

Introducing **PURPLE**



PURPLE is special, rarely seen in nature and difficult to create.

PURPLE has always signified nobility and power – the colour of royalty, luxury and privilege.



Building **PURPLE** 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.

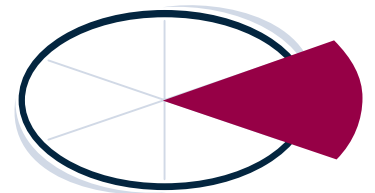
The NeedScope framework can guide this as it is based on universal emotive needs. While their expressions vary by category and culture, the core of each emotive needstate is stable.

This magazine explores the PURPLE needstate.



PURPLE

in context



PURPLE is on the far right of the NeedScope model so a strong sense of individualism and assertion sets it apart from other needstates.

PURPLE'S energy, while not as high as RED'S, has a force and purpose. All of this makes PURPLE very difficult to ignore.

PURPLE

on the inside

Self-assurance defines this needstate. PURPLE approaches everything with confidence and determination. No quiet modesty here.

PURPLE wants to be in command, making the rules and leading the way.

Social power is important to PURPLE and with it a sense of superiority over others.

PURPLE is ambitious, striving to be the best and achieving it. Not afraid to stand above others, PURPLE overtly aims for the top.

PURPLE is typically premium and always has a focus on quality. In many categories, sophistication and a touch of glamour enhance the PURPLE image.



DETERMINED
SELF-ASSURED
POWERFUL
GLAMOROUS
SUCCESSFUL



The feeling of
PURPLE
is accomplished
and proud

SUPREME
IN COMMAND
LUXURIOUS
CONFIDENT
LEADING THE WAY
SPECIAL

The personality of
PURPLE
is strong and
commanding

SOPHISTICATED
SUCCESSFUL
NOT TO BE
MESSED WITH
A LEADER
DRIVEN
AMBITIOUS



Different shades of PURPLE

Forceful PURPLE

Strong-willed and determined, a force to be reckoned with

Powerful PURPLE

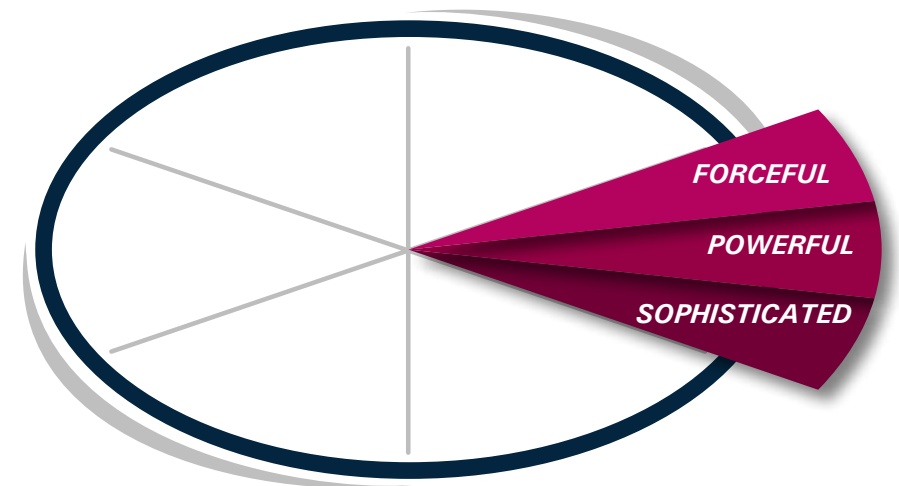
Strives to be the best and commands respect

Sophisticated PURPLE

Sophisticated and special, never understated

Within a needstate there are different dimensions of the underlying emotion. Understanding and tapping in to 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 PURPLE emotion changes as you move around the model.





The flipside of **PURPLE**

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

**EXCESSIVE
SELF-CENTRED
DOMINEERING
SHOWY
INSENSITIVE**



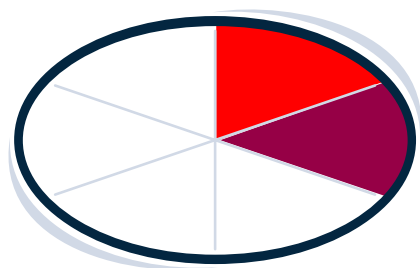
PURPLE comparison

PURPLE VERSUS RED

All the right hand needstates are assertive, so that's what unites PURPLE and RED. However there are differences.

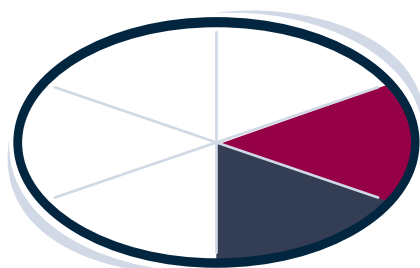
PURPLE VERSUS BLUE

Although both are confident, PURPLE's neighbour at the bottom of the NeedScope model is quieter and more restrained in every way.



