

# Introducing **ORANGE**



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ORANGE combines the energy of yellow with the solidity of brown.

It glows like the harvest sunshine, symbolising genuine warmth and happiness.

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# Building **ORANGE** irresistible brands

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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 ORANGE needstate.

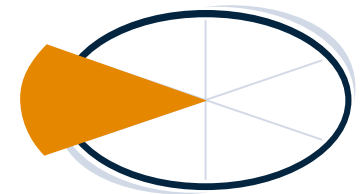
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# ORANGE

in context



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ORANGE is on the far left of the model, in the heart-land of affiliation, where belonging is more important than standing out.

The ORANGE energy has none of YELLOW's frenzy, but does have a strong, flowing energy that radiates warmth.

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# ORANGE

on the inside

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ORANGE is 100% honest and open. There is no pretension here but rather a sense of realness and balance.

The fundamental desire to fit in and feel part of the group is strong in ORANGE. This brings a warm inclusiveness and a sense of togetherness.

ORANGE has a positive, optimistic energy and an easy-going sociability. It's friendly fun that everyone can be part of.

ORANGE is mainstream, popular and accessible to everyone. There's no place here for standing out from the crowd.

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GENUINE  
EASY-GOING  
WARM  
AGREEABLE  
POPULAR

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The feeling of  
**ORANGE**  
is relaxed  
and friendly

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CHEERFUL  
BALANCED  
SENSE OF BELONGING  
INCLUSIVE  
GOOD HUMOUR  
SOCIABLE

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The personality of  
**ORANGE**  
is laid-back and  
welcoming

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POSITIVE  
APPROACHABLE  
**OPEN**  
DOWN TO EARTH  
**HONEST**  
GENEROUS

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# Different shades of ORANGE

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## Easy-going ORANGE

Cheerful and sociable, with a positive energy

## Warm ORANGE

Friendly and approachable, always wants to be part of things

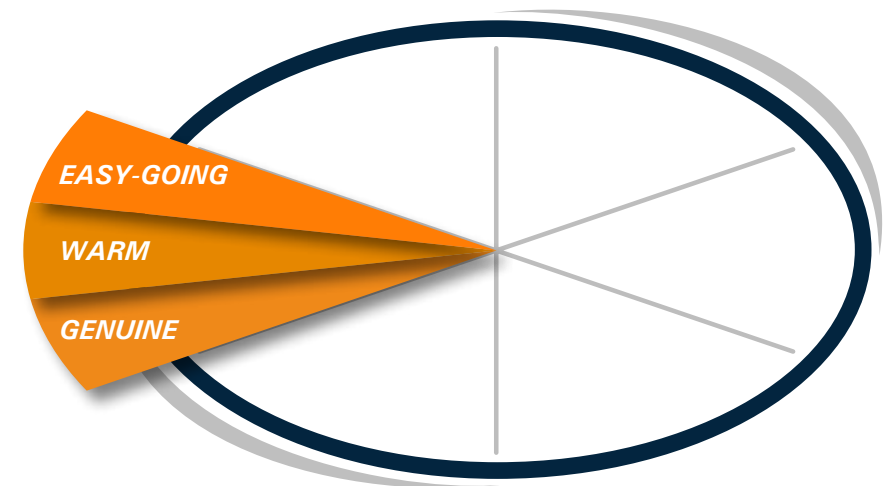
## Genuine ORANGE

Honest, unpretentious and well balanced

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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 ORANGE emotion changes as you move around the model.





# The flip-side of **ORANGE**

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

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CONVENTIONAL  
PREDICTABLE  
UNIMAGINATIVE  
**BORING**  
FOLLOWING  
THE CROWD

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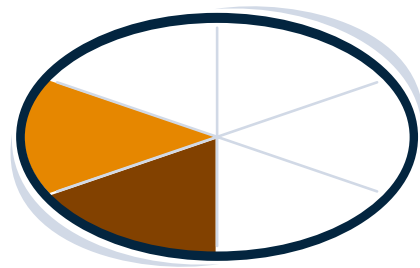


# ORANGE

comparison

## ORANGE VERSUS BROWN

All the left hand needstates are affiliative and that's what unites ORANGE and BROWN. But ORANGE is more open and easy-going.

