about their users the ads, they run are aimed at you specifically (Shirey, T. 2020). Take TikTok for example, they globally have 41% of users of the age 16-24. They need to ‘yield’ results on the platform that must appeal to that age group (Singh, R. 2019).

Social Media ads are ‘a must’ if you want to reach a new audience quickly. Now, reaching an organic social strategy is harder to achieve. I will be talking about the many ways that social media can achieve results. Facebook is popular with a lot of demographics; brands use this platform for building brand awareness and increase

reach and to increase purchases through conversion or drive foot traffic. (Newberry, C. 2020). Most social media have a way of advertising, these social platforms are Instagram, Twitter, Snapchat, TikTok, LinkedIn, Pinterest and YouTube. (Newberry, C. 2020). Studies shows Americans spend the average of 23.6 hours online every week. (Mdgadvertising. 2018) and the British an average of 45 hours each week due to covid (Wood, P. 2020). *“The reality today is that social media is dominated by consumers... A friendly, conversational brand voice tends to resonate with social media users.”* (Mdgadvertising. 2018).

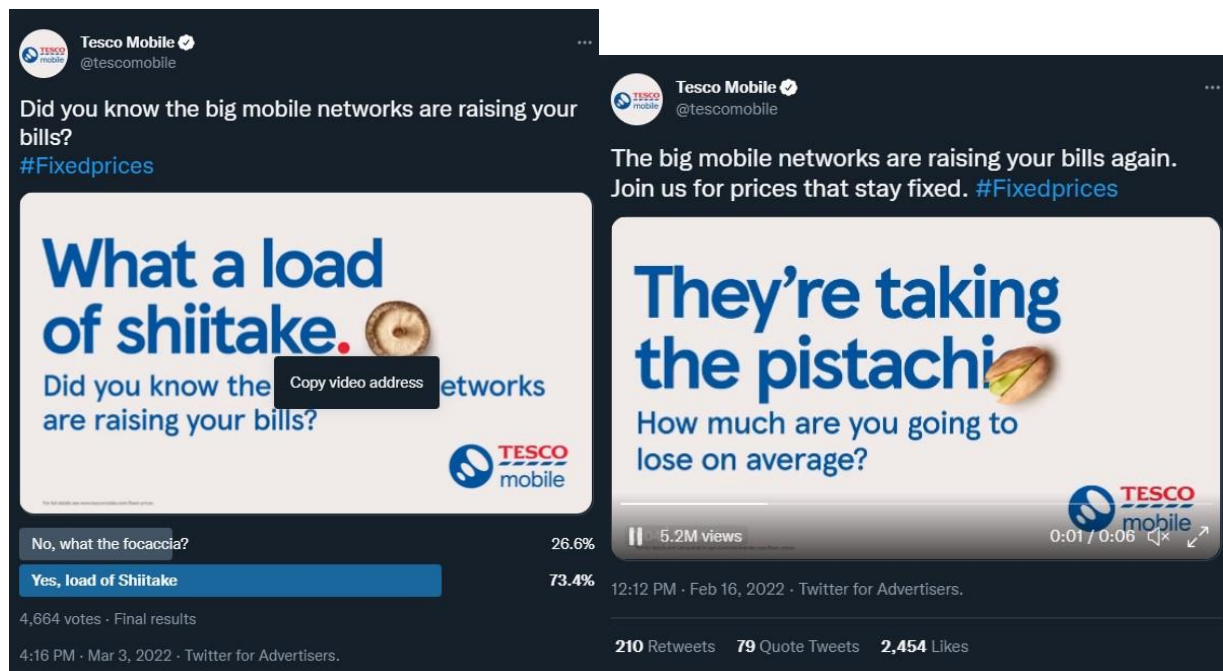


Figure 7 and 8: Tesco Mobile (2022)

Tesco Mobile took on a risky ad campaign on twitter, this was when the 2022 prices were known to be going up. They made a gif about it and took on humour with what appear to be swear words spelt into food. Someone has told that they *“don’t appreciate the crude attempt at “clever humour” in these adverts.”* (Coster, V. Twitter 2022) but

most people said they liked it and one said, *“What is with these ‘shitpost’ ads lmao (not complaining though)”* (Zeta, 2022). Humorous post can create happy and positive feelings. Humorous posts content usually get more shares on social media than other ways. *“Humour is a universal language... We use laughter to express our joy and even our frustrations. When we get frustrated at life, we use humour to lift ourselves.”* (Kings, C. 2021).

Innocent is a brand that uses humour on social media, their main platform is Instagram. The thing about them that makes their brand unique is that they just use humour and not for personal gain, for example in figure 8 they use the weather as a post.

weather update

Wet and miserable.

Like watching the end of Game of Thrones in a car wash.



Figure 9: Innocent. (2022)

“Funny posts create an emotional response that cannot be replicated by any other marketing strategies. When you make your audience laugh, they will remember your post and that will create a bond with them.” (Kings, C. 2021). Innocent are a fitting example of being ‘funny’ on social media. *“Studies said that browsing your Facebook and Instagram news feed triggers the release of dopamine and oxytocin, humans’*

happy hormones.” (Kings, C. 2021). Dopamine is a chemical that the brain produces for your happiness and oxytocin is the chemical in what you feel when you fall in love.

Social Media in advertising can be done in so many ways and when using humour it is the best way to make marketing strategy as we see from Innocent. *“Dopamine is so strong that research shows it is harder to stop yourself from tweeting your thoughts than resist smoking and drinking alcohol”* (Kings, C. 2021).

Conclusion (in advertising)

In summary, the key words that I analysed show the complicated but unique way of advertising. An advertiser must be innovative, must be unique to be able to get the recognition they need, this has made a result of a few questions and sub-genres, how is advertising changing the digital scene? Why nostalgia is important for advertising? And what effect has advertising had on people? These questions could lead to sub-genre words that are in strong relations to nostalgia, colour and social media. Such as, retro, theory and humour. With the questions and sub-genres that can be made within the context of writing, they can be explored into more depth. With concepts of synonyms to my keywords creating a wider range of questions to my proposal. The questions I could choose would be ‘What nostalgia means for advertising?’, ‘Why humour in advertising produces humans' happy hormones?’, ‘What emotional responses can be created by advertising?’. Humour in advertising is described by Kings (2021) as a bond between the brand and the audience which could create a remembrance for your brand and to make your audience laugh. Therefore, I would like to focus on humour and nostalgia for my question. Both are what I love and what I have felt in love with through my research.

My research has led me to the question of; **Can the combination of nostalgia and humour in advertising reach a new audience of emotional responses?** As

Nostalgia in advertising is described by Hesterberg (2021) as the equivalent of comfort food and Humour being the trigger of dopamine and oxytocin by Kings (2021). The combination of both could generate a way of getting a new audience of people. This question will act as a starting point for my independent project as it could change from now to when I start. The sub questions and words will help develop my understanding of advertising and will be input into my final question.

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Image Reference:

Figure 1: [Nintendo Ad \(2019\) – Two Brothers](#)

Figure 2: [Dickinson, Ali \(2019\) Spotify: Listen like you use to.](#)

Figure 3: [Dickinson, Ali \(2013\) Nokia. Tougher than Tonka](#)

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Figure 5: [Go Away Green. \(2017\) Disney.](#)

Figure 6: [Walker, Jack \(2021\) Bicycle London](#)

Figure 7: [Tesco Mobile. \(2022\)](#)

Figure 8: [Tesco Mobile. \(2022\)](#)

Figure 9: [Innocent. \(2022\)](#)