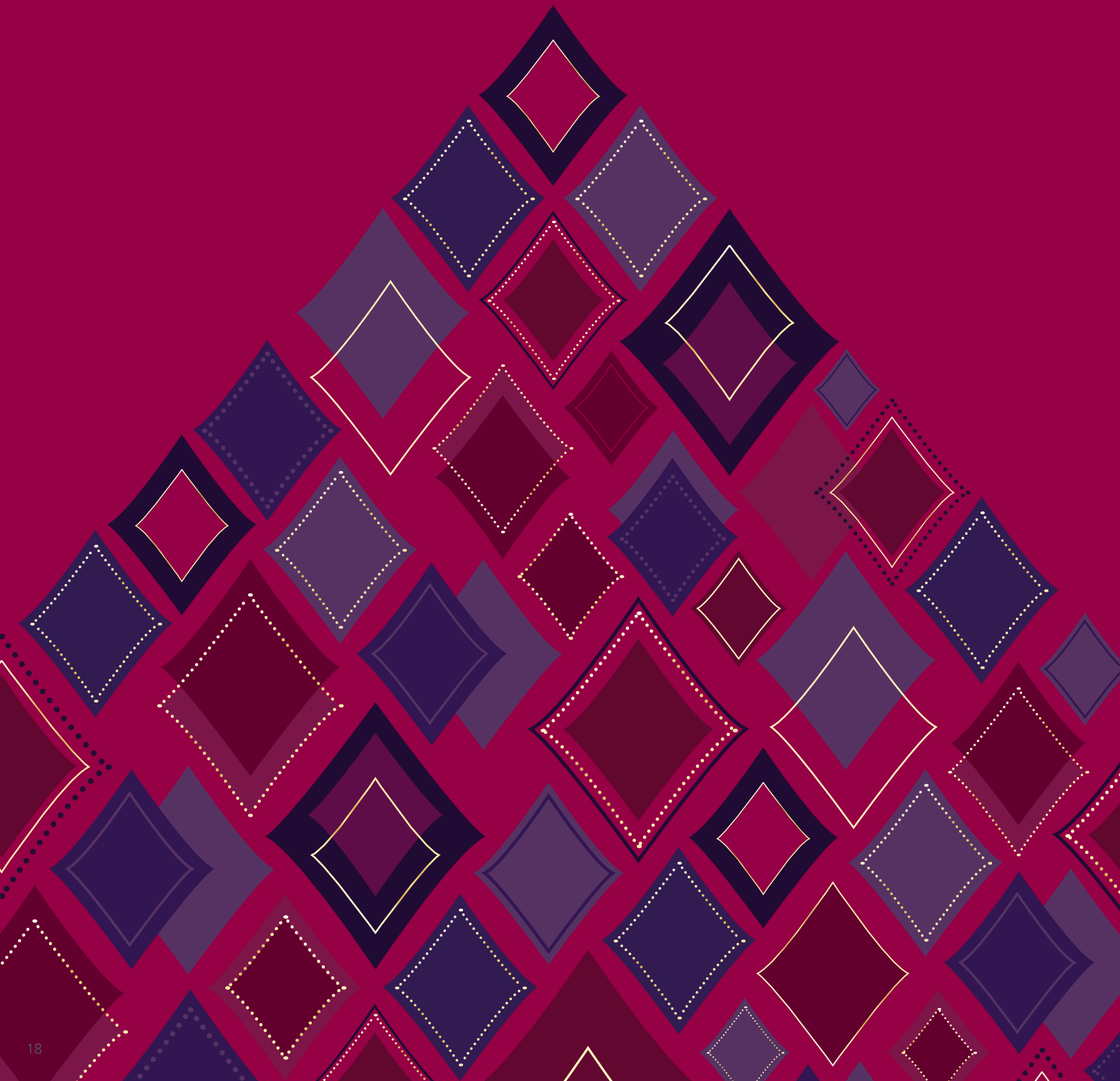
SOCIALLY POWERFUL
MAKES THE RULES
SOPHISTICATED
LOVES SUCCESS

POTENT AND PHYSICAL
BREAKS THE RULES
STREET WISE
LOVES ADVENTURE



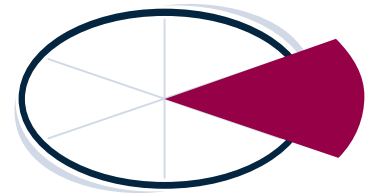
FORCEFUL ENERGY
LIKES THE FOREFRONT
GLAMOROUS
OVERTLY CONFIDENT

CONTROLLED ENERGY
LIKES THE BACKGROUND
UNDERSTATED
QUIETLY CONFIDENT



PURPLE

is all around us



