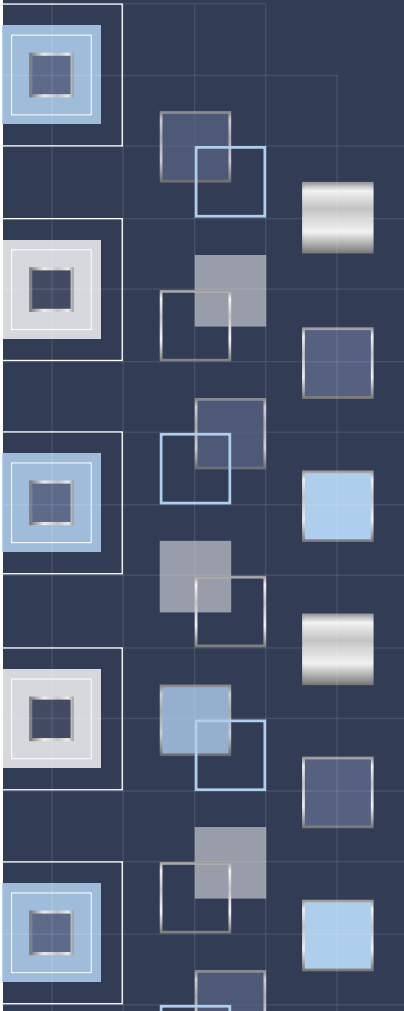


Introducing

**BLUE**



KANTAR TNS<sub>7</sub>

NeedScope

---

BLUE is the colour of the ocean - cool, entrancing and with hidden depths.

The colour BLUE symbolises strength, serenity, loyalty and authority.

---

# Building **BLUE** irresistible brands

---

Emotion lies at the heart of every irresistible brand, giving it unique meaning and purpose.

Building an irresistible brand starts with understanding the emotive needs driving your category and their link to social and functional needs. Only then can you identify a powerful emotive positioning and chart a course for irresistibility.

The NeedScope framework can guide this as it is based on universal emotive needs. While their expressions vary by category and culture, the core of each emotive needstate is stable.

This magazine explores the BLUE needstate.

---



# BLUE

in context



---

Sitting at the bottom of the model, BLUE has an energy that is not overtly visible but rather more inward focused.

BLUE's position on the right of the model gives it a sense of assertion but this too is restrained and understated.

---



# BLUE

on the inside

---

BLUE has a discerning appreciation for the finer things in life. Elegant and refined, BLUE has a subtle sense of style – minimalist, never flashy.

BLUE respects intelligence and values being well informed. Logic and reason are paramount, as is intellectual stimulation. There is often a sharp, clever wit at work.

Cool, calm and collected defines BLUE. There is an inherent sense of clarity, order and efficiency.

BLUE is mature – no room for childish pranks here. Whether classic, or ultra-modern, BLUE brings a timeless sense of quality.

---



---

DISCERNING  
MATURE  
INTELLIGENT  
COMPOSED  
TIMELESS

---





The feeling of  
**BLUE**  
is restrained with  
a sense of order

---

DISCIPLINED  
THINKING  
COOL AND CALM  
EFFICIENT  
UNDER CONTROL  
FOCUSED

---



The personality of  
**BLUE**  
is quietly confident

---

PRECISE  
LEVEL-HEADED  
ELEGANT  
LOGICAL  
HIGHLY EFFECTIVE  
GENTEEL

---



# Different shades of BLUE

---

## Discerning BLUE

Elegant and refined, appreciates the finer things in life

## Intelligent BLUE

Sharp and focused, valuing knowledge and thought

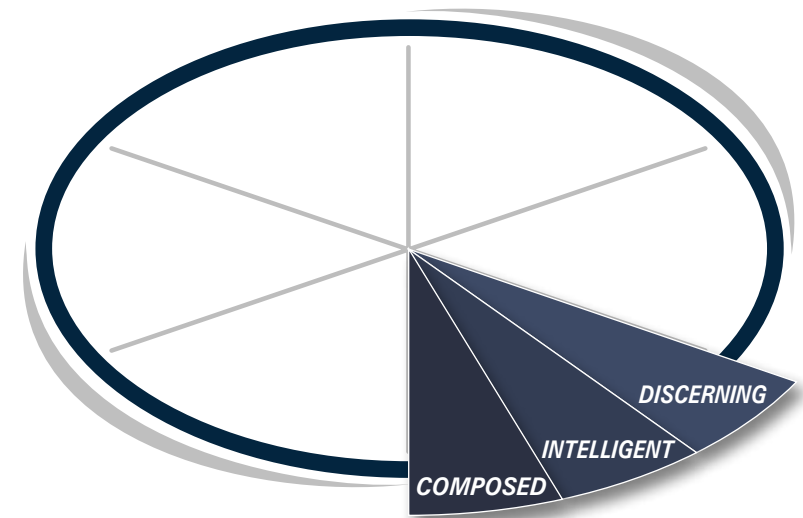
## Composed BLUE

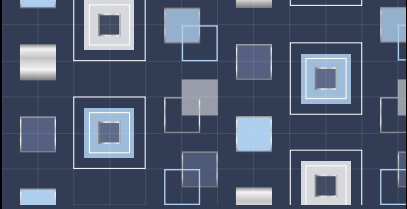
Discreet and understated with a sense of clarity and order

---

Within a needstate there are different dimensions of the underlying emotion. Understanding and tapping into one of these helps differentiate your brand from nearby competitors.