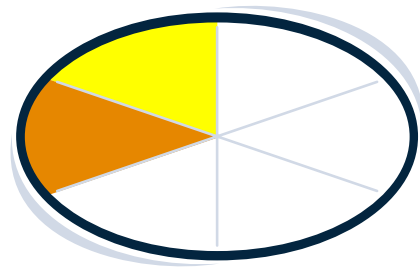


LIKES COMPANY  
OPEN AND WELCOMING  
LIKES POPULARITY  
SOCIALIZABLE

LIKES PRIVACY  
QUIET AND REFLECTIVE  
LIKES FAMILIARITY  
NURTURES

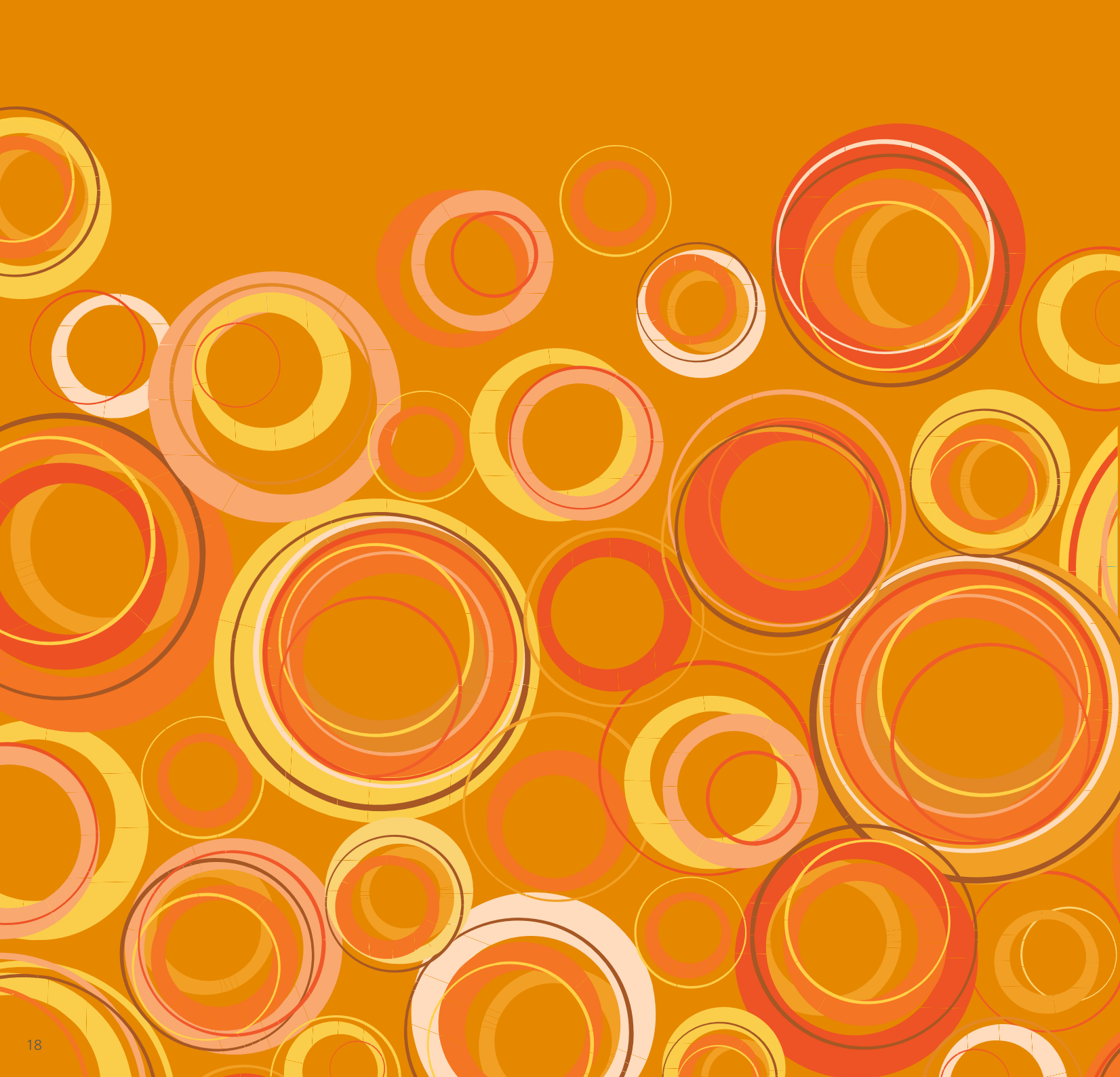
## ORANGE VERSUS YELLOW

Both ORANGE and YELLOW are about conviviality and optimism but ORANGE's position means that it is more laid back and chilled out.



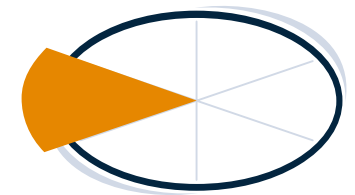
SOCIALIZABLE  
WARM-HEARTED  
MAINSTREAM  
EVEN-TEMPERED

FULL OF FUN  
LIGHT-HEARTED  
FASHIONABLE  
EXCITABLE



# ORANGE

is all around us



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

From celebrities on the red carpet to stories on the big screen, we can identify the warm and genuine feeling that typifies ORANGE. Even art and architecture find a way to express ORANGE openness and balance.

The following examples show ORANGE in action.

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# ORANGE

personalities  
are easy to  
connect with



Nelson Mandela

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GOOD-HUMOURED  
UNPRETENTIOUS  
COMMON TOUCH  
ENGAGING  
CROWD-PLEASER