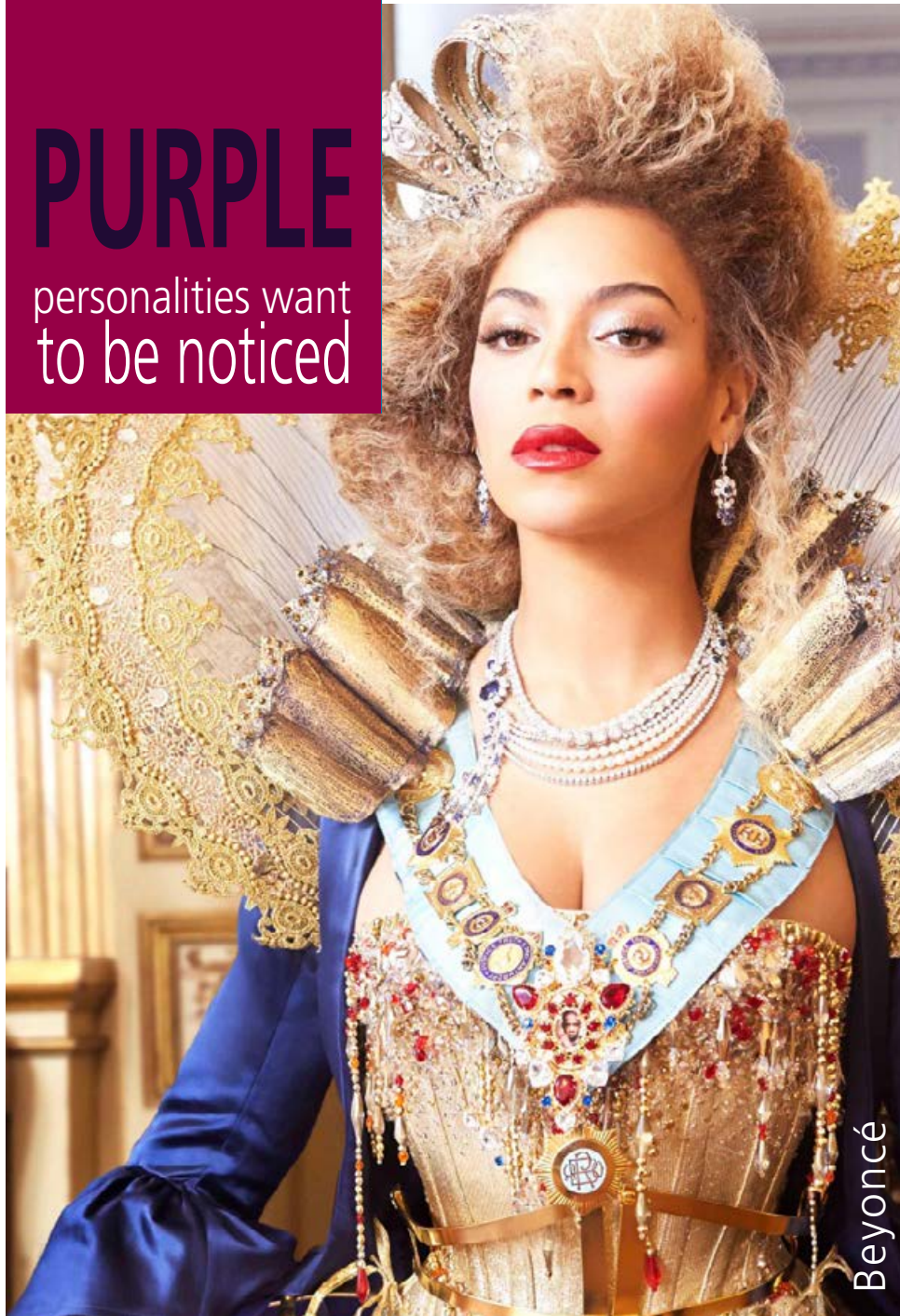
We don't have to look far to see PURPLE expressed in different ways around us.

From celebrities on the red carpet to stories on the big screen, we can identify the power and assertion that typifies PURPLE. Even art and architecture find a way to express PURPLE's supreme sense of command.

The following examples show PURPLE in action.