These sub-dimensions express themselves differently by category and there can be more or less than three. The three explained here give a taste of how the BLUE emotion changes as you move around the model.





The flipside of

# BLUE

BLUE, like every NeedScope needstate, can be viewed positively or negatively. Someone whose needs are elsewhere on the NeedScope model would see nothing positive in BLUE:

---

INFLEXIBLE  
COLD  
RUTHLESS  
PEDANTIC  
INHIBITED

---





# BLUE

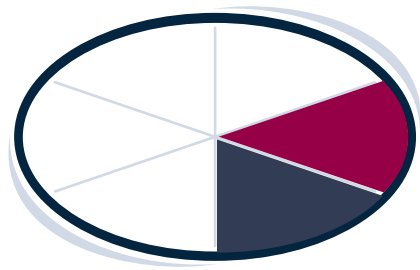
comparison

## BLUE VERSUS PURPLE

Both have the self-assurance we find on the right of the NeedScope model but BLUE's position at the bottom gives it a quieter energy.

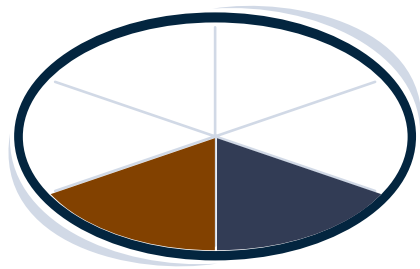
## BLUE VERSUS BROWN

BLUE and Brown both have a quiet energy, focused more inward than outward. But BLUE, being on the right, has an edge.



CONTROLLED ENERGY  
LIKES THE BACKGROUND  
UNDERSTATED  
QUIETLY CONFIDENT

FORCEFUL ENERGY  
LIKES THE FOREFRONT  
GLAMOROUS  
OVERTLY CONFIDENT



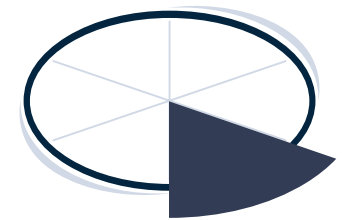
UNDER CONTROL  
VALUES QUALITY  
APPRECIATES CLASSIC  
WANTS KNOWLEDGE

LAID BACK  
WANTS FAMILIARITY  
LIKES TRIED AND TRUE  
WANTS REASSURANCE



# BLUE

is all around us



---

We don't have to look far to see BLUE expressed in different ways around us.

From celebrities on the red carpet, to movies and musicians, we can identify the understated assertion that typifies BLUE. Even art and architecture find a way to express refinement, intelligence and subtle sophistication.

