

Introducing **RED**



KANTAR TNS₇

NeedScope

RED is the colour of fire and blood, life's primal forces.

RED is associated with energy, war, danger, strength, passion and desire.

Building **RED** 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.

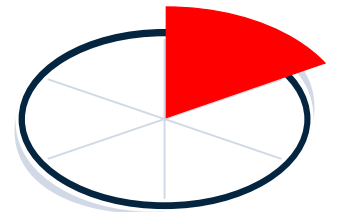
The NeedScope framework can guide this as it is based on universal emotive needs. While their expressions vary by category and culture, the core of each emotive needstate is stable.

This magazine explores the RED needstate.



RED

in context



Sitting on the right of the NeedScope model, RED shows a strong sense of individualism. It's never about fitting in or following the crowd.

RED's position at the top of the model means a high level of energy. It is outward energy, you can see it, almost touch it.

RED

on the inside

RED is highly charged and bursting with vitality. Excitement and stimulation are the life-blood of this needstate.

RED thrives on adventure and challenge, tackling everything head-on with confidence and courage. RED never holds back.

RED stands apart and dares to be different. Conformity is not an option, it's about breaking the rules.

RED is all about the here and now, looking forward rather than backwards. This gives RED a modern, youthful image – often edgy and street wise.

CHALLENGING
HIGHLY CHARGED
BOLD
MODERN
UNIQUE



The feeling of
RED
is fierce, physical
and ready to go

ADVENTUROUS
UP FOR A CHALLENGE
EXCITED
PUSHING BOUNDARIES
ENERGISED
THRILL SEEKING

The personality of

RED

is passionate
and provocative

DYNAMIC
UNSTOPPABLE
STRONG AND TOUGH
FULL OF SPIRIT
DARING
REBELLIOUS



Different shades of RED

Energetic RED

High energy, alive and fully charged

Daring RED

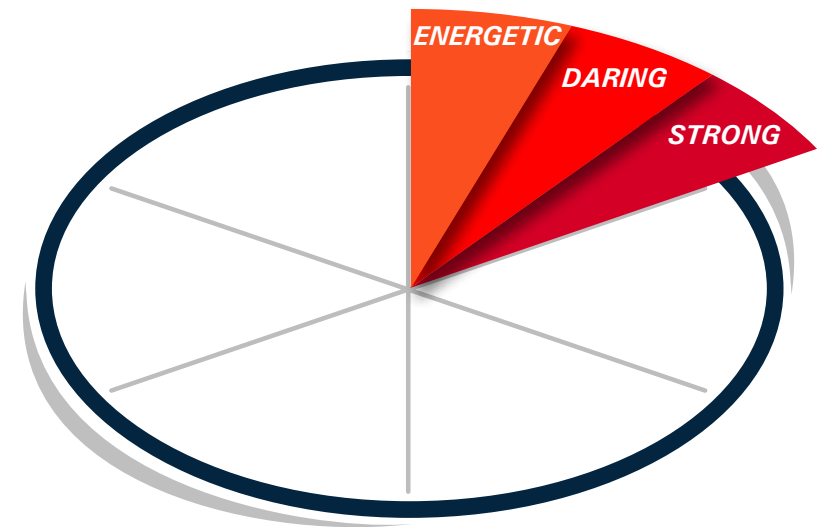
Independent and rebellious
– always pushing boundaries

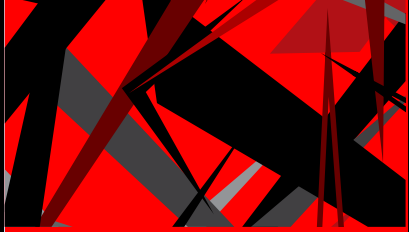
Strong RED

Bold and potent, staunchly confident

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 RED emotion changes as you move around the model.





The flipside of **RED**

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

DANGEROUS
IMPULSIVE
ANGRY
UNCARING
DEFIANT



RED

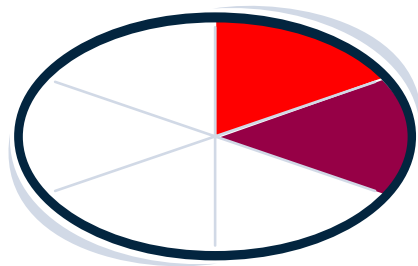
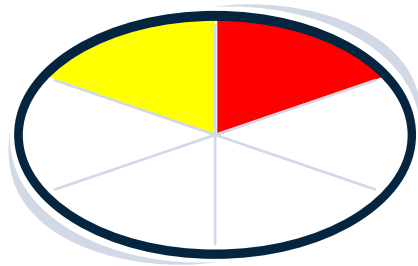
comparison

RED VERSUS YELLOW

RED and YELLOW are both high energy, though RED's energy is more dynamic and highly charged. RED is also more assertive and individualistic, being on the right of the model.

RED VERSUS PURPLE

The right hand needstates are all assertive so that's what unites RED and PURPLE. But RED is at the top of the model so has higher energy and is more physical.