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Jennifer Aniston

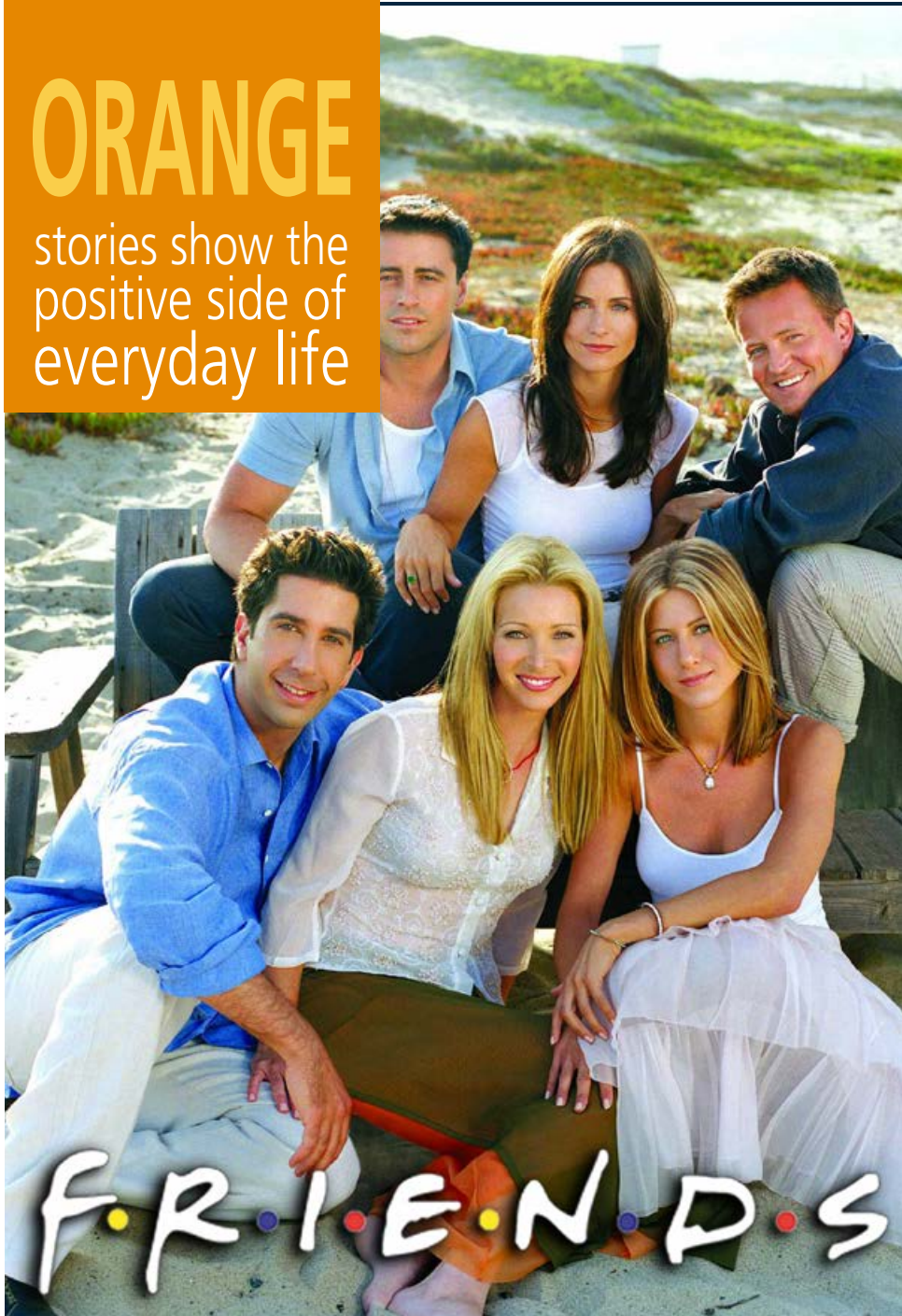


Jamie Oliver



# ORANGE

stories show the positive side of everyday life



FEEL-GOOD  
ROMANTIC COMEDIES  
SIMPLE THEMES  
SLICE OF LIFE  
HAPPY  
ENDINGS



From writer/director JUDD APATOW

# THIS IS 40



STEVE CARELL  
RYAN GOSLING  
JULIANNE MOORE  
EMMA STONE  
MARISA TOMEI  
AND KEVIN BACON

# CRAZY STUPID LOVE



# ORANGE

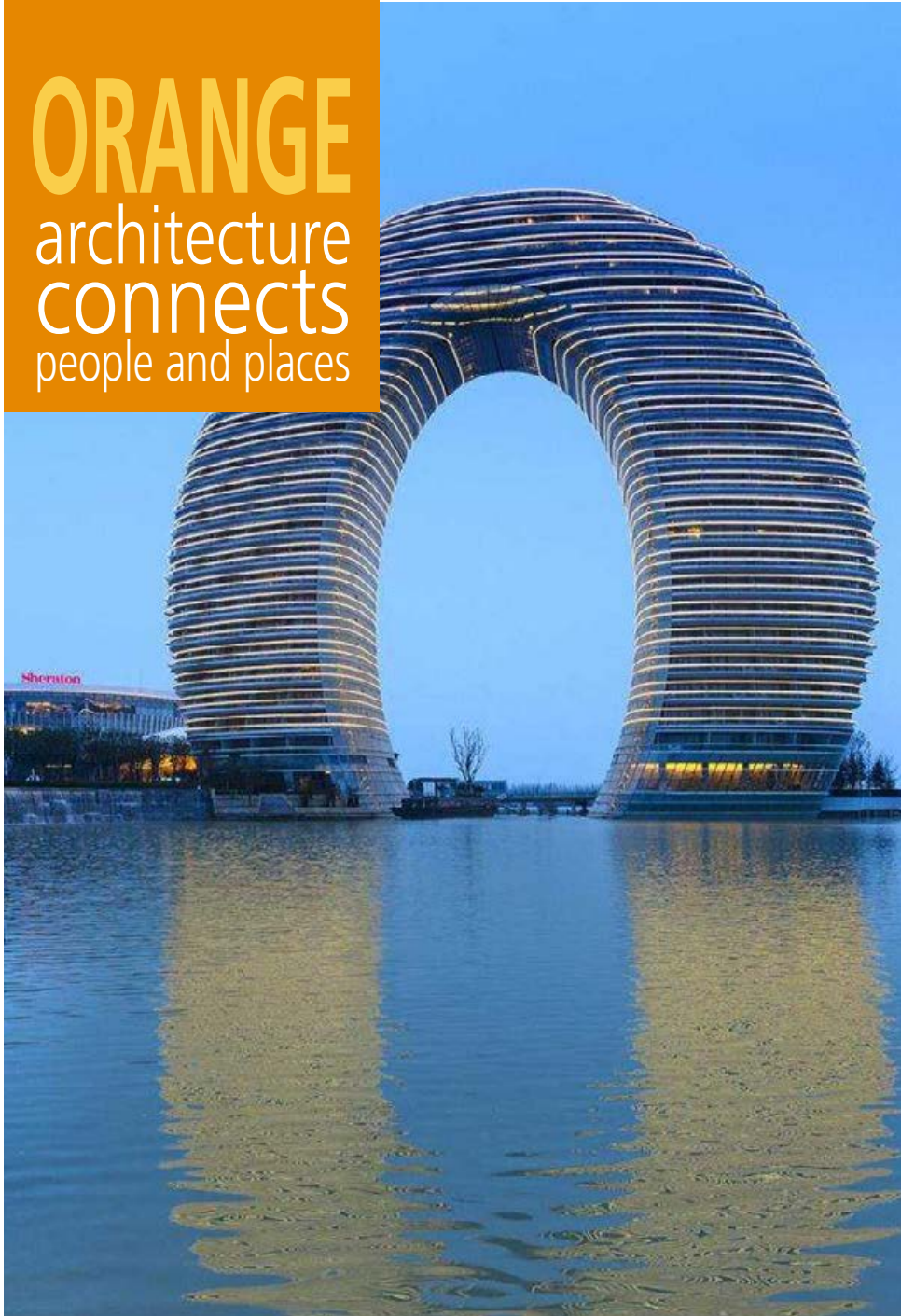
archetypes are everyday people



CITIZEN  
REGULAR GUY  
ADVOCATE  
COMPANION  
MEDIATOR



**ORANGE**  
architecture  
connects  
people and places



WELCOMING  
FRIENDLY  
ROUNDED  
UPLIFTING  