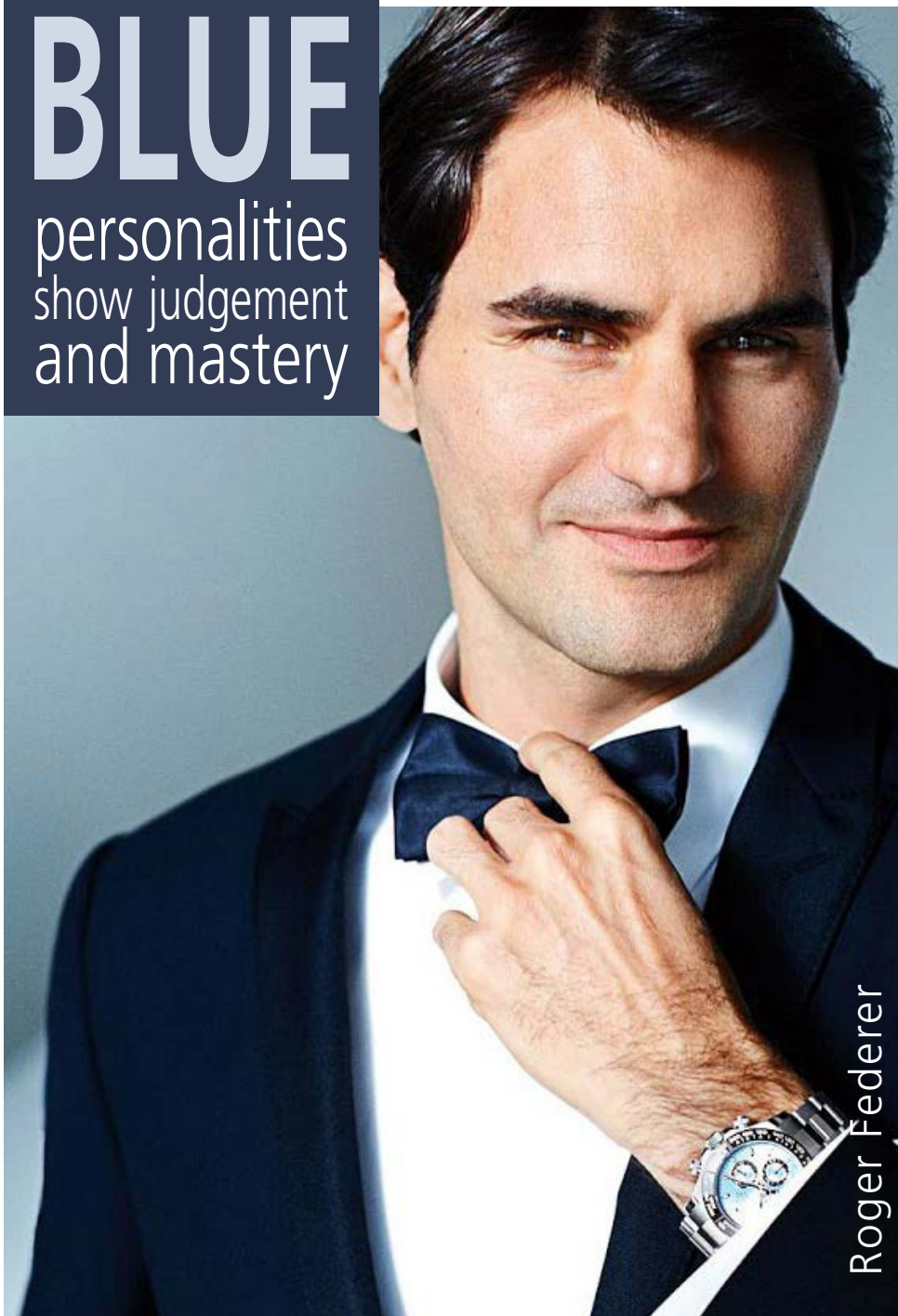
The following examples show BLUE in action.