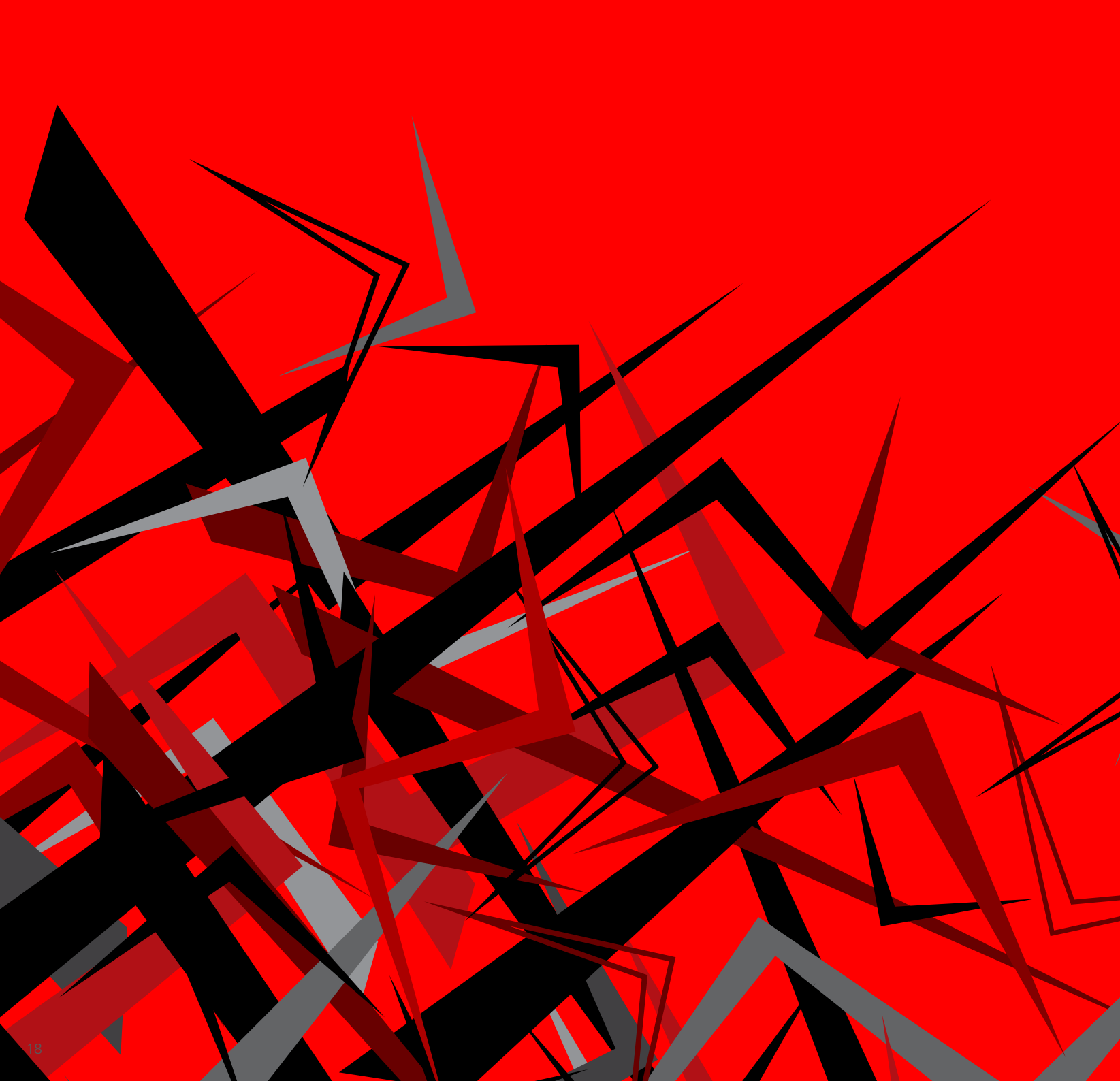


LEADS TRENDS
REBELLIOUS
LIVES ON THE EDGE
BREAKING FREE

FOLLOWS TRENDS
GOES WITH THE FLOW
LIVES LIFE TO THE FULL
LETTING GO

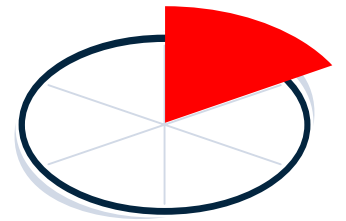
POTENT AND PHYSICAL
BREAKS THE RULES
STREET WISE
LOVES ADVENTURE

SOCIALLY POWERFUL
MAKES THE RULES
SOPHISTICATED
LOVES SUCCESS



RED

is all around us



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

From celebrities on the red carpet, to stories on the big screen, we can identify the excitement and spirit that typifies RED. Even art and architecture find a way to express RED's rebellion and drama.

The following examples show RED in action.