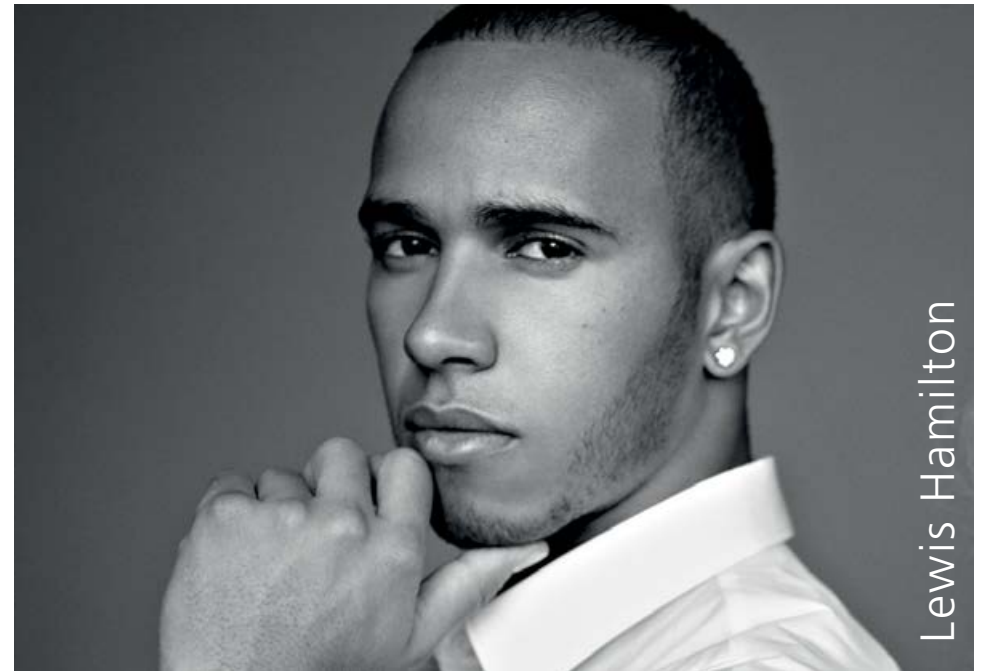
PURPLE

personalities want
to be noticed

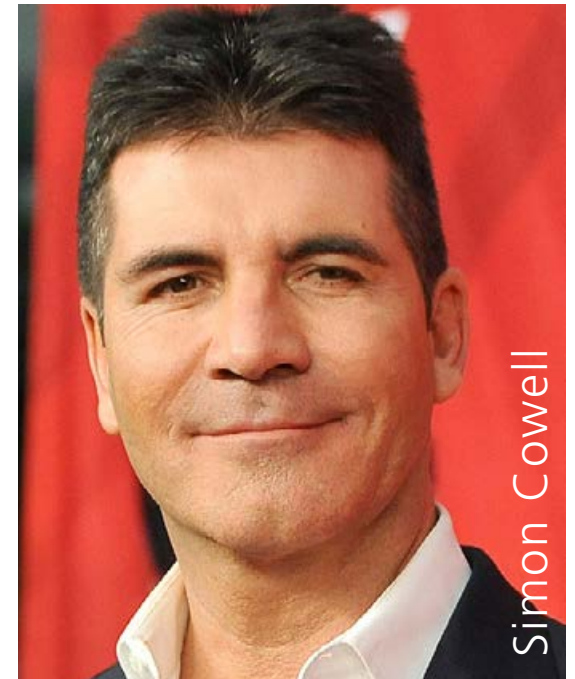


Beyoncé

COMMANDING
AUTHORITATIVE
CAPTIVATING
UNCOMPROMISING