---



# BLUE

personalities  
show judgement  
and mastery



Roger Federer

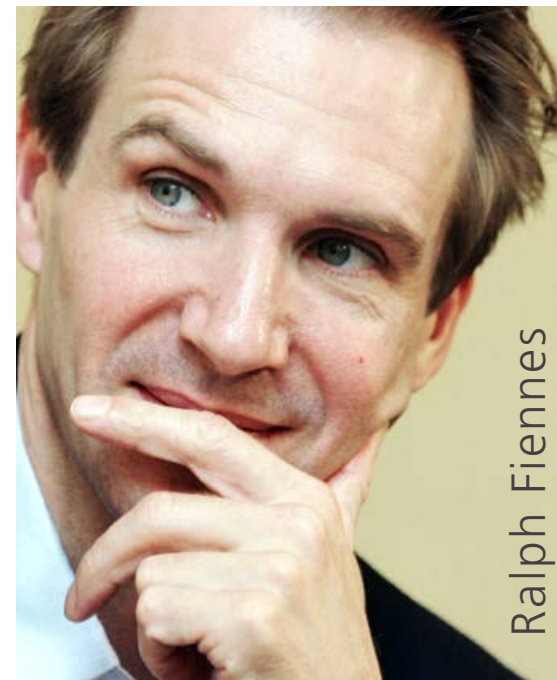


Audrey Hepburn

---

DESIGNER  
PHILOSOPHER  
CRAFTSMAN  
THOUGHT LEADER  
GENIUS

---



Ralph Fiennes

# BLUE

stories and characters  
show depth  
and quality

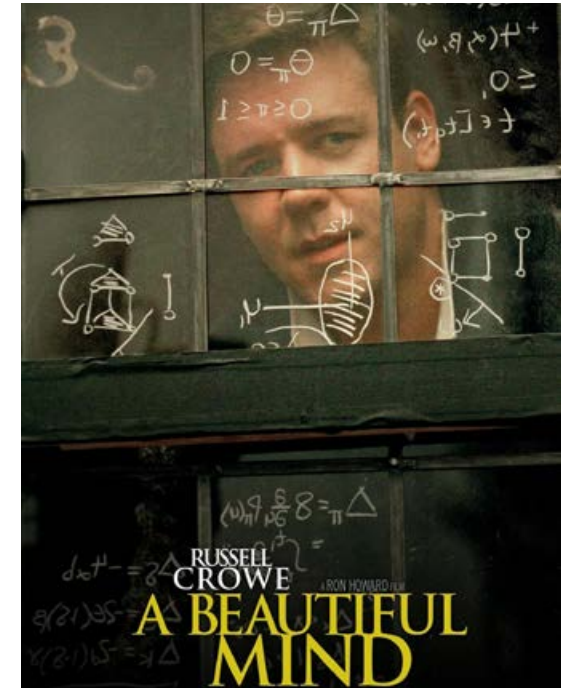
Thomas Kretschmann

## the Pianist

A ROMAN POLANSKI film



MYSTERY  
SERIOUS STORIES  
INTRIGUE  
WELL-CRAFTED  
THOUGHT  
PROVOKING

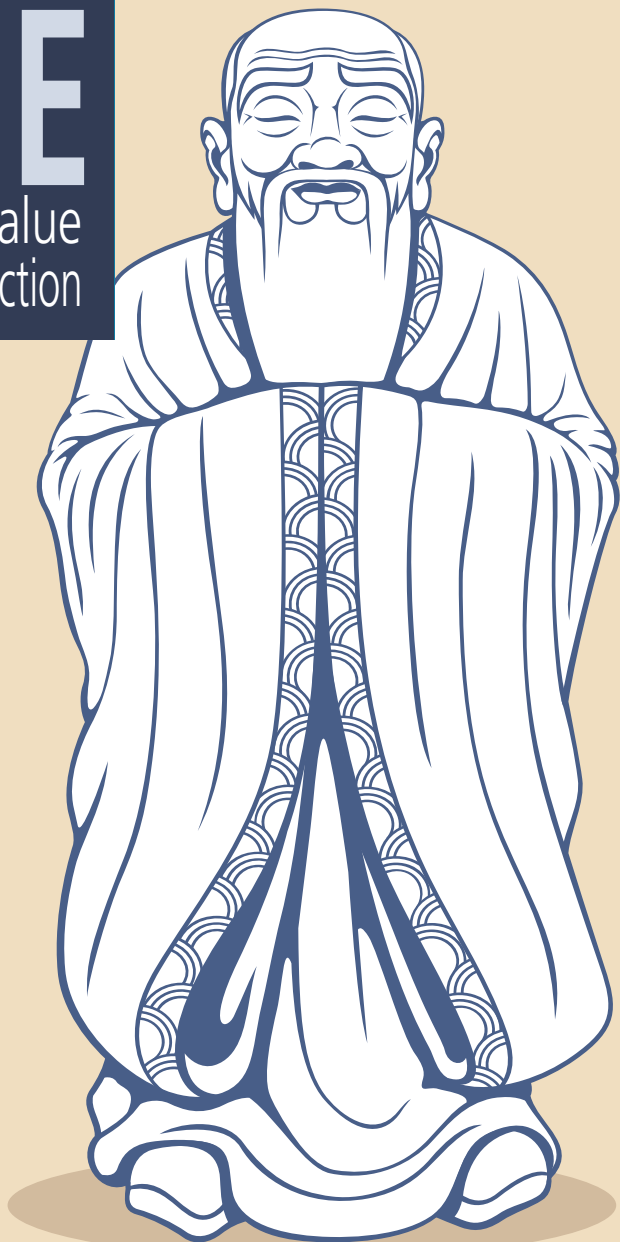


# SHERLOCK



# BLUE

archetypes value  
thought over action



TEACHER  
MENTOR  
SAGE  
SCIENTIST  
SCHOLAR



# BLUE

architecture is  
cultured  
and clever



---

SCULPTURAL  
MINIMALIST  
UNADORNED  
ANGULAR  
CLEAN LINES