RED

personalities
make a mark
on the world



Rihanna



Richard Branson

REBELLIOUS
EDGY
CENTRE-STAGE
WILFUL
FEARLESS



Jason Statham

RED

stories and characters
excite and thrill



HEROES
LARGER THAN LIFE
ADVENTURE
FIGHTERS
ACTION



RED

archetypes
are close to
the action

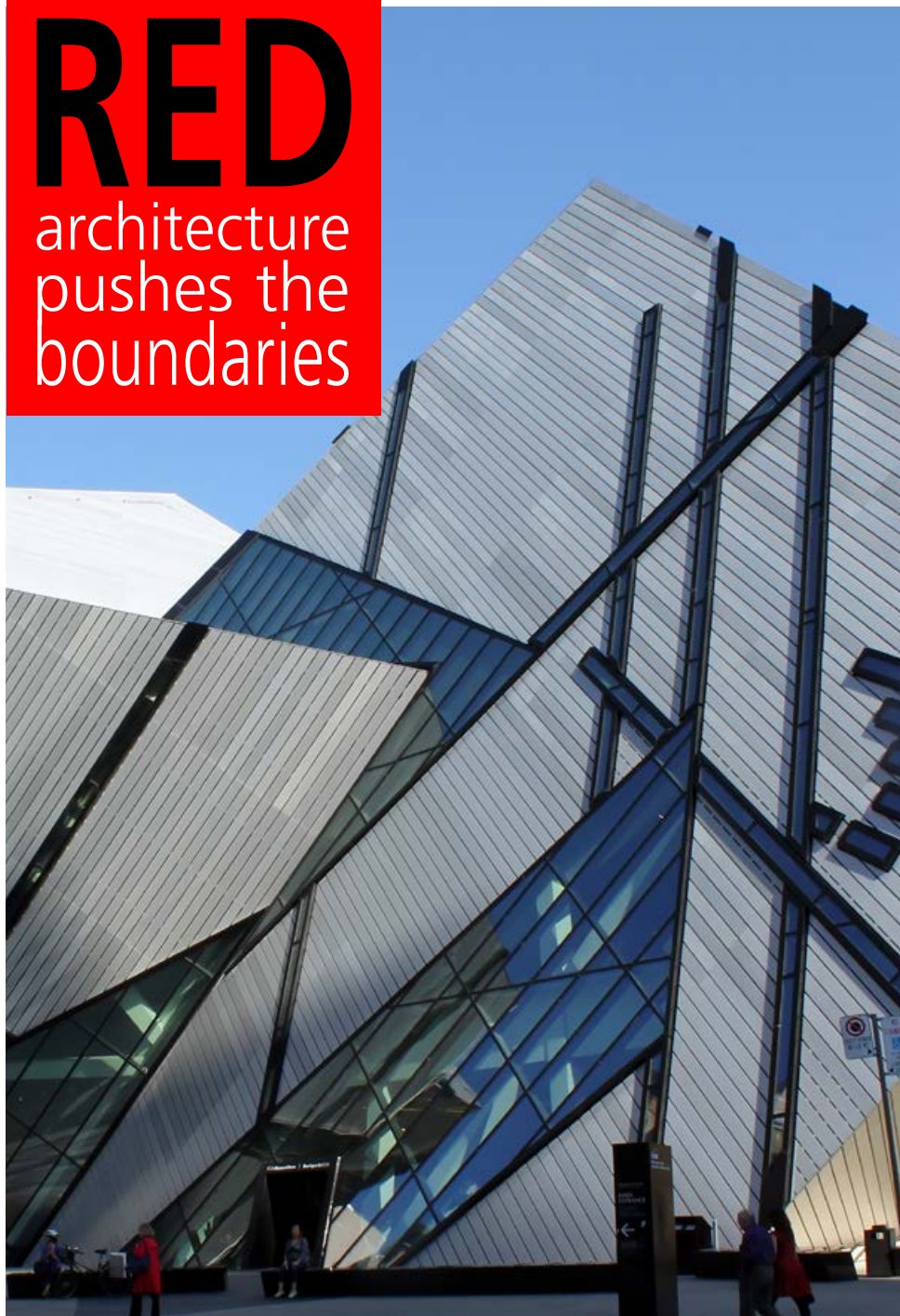


PIONEER
OUTLAW
EXPLORER
REBEL
WARRIOR



RED

architecture
pushes the
boundaries



CONTROVERSIAL
DRAMATIC
STRIKING
EYE-CATCHING
AVANT-GARDE



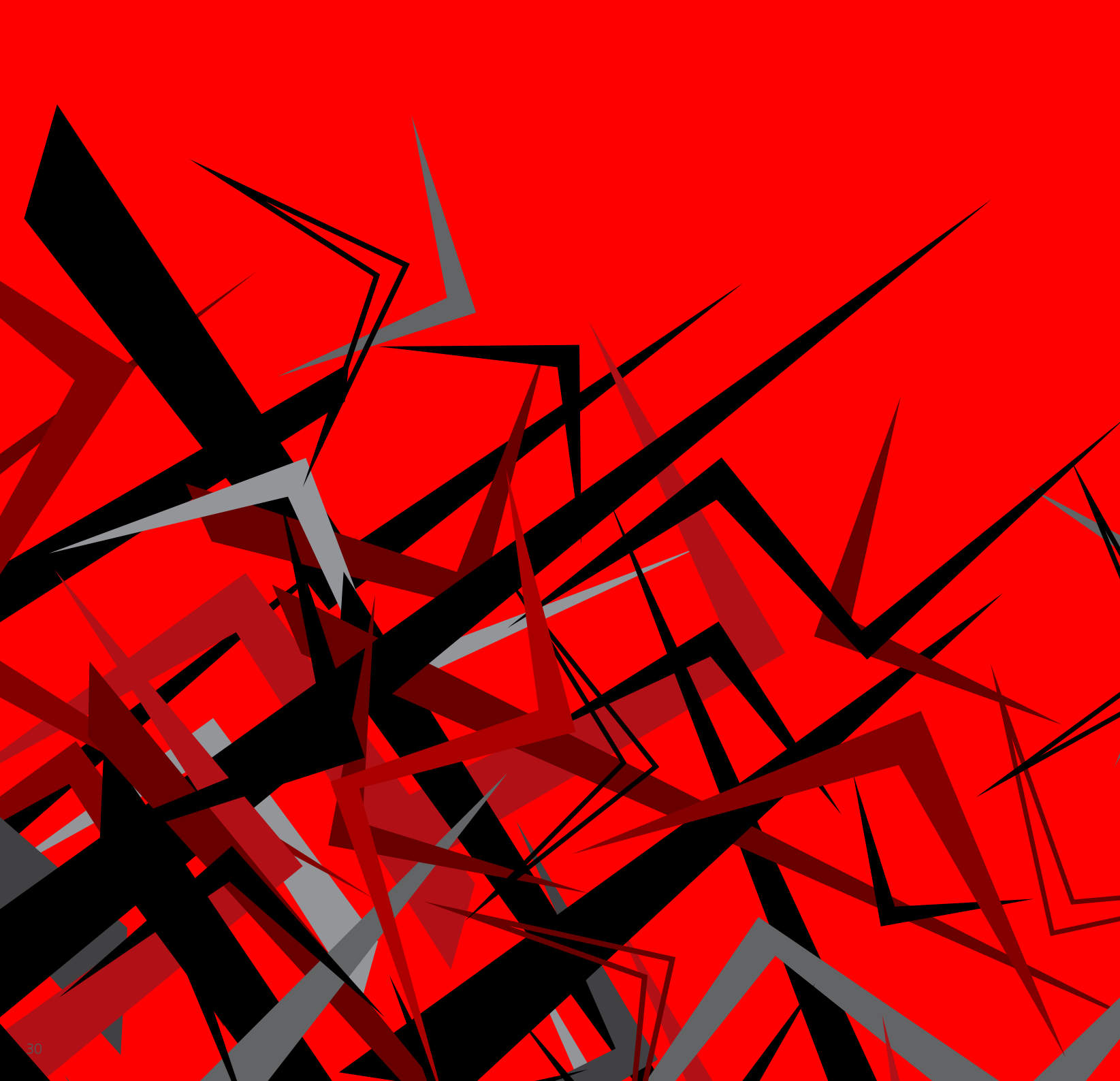
RED

art projects
energy and
strength



CONTEMPORARY
TEXTURAL
ORIGINAL
CONTENTIOUS
POTENT





Creating irresistible **RED** brands

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

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

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

RED

changes across
categories

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

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



RED by category

Food

Adventure and excitement, food that challenges

Finance

Wheeling and dealing, money is a game

Fashion

Creating the trend, avant-garde rather than fashionable

Automotive

Maximum power and speed, the thrill of driving

Sport

Pushing physical boundaries, thrills and endurance

RED

changes across
cultures

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

For example, we find the RED Hero archetype and its inherent emotion in every culture. Universally, all Heroes fight for a principle or cause, bravely challenging the status quo, but the nature of this does change by culture.



The Hero

India

Success against the odds, fighting a malfunctioning system

Australia

Spirit and self-belief, conquering challenges of the physical environment

Saudi Arabia

Putting Arab world on a par with, or above, the West

France

Rebelling against the establishment, intellectual rather than physical

DIRECT
CONTEMPORARY
INNOVATIVE
UNCONVENTIONAL



RED
has its own style

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

Direct

Be bold. Don't shrink away from your consumers or your competition.

Contemporary

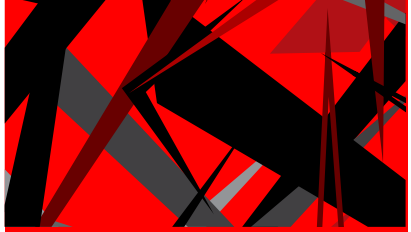
Show that your brand is in touch with what's current.

Innovative

Start trends. Show you're not afraid of change.

Unconventional

Push the boundaries. Break the category conventions.



Myths about **RED**

The young cool set

NO – RED is not just for the young, cool set, people of all ages express this need for individualism.