RELAXED





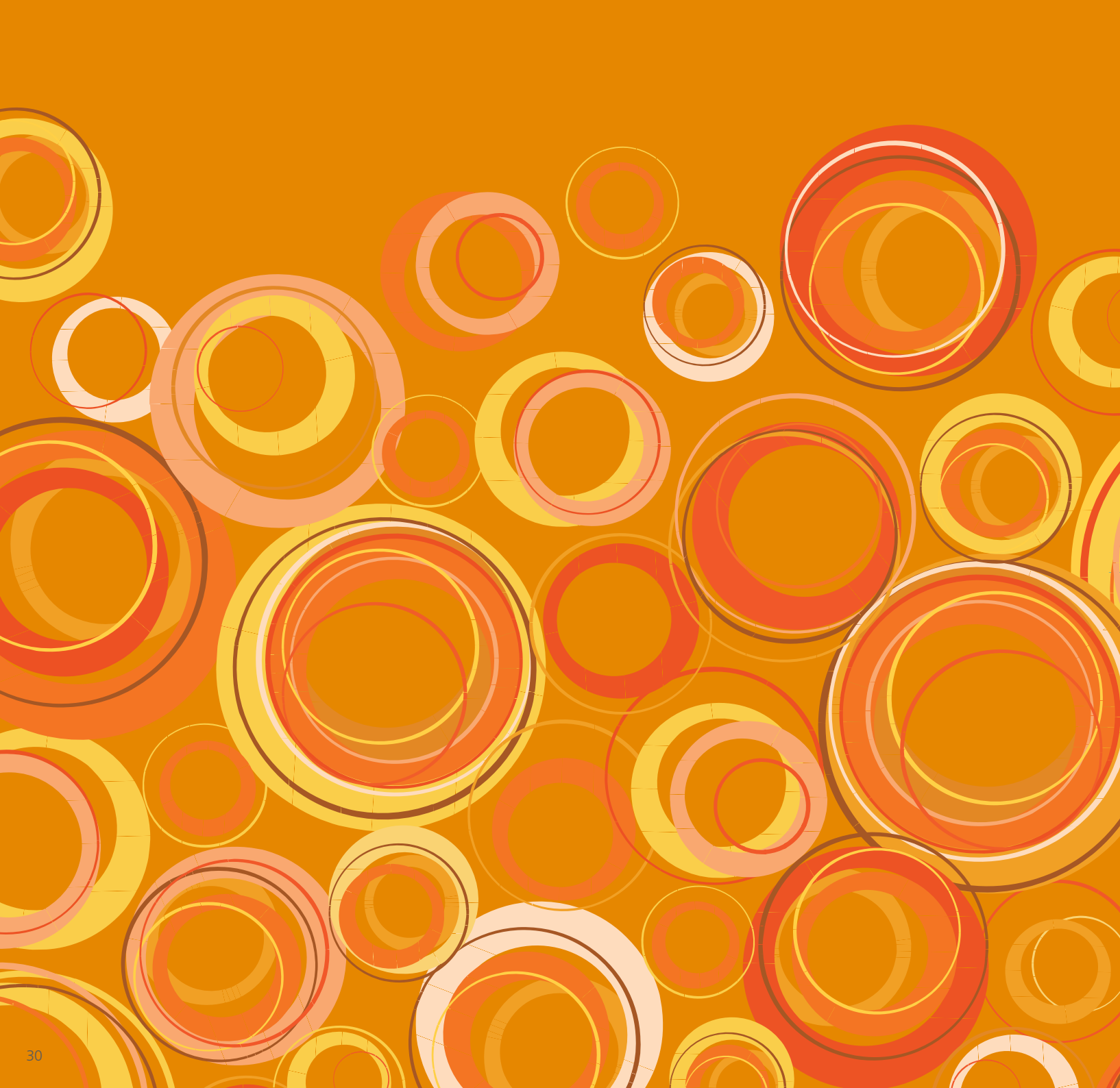
**ORANGE**  
art exudes a  
feel-good energy



FLUID CURVES  
RECOGNISABLE  
**UPBEAT**  
BLENDING COLOURS  
ACCESSIBLE







## Creating irresistible **ORANGE** brands

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

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

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

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# ORANGE

changes across  
categories

While the fundamentals of ORANGE are constant, they are expressed very differently in different categories. Exploring ORANGE through the lens of culture is important to ensure sensitive global marketing activity.