INFLUENTIAL



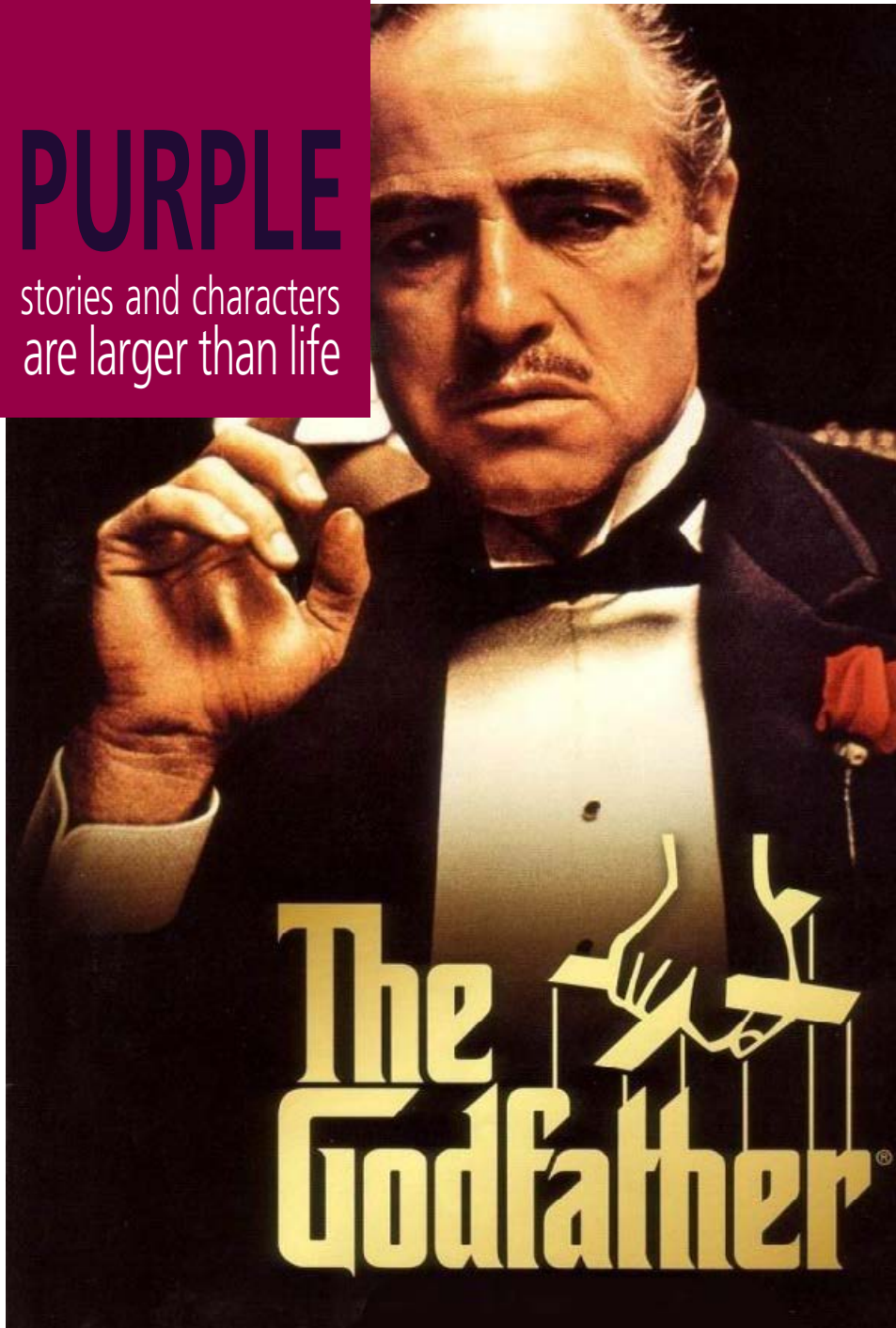
Lewis Hamilton



Simon Cowell

PURPLE

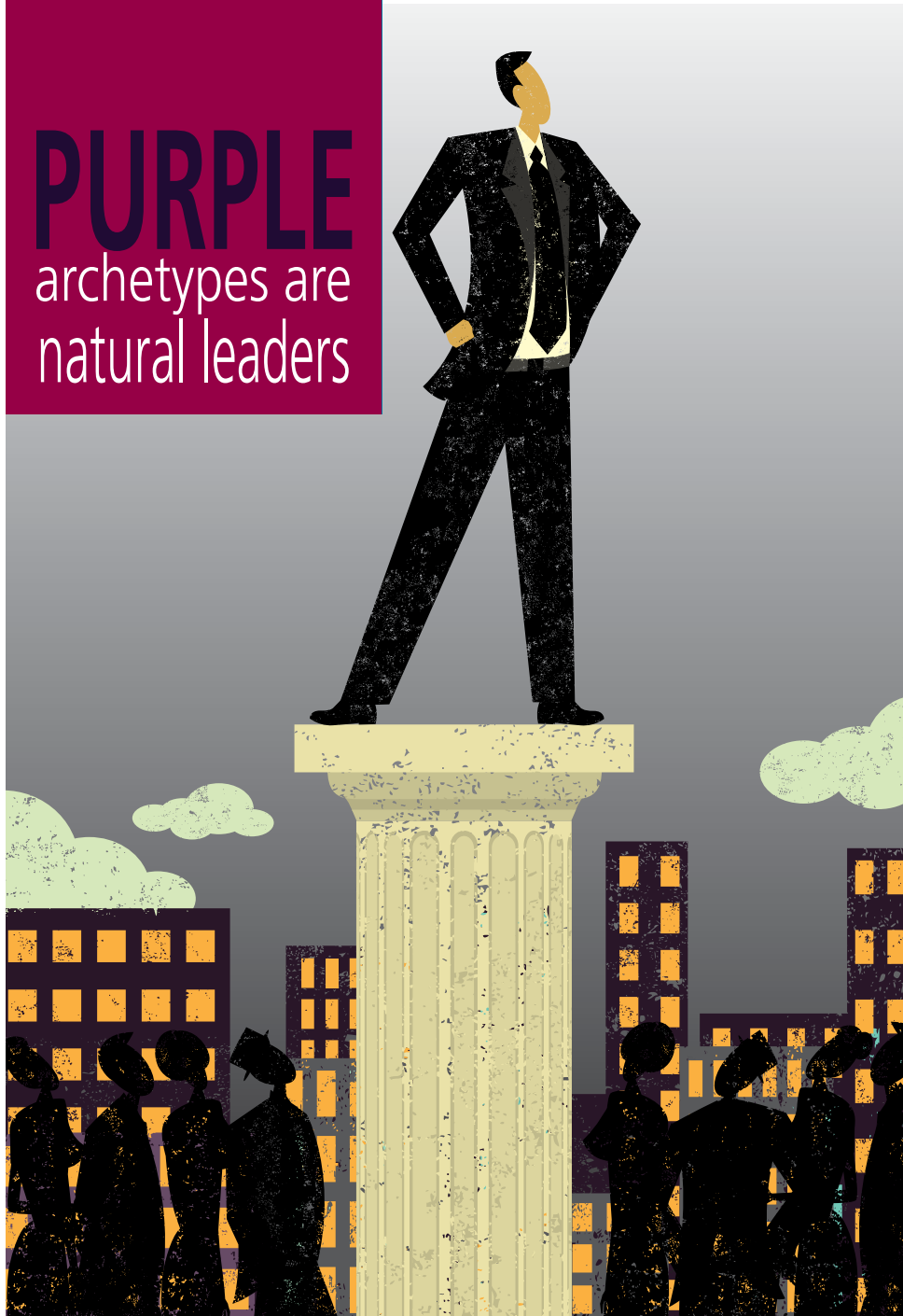
stories and characters
are larger than life