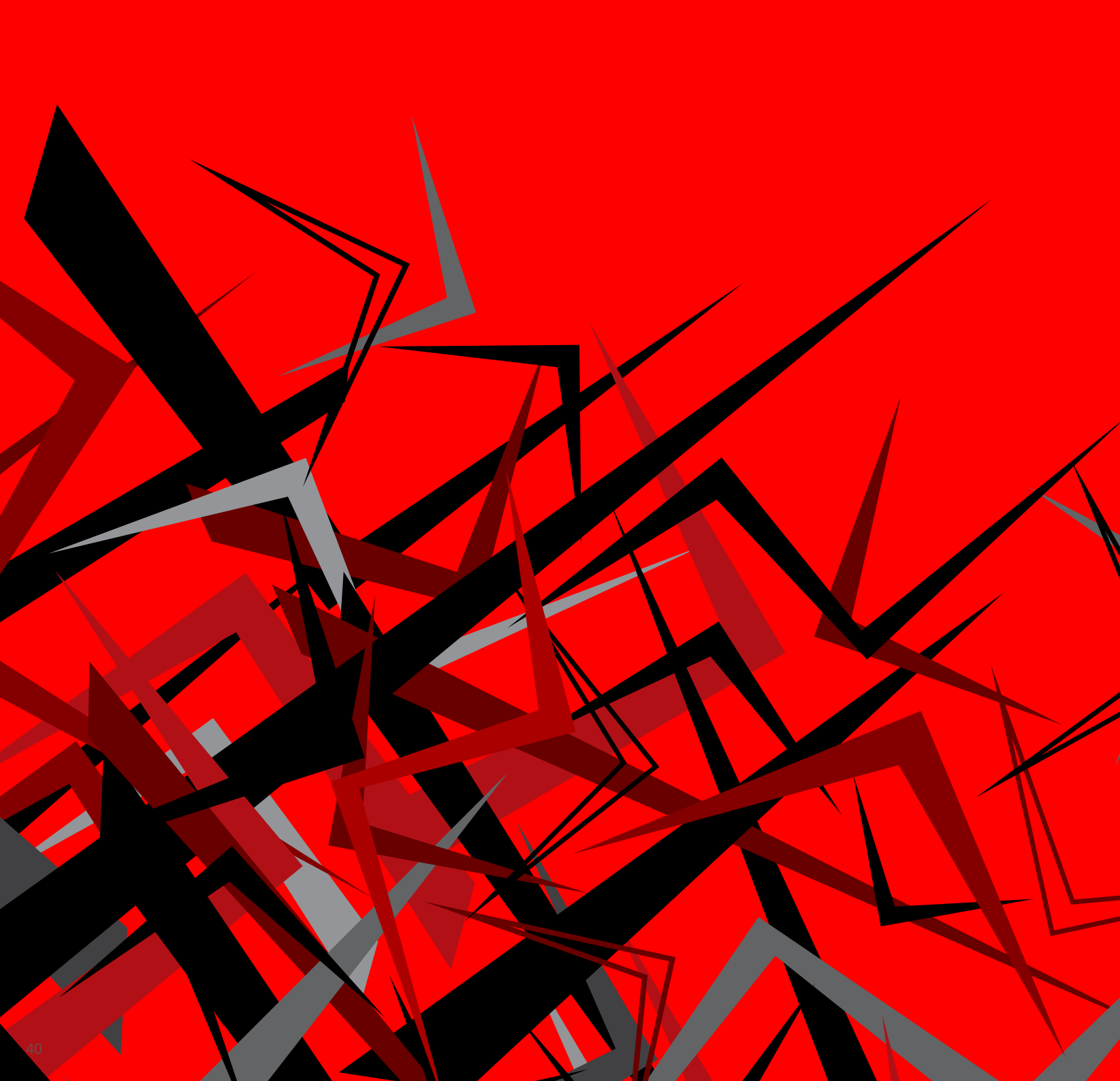
A niche opportunity

NO – RED needn't be extreme. The opportunity can be just outside the mainstream i.e. the vodka with a little attitude or the bank that's not too conservative.

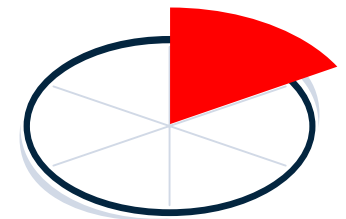
Too much effort

NO – RED is well worth the effort. Competition is often weak and both volume and value opportunities are significant.