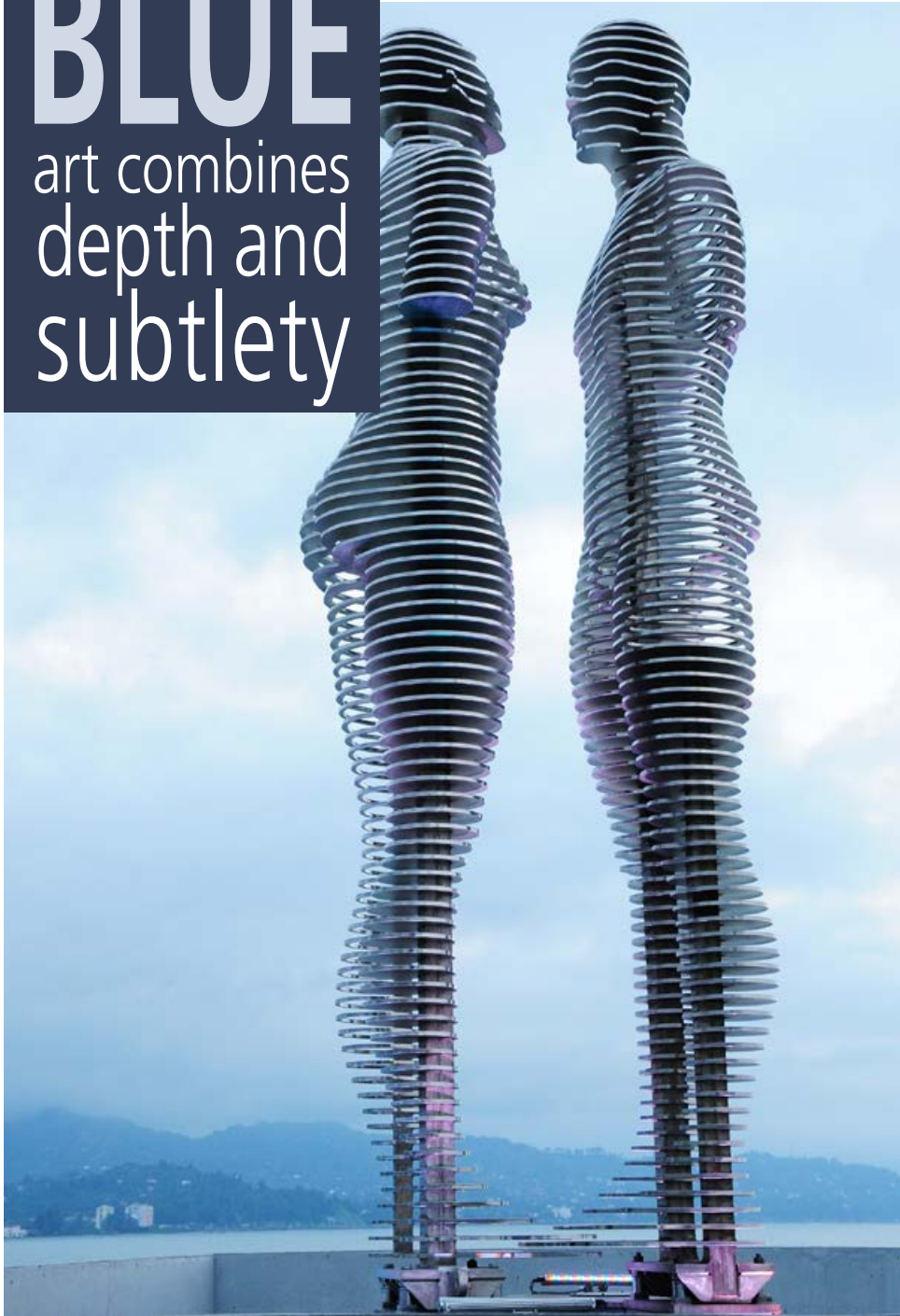
---





# BLUE

art combines  
depth and  
subtlety



PARED BACK  
SYMMETRICAL  
DISTINCT  
INTRIGUING  
MINIMAL COLOUR





# Creating irresistible **BLUE** brands

---

There is more to building an irresistible BLUE brand than understanding the essence of the BLUE needstate. Success requires alignment of purpose within your organisation, built around:

- A deep understanding of how BLUE is expressed in your category
- An appreciation of how BLUE varies by culture and other contextual factors
- Recognition of the style and tone of voice that resonates with BLUE
- Acceptance of some of the myths and misperceptions about BLUE

Only then are you ready to activate BLUE across the brand touchpoints.