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



## ORANGE by category

### Food

Casual and popular, food for sharing

### Finance

Stability and continuity, money is a responsibility

### Fashion

Casual style, unpretentious and practical

### Automotive

Everyday pragmatism, the ease of driving

### Sport

Inclusive, uniting and supporting the team



# ORANGE

changes across  
cultures

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

For example, the Regular Guy archetype universally shares the virtues of being ordinary, just like everyone else. However the nature of this changes by culture.

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## The Regular Guy

### India

Average middle-class Indian, karmic acceptance of frustrations

### Australia

Valuing equality and friendship with an irreverence for authority

### Saudi Arabia

A sense of brotherhood, escaping rules and responsibilities

### France

Advocating democracy and equal rights, fighting the upper class





UNCOMPLICATED  
ACCOMMODATING  
MAINSTREAM  
CONNECTED

# ORANGE

has its own style

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

## Uncomplicated

Always take the straight-forward approach, avoid trying to be clever

## Accommodating

Create an 'everybody is welcome' feeling for your brand

## Mainstream

ORANGE has no room for exclusivity

## Connected

Be part of your consumers' immediate world, in touch with their lives





# Myths about ORANGE

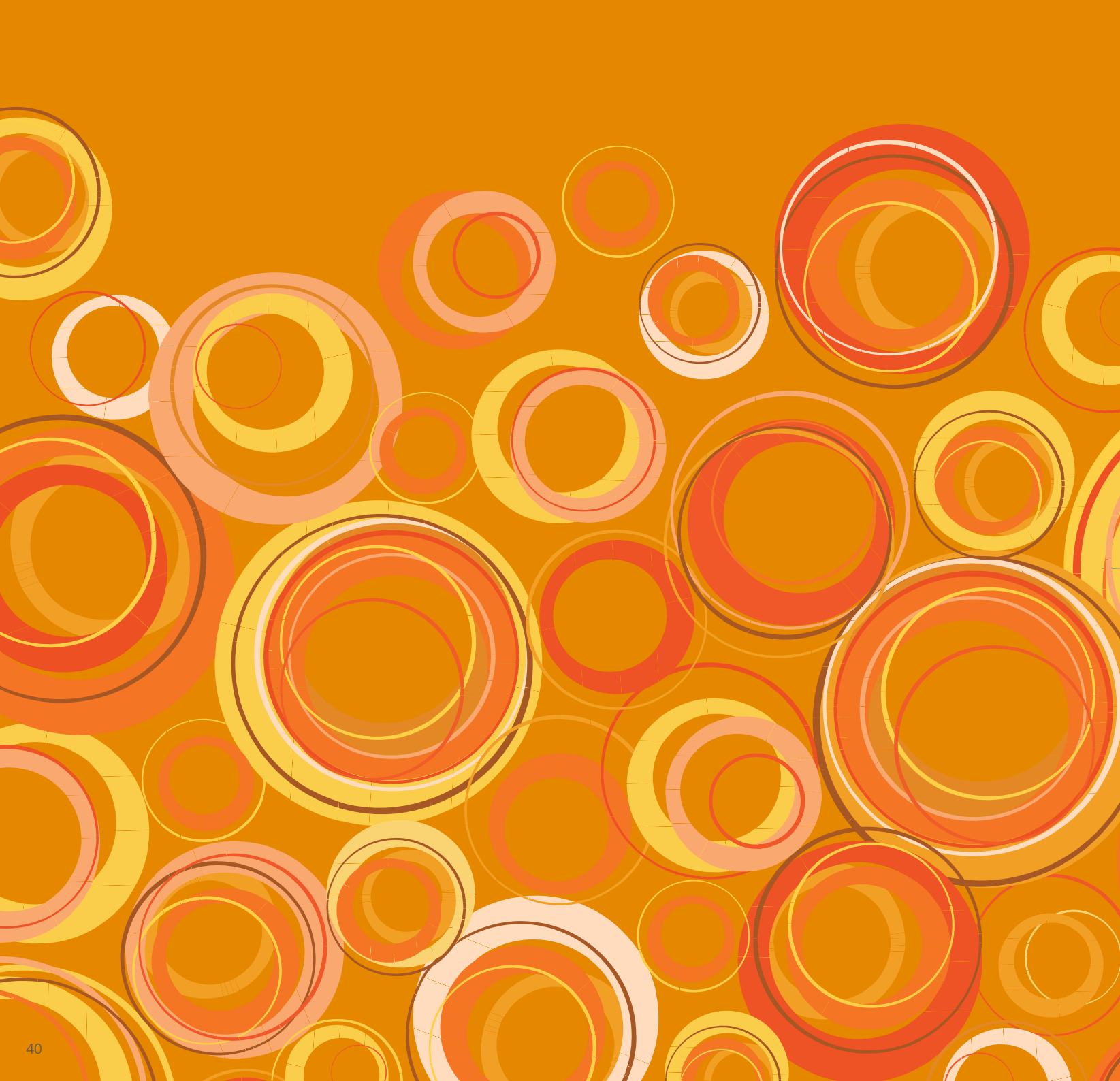
## A group experience

NO – while feeling you belong is central to ORANGE, people can satisfy this need without other people around. They do this by choosing brands that are popular and mainstream.

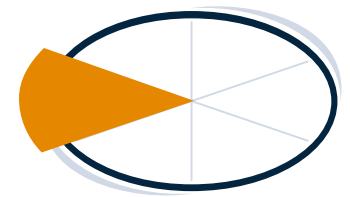
## Dull and boring

NO – while the feeling of ORANGE is neither radical nor cutting edge, there is room for powerful creative design that touches the right emotion and stands out from the competition.