How to evoke **RED** emotion at every touchpoint



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

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

RED

brand logos

SPLASHING WATER
LIGHTNING
STRONG COLOURS
BOLD FONT
DYNAMIC SHAPES





RED
packaging

IRREGULAR
UNCONVENTIONAL
STURDY
HIGH IMPACT
BOLD COLOURS

RED

product
design cues

DYNAMIC
DRAMATIC
EDGY
HIGH-TECH
TOUGH





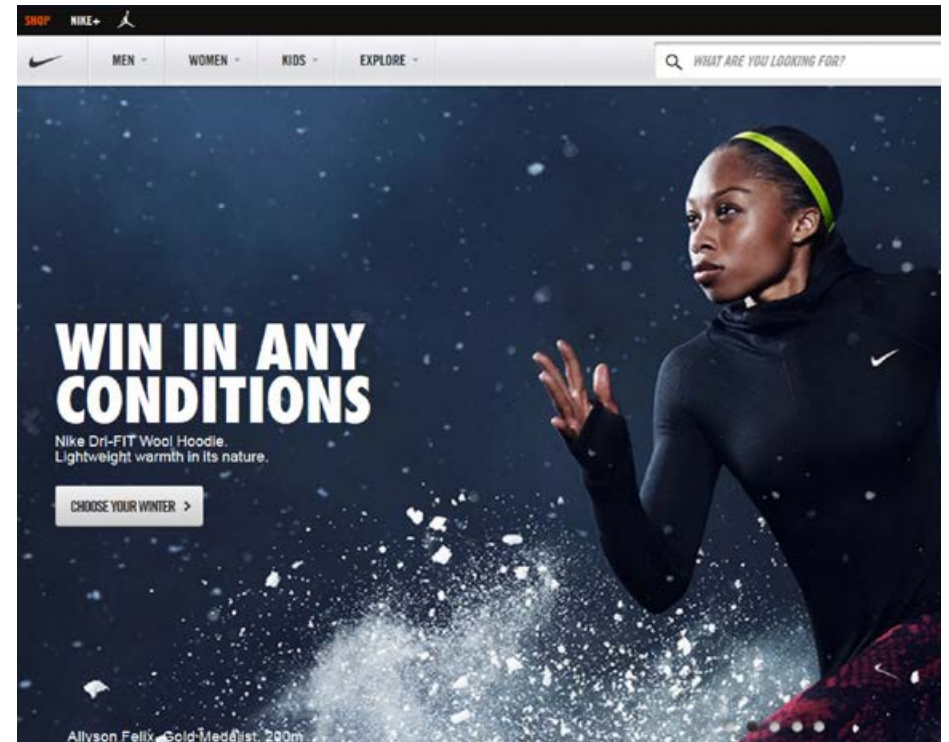
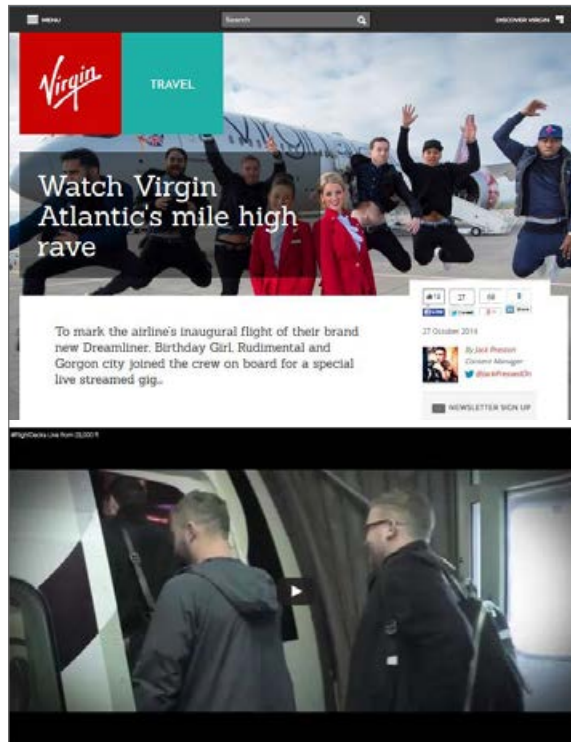
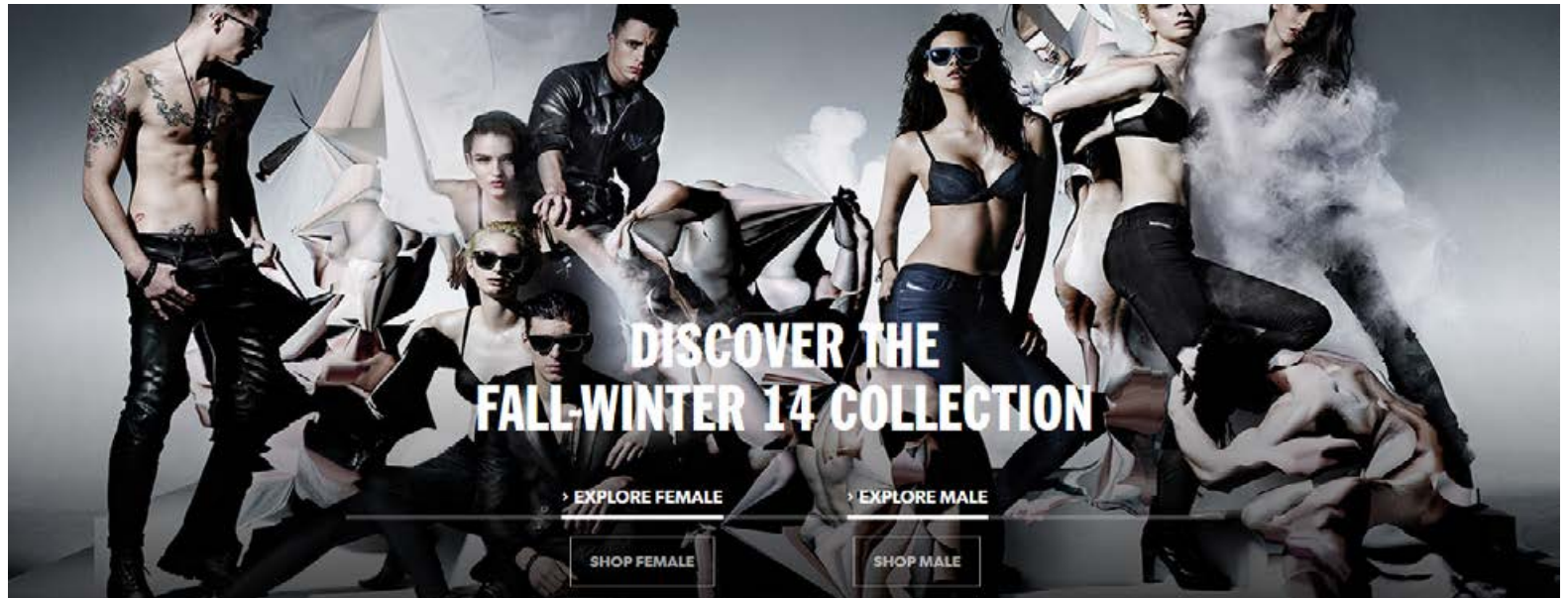
RED
retail cues