---

# BLUE

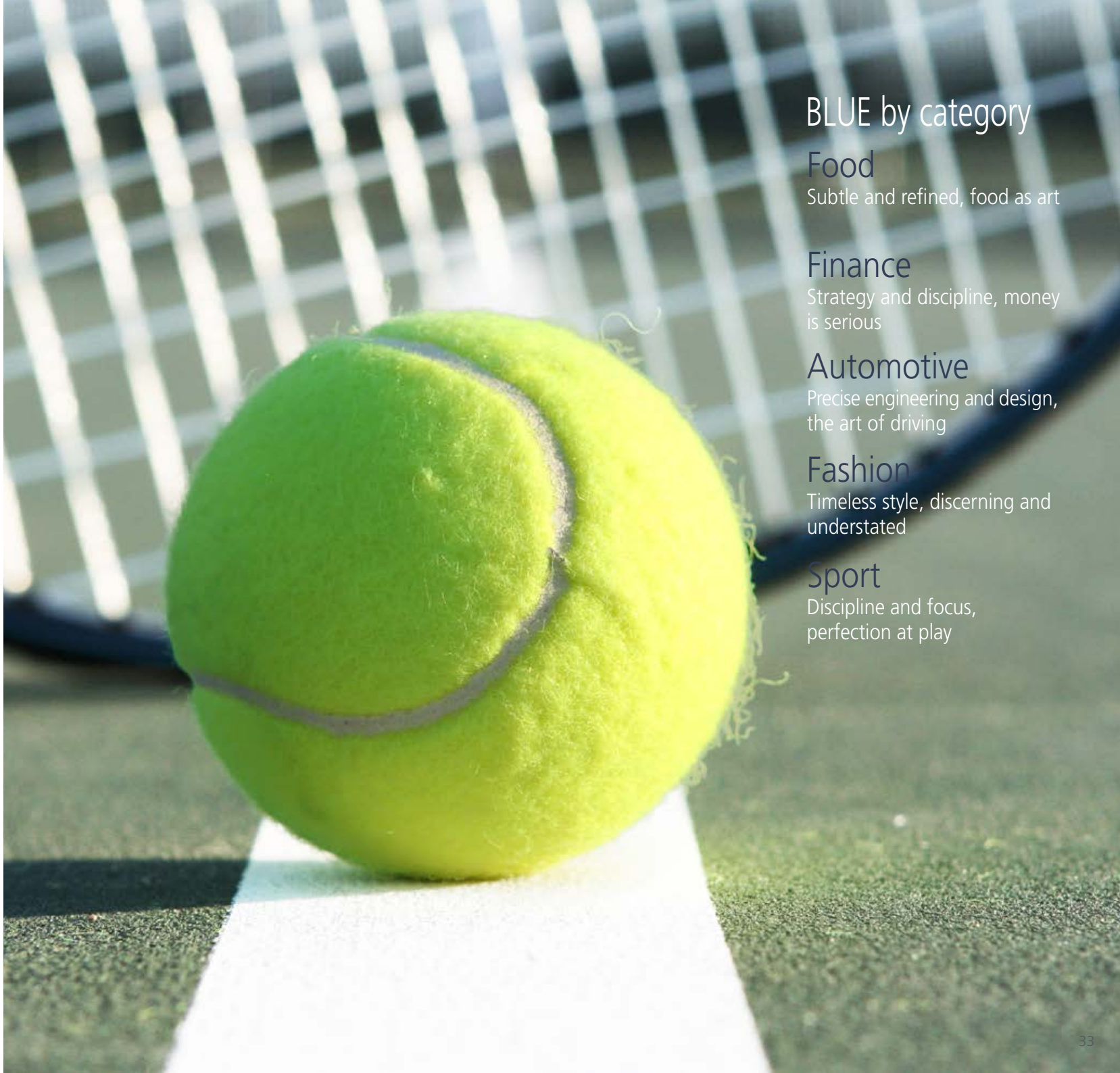
changes across  
categories

---

While the fundamentals of BLUE are constant, they are expressed very differently in different categories.

A NeedScope consumer study will reveal what BLUE and the other needstates want in your category. Tapping into customised category expressions of BLUE will make your brand truly irresistible.