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



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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 ORANGE symbolism operating across different touchpoints in many categories.

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# ORANGE

brand logos

WARM COLOURS  
HUMAN ELEMENT  
EASY TO READ  
ROUNDED SHAPES  
INFORMAL



**TOYOTA**







# ORANGE packaging

CHEERFUL COLOURS  
PRACTICAL  
CURVED SHAPES  
SHAREABLE FORMAT  
GENEROUS



# ORANGE

product  
design cues

COMFORTABLE  
NATURAL TONES  
AND TEXTURES  
USER-FRIENDLY  
CIRCLES AND  
CURVES  
POPULAR DESIGNS







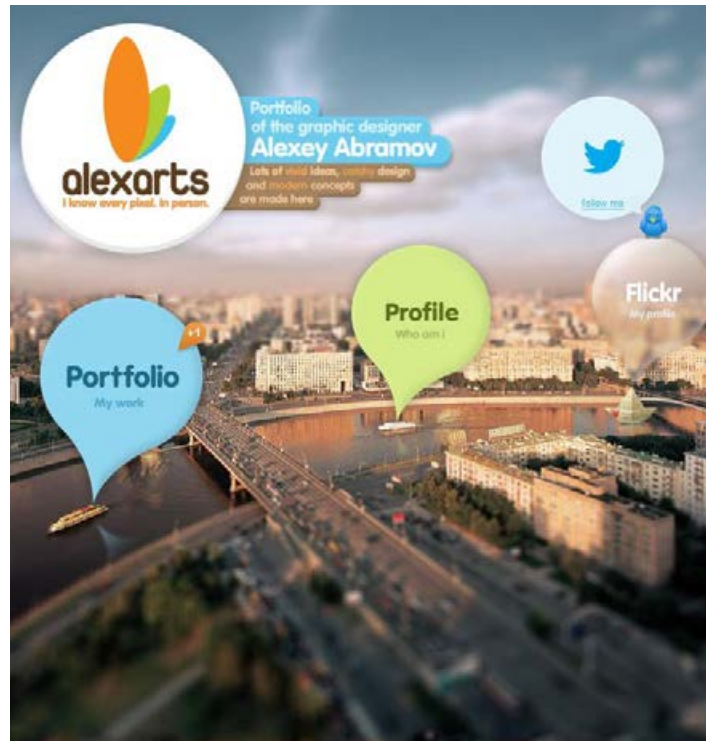
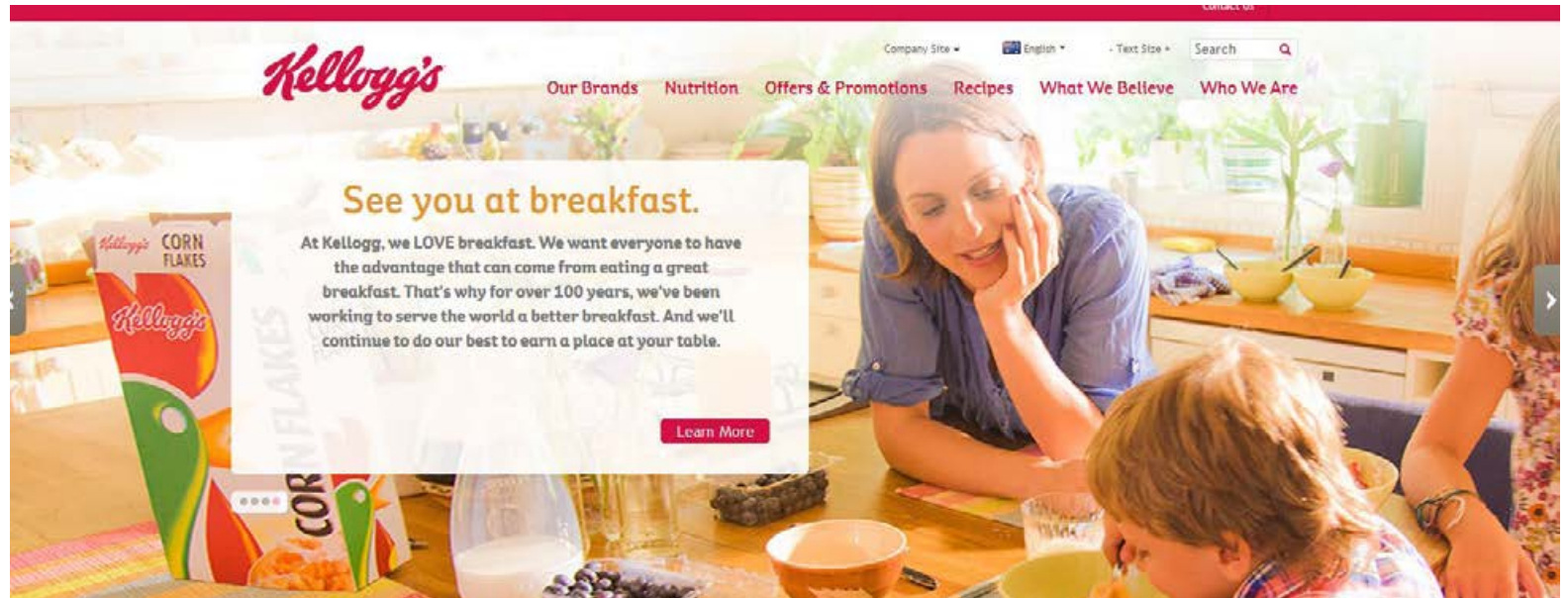
ORANGE  
retail cues