POWER
HIGH STAKES
PASSION
WINNER TAKES ALL
POLITICS



PURPLE
archetypes are
natural leaders



LEADER
KING AND QUEEN
JUDGE
FATHER FIGURE
RULER



PURPLE
architecture is
big and proud

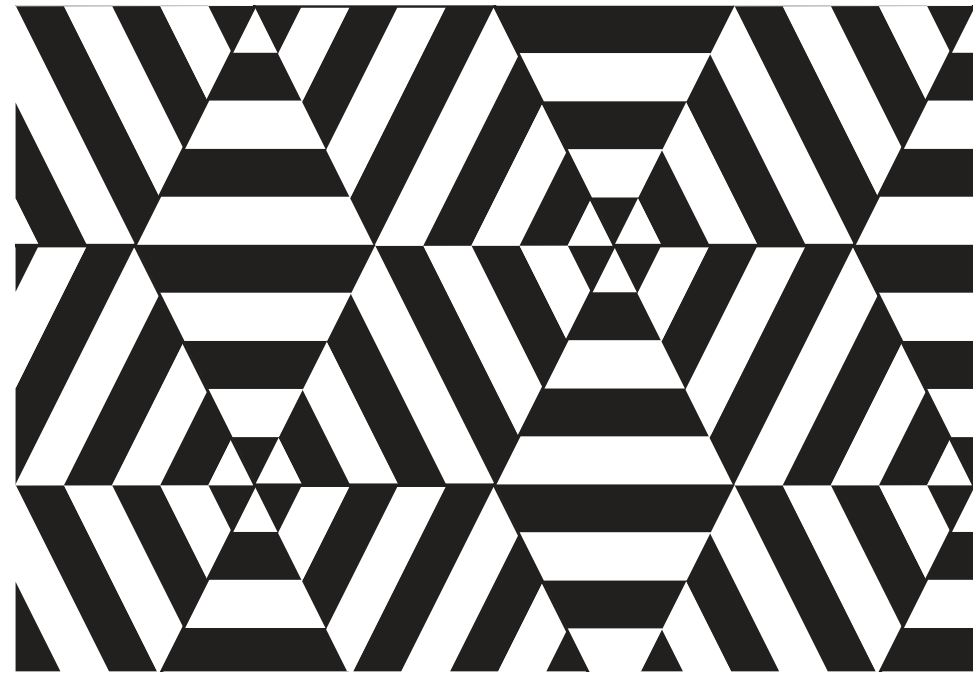
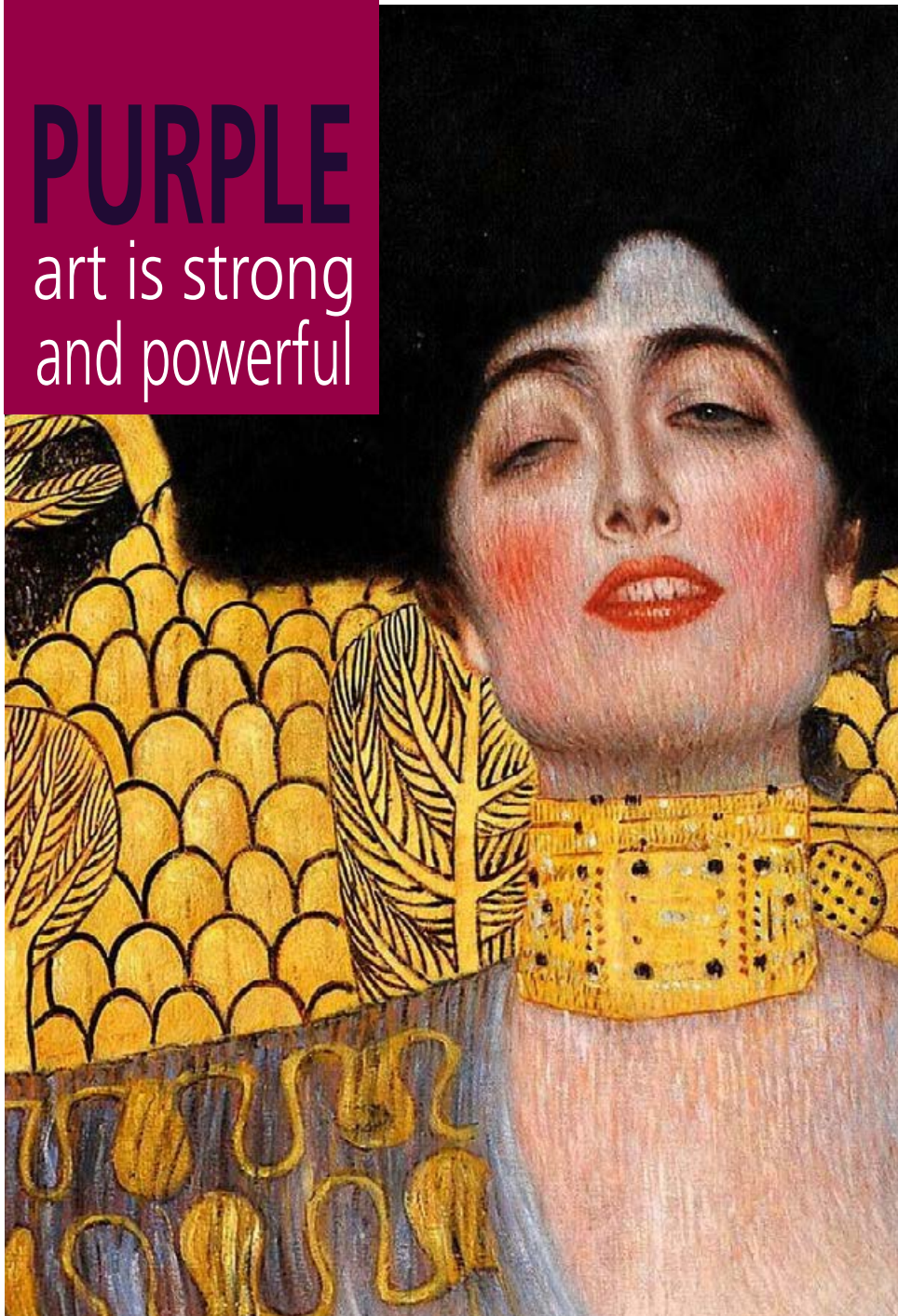