---



## BLUE by category

### Food

Subtle and refined, food as art

### Finance

Strategy and discipline, money is serious

### Automotive

Precise engineering and design, the art of driving

### Fashion

Timeless style, discerning and understated

### Sport

Discipline and focus, perfection at play



# BLUE

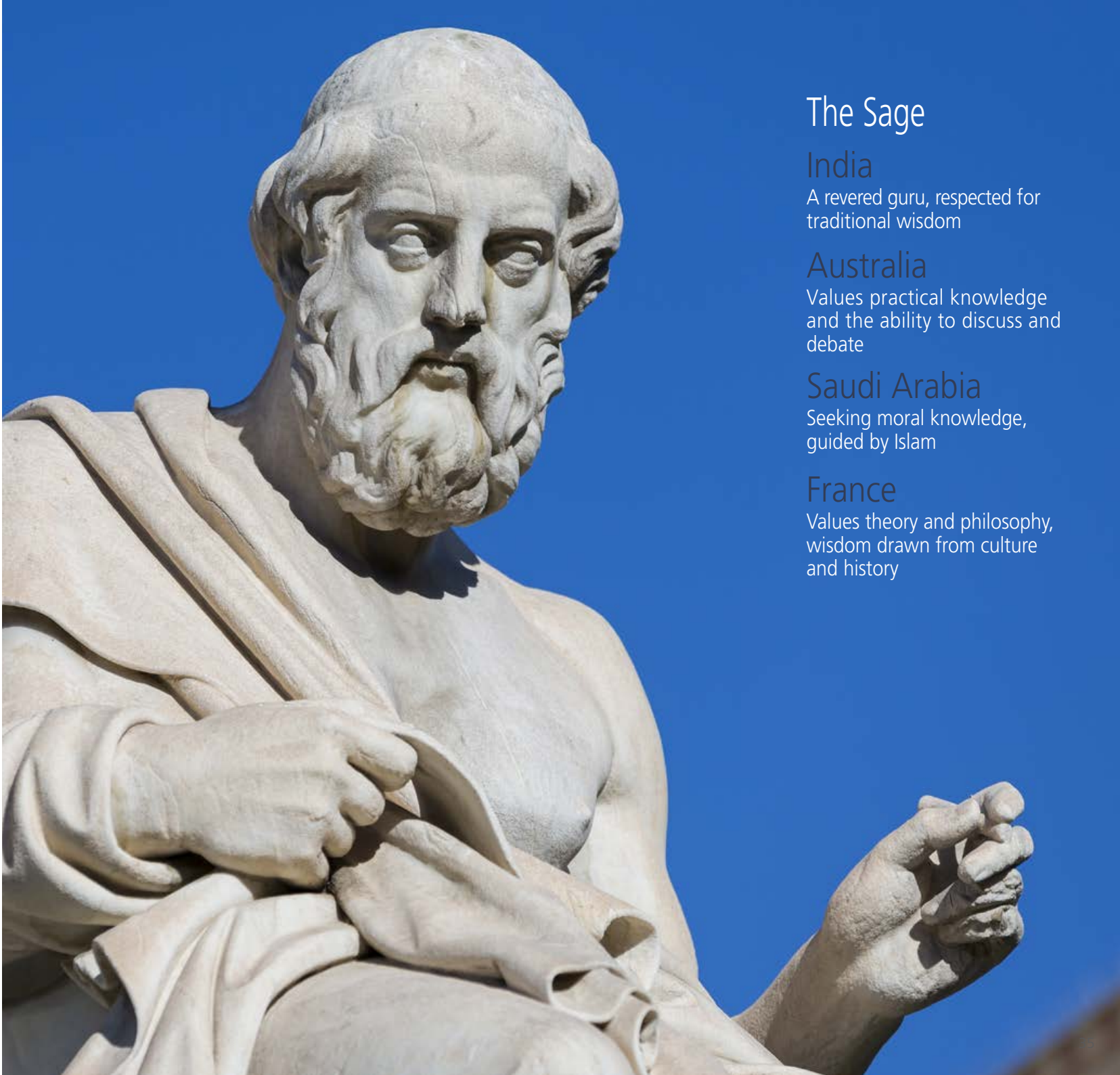
changes across  
cultures

---

Exploring BLUE through the lens of culture is important to ensure sensitive global marketing activity.

For example, universally the BLUE Sage archetype pursues knowledge and wisdom, using critical thinking to discover truth. However, how wisdom is defined does change by culture.

---



## The Sage

### India

A revered guru, respected for traditional wisdom

### Australia

Values practical knowledge and the ability to discuss and debate

### Saudi Arabia

Seeking moral knowledge, guided by Islam

### France

Values theory and philosophy, wisdom drawn from culture and history

---

REFINED  
EXPERT  
CLEVER  
UNDERSTATED

---



**BLUE**  
has its own style

Each needstate has its own style and tone of voice. Ensuring everyone involved with the brand understands and complies with this will help make your brand irresistible.

### Refined

Set your brand apart with a hint of sophistication – appropriate to your category of course.

### Expert

Show professionalism and mastery of detail.

### Clever

Show you're a thinking brand, behave like an adult.

### Understated

Subtlety is key, there's no room for excess here.





## Myths about **BLUE**

### Dull and boring

NO – BLUE brands understand that subtle is not boring. They have hidden depths but are masters of understatement.

### Traditional

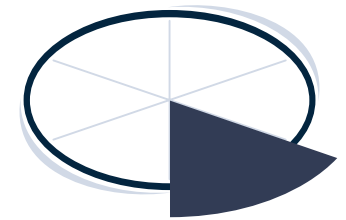
NO – BLUE can be contemporary or classic, though never slavishly follows fashion trends.







# How to evoke **BLUE** emotion at every touchpoint



---

The ultimate challenge is emotive alignment across every brand touchpoint. Irresistible brands do this using symbolism, which is the language of emotion.

The NeedScope framework helps decode the language of emotion. The following pages look at BLUE symbolism operating across different touchpoints in many categories.

---

# BLUE

brand logos

# AESTHETIC

MONOCHROMATIC  
PARED BACK  
SYMMETRICAL  
PARALLEL



ASTON MARTIN



level. vodka

---



# BLUE

packaging

---

STREAMLINED  
ARTFULLY  
CRAFTED  
COOL COLOURS  
SLEEK  
RESTRAINED

---



# BLUE

product  
design cues

MINIMALIST  
BALANCED  
CLEAN SIMPLE LINES  
CHROME  
MODERN CLASSICS





# BLUE

retail cues

LOGICALLY  
ORGANISED  
ELEGANT  
UNCLUTTERED  
REFINED  
STYLISH

# BLUE digital cues

**LONGINES**

Watches THE COMPANY THE LONGINES UNIVERSE

Collection Selector Virtual Catalogues 3D Watches Technical Information Instructions for use Catalogue request

Longines Homepage » Watches - Collection

## COLLECTION

ELEGANCE WATCHMAKING TRADITION SPORT HERITAGE

antipodes

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## 003 ENJOYMENT

**ZARCO**  
BETTER TEQUILA THRU TRISTILLATION™

**TRISTILLATED™ MARGARITA**

1 PART ZARCO® TEQUILA SILVER  
1 PART OF LIME JUICE  
1 PART OF AGAVERO® ORANGE LIQUEUR  
SHAKE OVER ICE

001 | TRISTILLATION™ 002 | OUR PRODUCT

## MÖVENPICK®

THE ART OF SWISS ICE CREAM

HOME ICE CREAM COLLECTION STORES ABOUT CONTACT

### The Art of Swiss Ice Cream

An ice cream born of a passion for gastronomy, blessed with the best that nature can provide and fashioned with Swiss perfection.