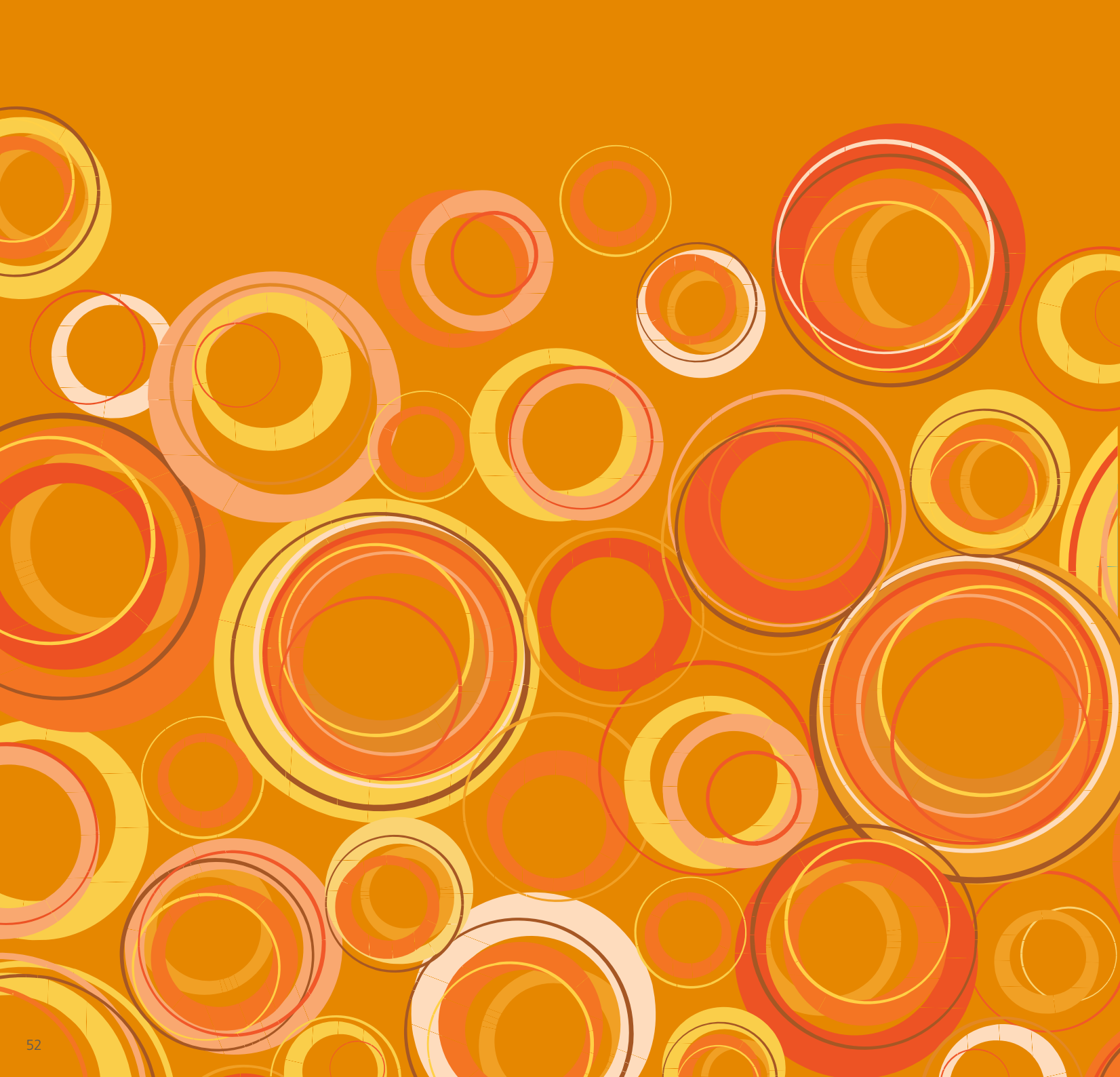
WELL-LIT  
EASY TO BROWSE  
RELAXED  
WELCOMING  
SOMETHING  
FOR EVERYONE



# ORANGE digital cues



# CONVERSATIONAL COMMUNITY SPACE PRACTICAL EASY NAVIGATION INCLUSIVE



# ORANGE

communications

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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 ORANGE helps do this. While they vary by category there are common principles for each, demonstrated by the following print examples.

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# Genuine ORANGE

SIMPLE MESSAGES  
EVERYDAY OBJECTS  
HONEST  
ORDINARY PEOPLE  
EYE-LEVEL SHOTS

Aveeno  
ACTIVE NATURALS  
Naturally Beautiful Results.

What's my advice for healthy-looking, radiant skin?  
A good night's sleep and Aveeno.

Aveeno POSITIVELY RADIANT SPF 15 face moisturizer helps reduce the look of brown spots and uneven tone in just 4 weeks. Its clinically proven ACTIVE NATURALS™ formula has one of nature's most effective skin nourishers: Sleep on that!

Let us introduce you to your  
business partner in  
**AFRICA**

UBUNTU MINING RESOURCES WILL HELP YOU FIND THE RIGHT BUSINESS PARTNER AND SUSTAINABLE INVESTMENT OPPORTUNITIES.

UBUNTU MINING RESOURCES

UBUNTU  
Mining Resources

0 HOMBRE

L'ORÉAL  
men expert

HYDRA ENERGETIC OJOS  
VITAMINA B5

HONDA  
The Power of Dreams

The new Goldwing. And what's your favourite toy?

Enjoy the  
natural pastime





# Warm ORANGE

GROUP SHOTS  
SENSE OF BELONGING  
CONVERSATIONAL  
WARMTH AND COLOUR  
CONNECTED





Easy-going  
**ORANGE**

RELAXED SETTINGS  
CHEERFUL  
COLOURS  
REAL LIFE PEOPLE  
LAUGHTER  
CASUAL  
EVERYDAY FUN

NINE TO FIVE  
TO NINE.