IMPRESSIVE
OPULENT
DOMINANT
SUBSTANTIAL
MONUMENTAL



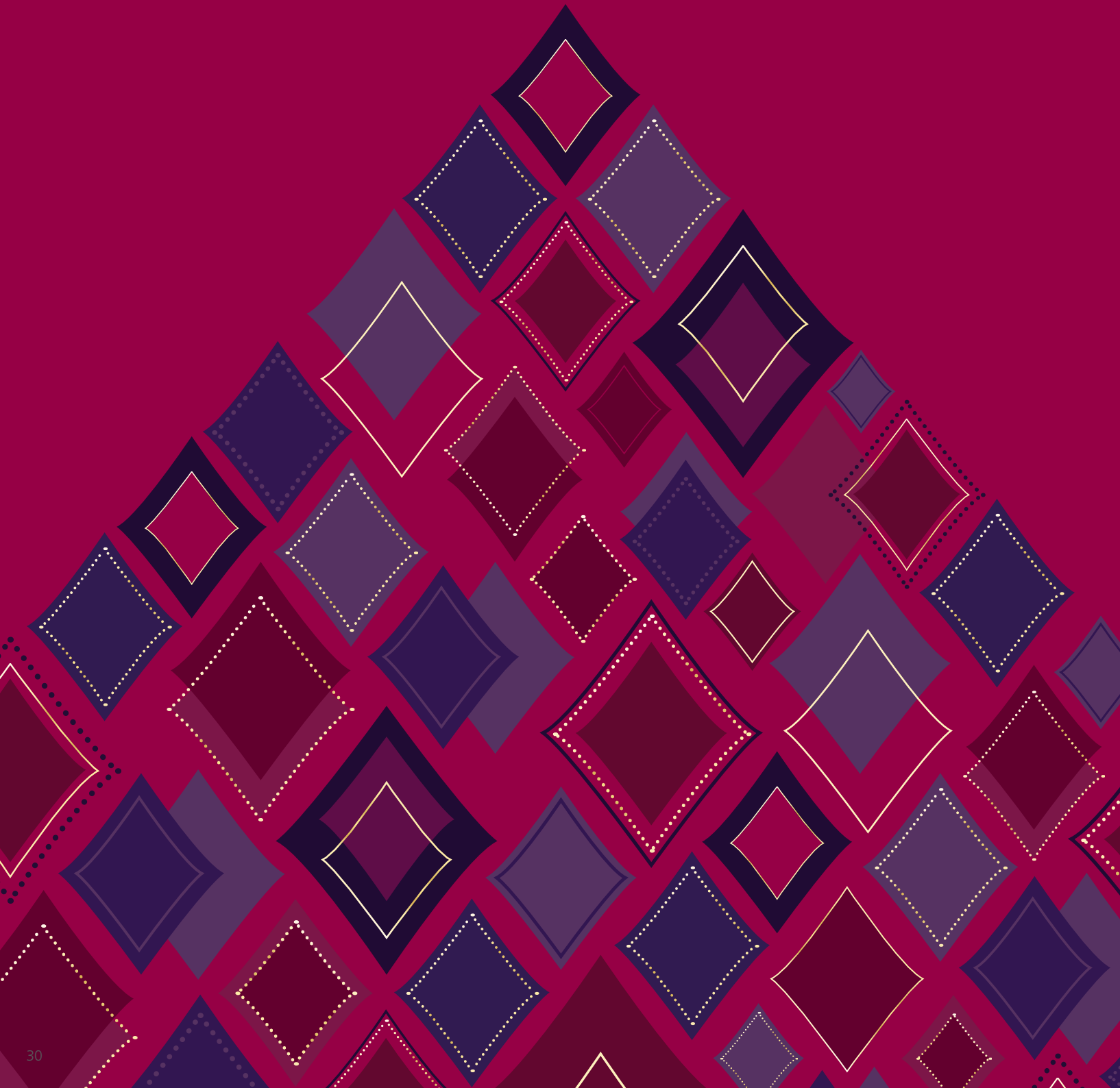
PURPLE

art is strong
and powerful



DRAMATIC
DEPTH
HIGH CONTRAST
INTENSE
ORNATE





Creating irresistible **PURPLE** brands

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

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

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

PURPLE

changes across
categories

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

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



PURPLE by category

Food

Stylish and special, food that impresses

Finance

Success and extravagance, money is power

Automotive

Performance and luxury, the power of driving

Fashion

Bold and sophisticated, with a touch of glamour

Sport

Relishing winning on a big stage

PURPLE

changes across
cultures

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

For example, we find the PURPLE Ruler archetype and its inherent emotion in every culture. Universally, all Rulers are driven by power. They seek status and recognition but the nature of this does change by culture.



The Ruler

India

Celebrating class distinction and hierarchy, power is transient

Australia

Exuding natural talent and excellence, bringing glory

Saudi Arabia

Holding absolute power that is decreed

France

Striving for social and political power in a class-minded society

LEADER
CONFIDENT
WORLDLY
QUALITY



PURPLE
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.

Leader

Show that your natural position is at the front, leading the way.

Confident

Show the market who's in charge, focus on your brand not the competition.

Worldly

Look outward not inward, keep your finger on the pulse.

Quality

Understand what this means to your consumers and never compromise on it.