Every Mövenpick flavour is natural, with no artificial additives or colours - a subtle and delicate work of culinary inspiration that is sure to delight the most discerning gourmets.

CLEAR NAVIGATION  
CONCISE  
INFORMATIVE  
CAREFULLY STRUCTURED  
SYSTEMATIC





# BLUE

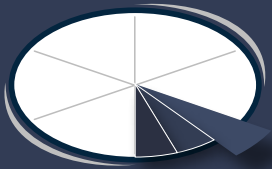
communications

---

Print and TV communications are critical brand touchpoints and an important vehicle to give your brand emotion. For strong brand positioning your communications must differentiate clearly.

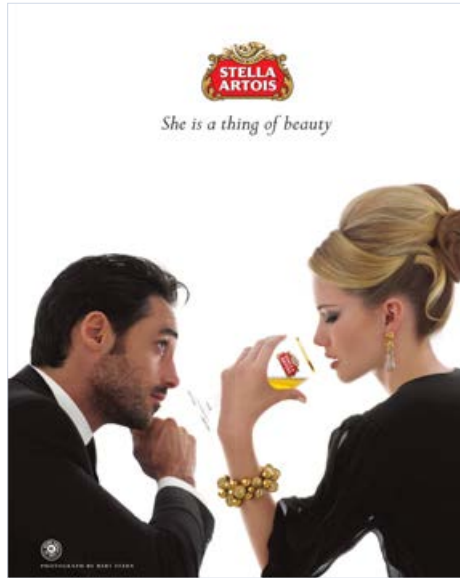
Understanding the different dimensions of BLUE helps do this. While they vary by category there are common principles for each, demonstrated by the following print examples.

---



# Discerning BLUE

ELEGANTLY  
ARRANGED  
BLACK AND  
WHITE IMAGES  
ARTFUL  
SOPHISTICATED  
CLASSIC



my Leica

Leica is not just a camera.  
It is an instrument you create with.  
It is your hands and your eyes.  
It is part of you.

8 cylinders when you need it.

4 cylinders when you don't.

The new Audi S7

Audi  
Vorsprung durch Technik

*It little goes a long way*

Imagine erasing past damage to create a more even tone.

Clinique guiding dermatologist Dr. Orentreich says, "When skin is more even-toned, you look younger." So here's the chance to virtually undo the visible evidence of sun damage, dark patches, age spots, even acne scarring. Gently. For all ethnicities. With Even Better treatments and makeup.

Preview the newest, Even Better Clinical. Not even a leading prescription ingredient is faster in creating a more even skin tone. Visit Clinique at Booth 1219.

**CLINIQUE**  
Allergy Tested. 100% Fragrance Free.

# Intelligent BLUE

USE OF METAPHORS  
COPY HEAVY  
SUBTLE  
ORDERED  
COMPOSITIONS  
DEMANDS  
THINKING





Composed  
**BLUE**

NEUTRAL PALETTE  
**STATIC**  
MOTIONLESS  
MODEST MESSAGE  
**POISED**  
SINGLE IMAGE



# BLUE brands

Here we have chosen brands that are well aligned to the BLUE needstate.

Each one has found an aspect of BLUE that resonates with consumers and is relevant to their category.

They clearly understand the emotion of BLUE and how to express that through symbolism across the full range of brand touchpoints.

## MÖVENPICK®

THE ART OF SWISS ICE CREAM

### ART AND SCIENCE

Mövenpick combines passion for gastronomy and a quest for nature's best with Swiss standards of perfection. The art and science of ice cream.



### MASTERS OF AUTO TECHNOLOGY

Audi brings leading edge technology, meticulous execution and superior craftsmanship to the world of luxury cars.

### EXPERTISE AND PRECISION

B&O sets the gold standard, taking sound design and engineering to an extraordinary level.



### INTELLIGENCE AND KNOWLEDGE

Universally synonymous with knowledge and intelligence, BBC is the quintessential thinking brand.

### QUALITY AND CRAFT

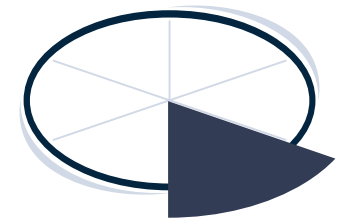
Grey Goose promises history, quality and craft to make "the world's best tasting vodka".





# BLUE

in action



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We have brought BLUE to life with images, words and brand examples.

To build and maintain an irresistible BLUE brand, your challenge is to:

- Understand BLUE in your category
  - Identify the right shade of BLUE
  - Account for the cultural nuances of BLUE
  - Unite everyone behind your BLUE strategy
  - Learn the symbolic language of BLUE
  - Apply BLUE symbolism across every touchpoint
-