Excitement begins at [mgmgrand.com](http://mgmgrand.com) | 1-800-929-1111  
maximumVegas, MGM GRAND

stick  
their  
tongue  
out at  
allergy

Almiral introduces  
THE ONLY ANTIHISTAMINIC IN **fast** DISSOLVING TABLETS

FAST  
ebastine FDT  
NO DROWSY  
NO ALLERGY

Live  
your  
life

AMERICAN EAGLE  
OUTFITTERS  
[ae.com](http://ae.com)

Thursday  
is the new  
Friday

Tropicana. Your daily ray of sunshine.  
[tropicana.co.uk](http://tropicana.co.uk)

# ORANGE brands

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

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

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

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#### PERFUME WITHOUT PRETENSION

Elizabeth Arden's Sunflowers delivers warmth and goodness that makes life worth celebrating.

Sunflowers  
ELIZABETH ARDEN



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#### MAKING SNACKING EASY

Not just a unique product, but a brand that really understands why we love to snack.

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#### DRIVEN BY REAL PEOPLE

Everyday cars for everyday life make Toyota a universally popular brand.



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#### FOR EVERYONE, EVERYWHERE

Serving more than 50 million people every day, McDonald's captures the heart of ORANGE.

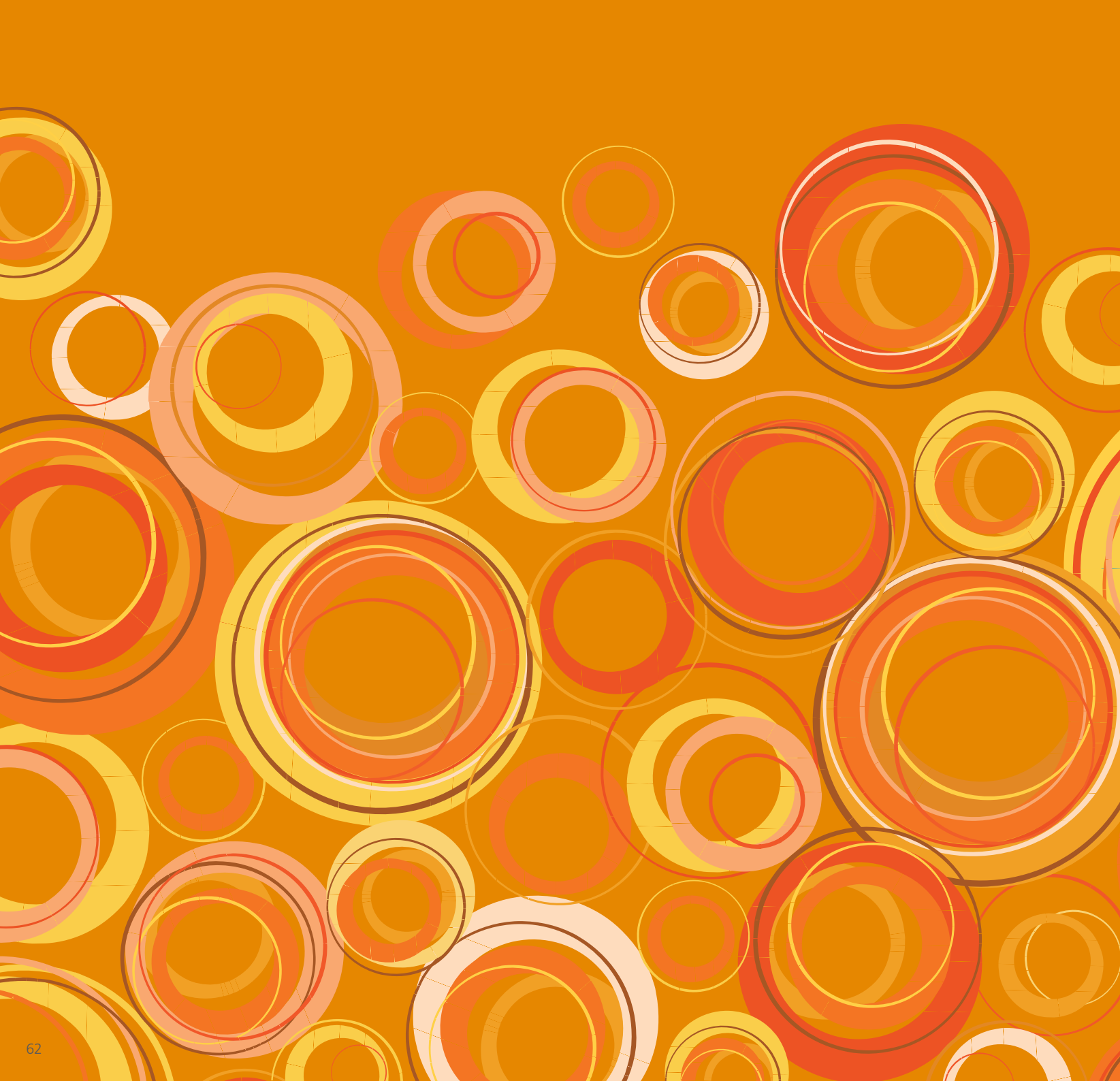
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#### GATEWAY TO THE WORLD

Mind-blowing technology, but delivered simply by a brand that feels human.

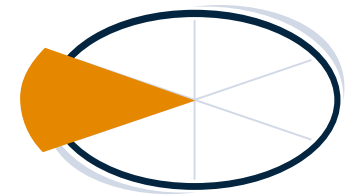






# ORANGE

in action



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

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

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