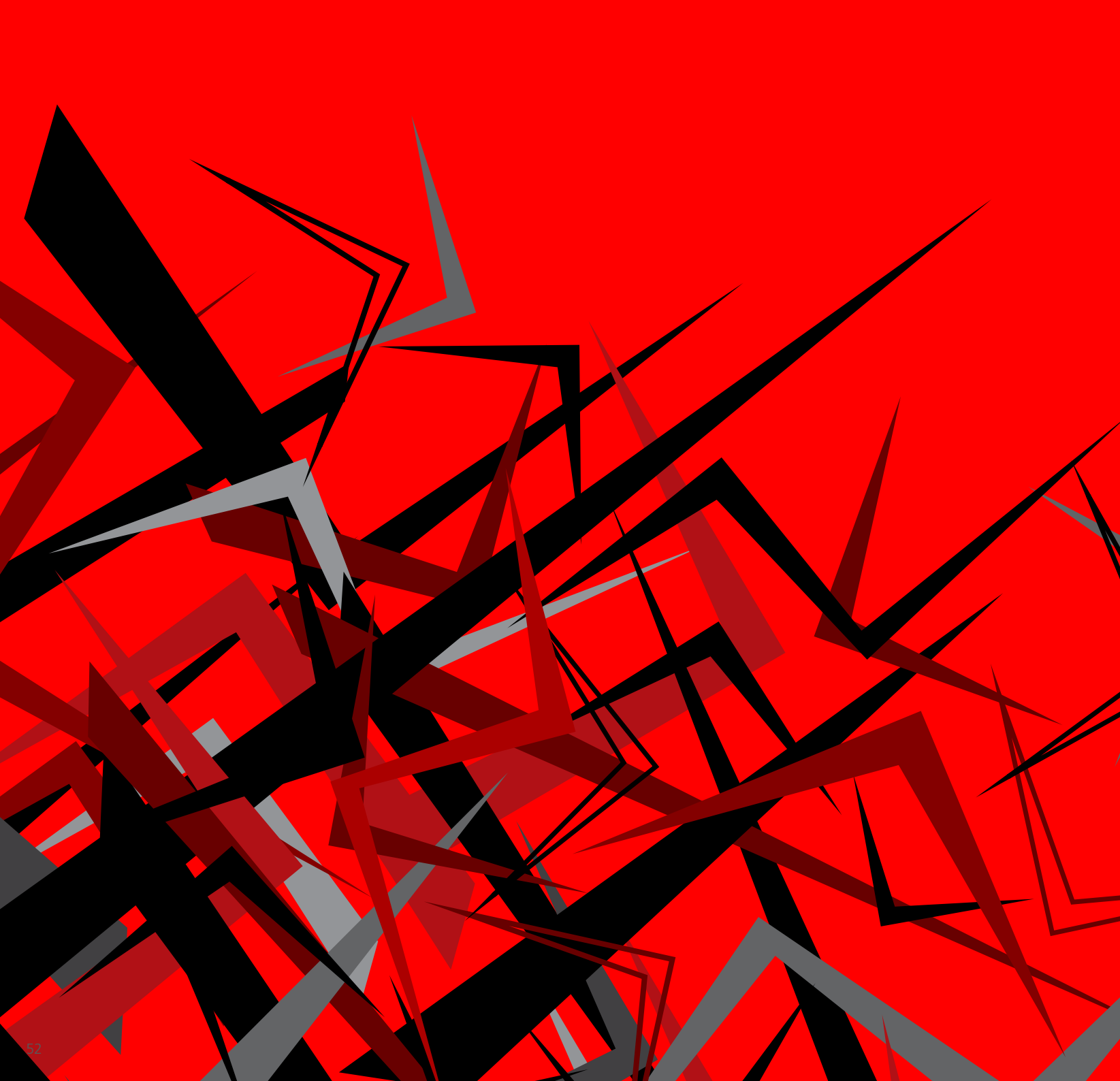
CONTEMPORARY
UNEXPECTED
HIGH IMPACT
INDUSTRIAL
RADICAL

RED

digital cues

UNIQUE
OUTSPOKEN
HIGHLY
INTERACTIVE
EXCITING
CONFIDENT





RED

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.

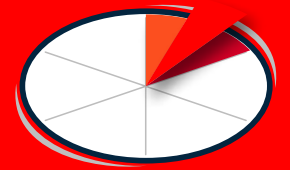
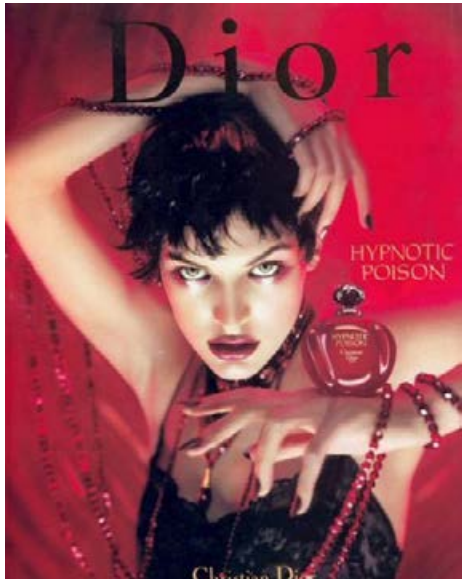
Understanding the different dimensions of RED helps do this. While they vary by category there are common principles for each, demonstrated by the following print examples.



Energetic **RED**

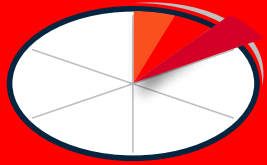
VIBRANT COLOURS
MOVEMENT
EXPLOSIONS
ACTION
FIRE AND WATER





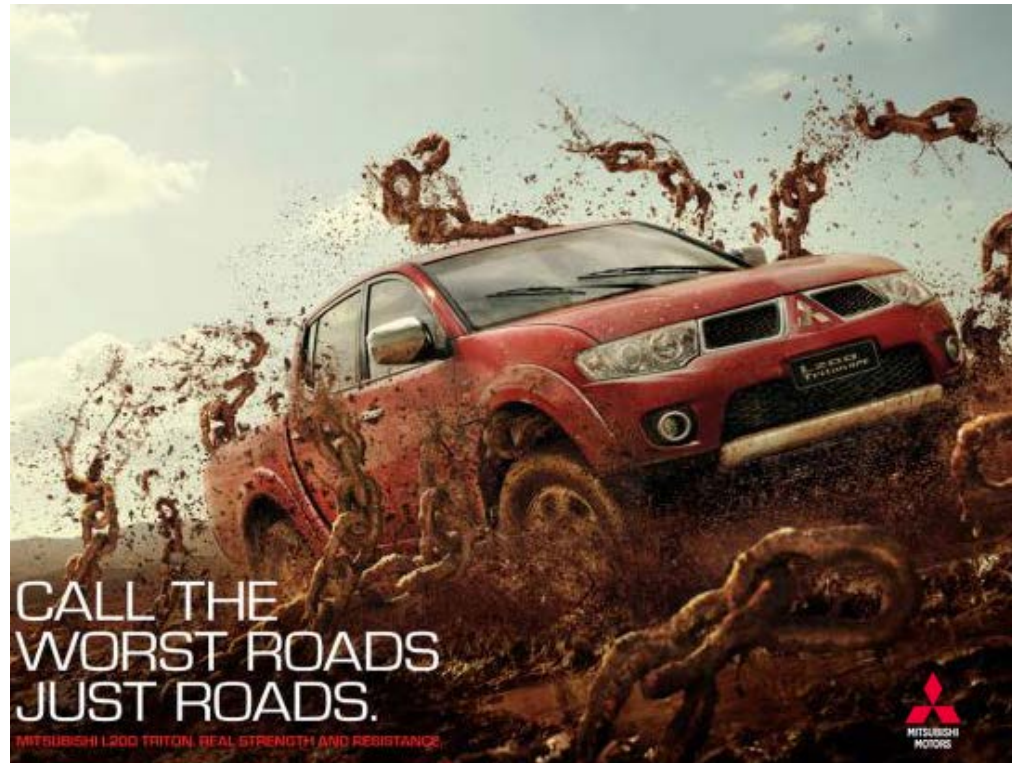
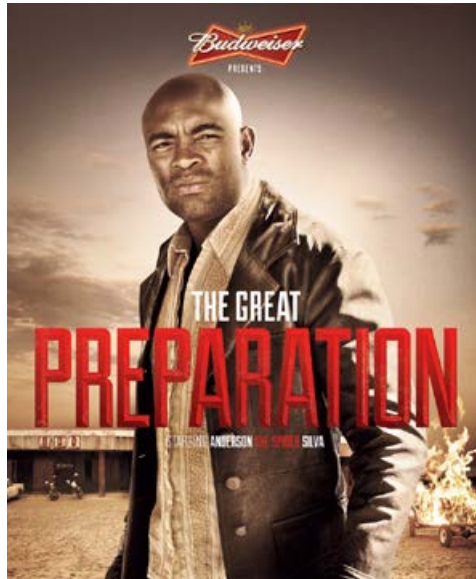
Daring RED

SHOCK FACTOR
BREAKING
THE RULES
MINIMAL COPY
STRONG COLOURS
CONTRASTS



Strong RED

SUGGESTIVE
BOLD
PROVOCATIVE
ASSERTIVE
UNTAMED



RED brands

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

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

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

Jean Paul
GAULTIER

SEXY AND REBELLIOUS

Creative, daring fashion, always pushing boundaries and stealing the limelight.

DISRUPTIVE REBEL

Virgin pushes category boundaries and challenges long-established norms to deliver the RED experience.

Virgin



GIVES YOU WINGS

Red Bull's arrival redefined the drinks category and the brand continues to push the limits.

DEMANDING TO BE NOTICED

Absolut never holds back, facing its consumers and competitors head on.

**ABSOLUT
VODKA**



JUST DOING IT

A supreme winner in the world of sport, leading the way in a competitive global market.

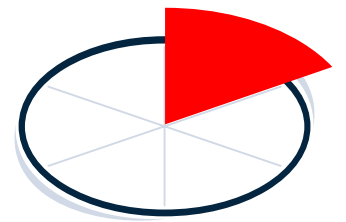
BUILT TO GO ANYWHERE

With a proud history in off-road vehicles, Jeep epitomises freedom and adventure.

Jeep

RED

in action



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

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

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