Myths about **PURPLE**

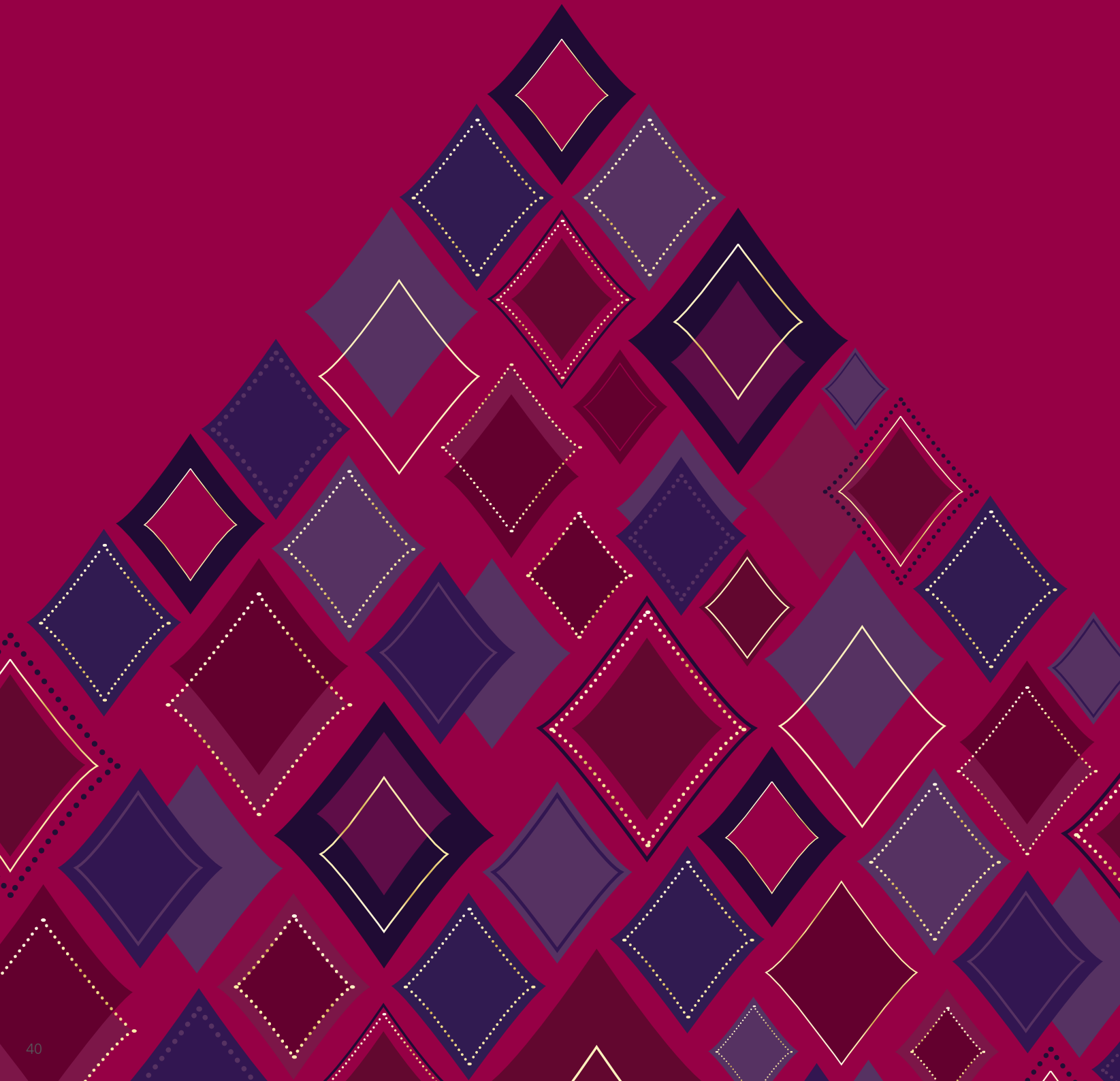
Only luxury goods

NO – Even in mainstream categories there are consumers who want to feel a little above the crowd. With this comes a search for quality and a willingness to pay a small premium.

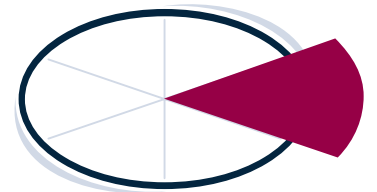
Always about status

NO – In some markets status is irrelevant, and PURPLE is more about self-confidence or self-indulgence.





How to evoke **PURPLE** 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 PURPLE symbolism operating across different touchpoints in many categories.

PURPLE

brand logos

RICH COLOURS
NOT SUBTLE
CAPITAL FONT
STRONG
POWER SYMBOLS





PURPLE
packaging

**ADORNED
SUBSTANTIAL
LUXURIOUS
IMPOSING
TEXTURAL**

PURPLE

product
design cues

IMPRESSIVE
ANGULAR
PREMIUM MATERIALS
SIZEABLE
EXAGGERATED





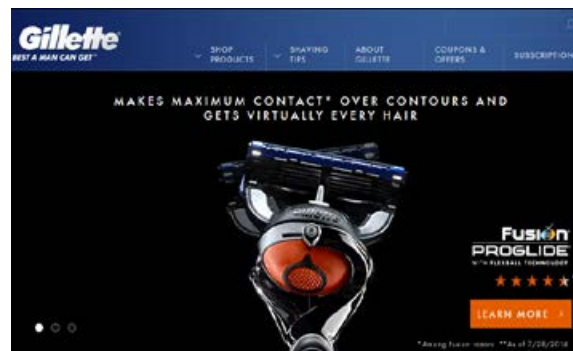
PURPLE
retail cues

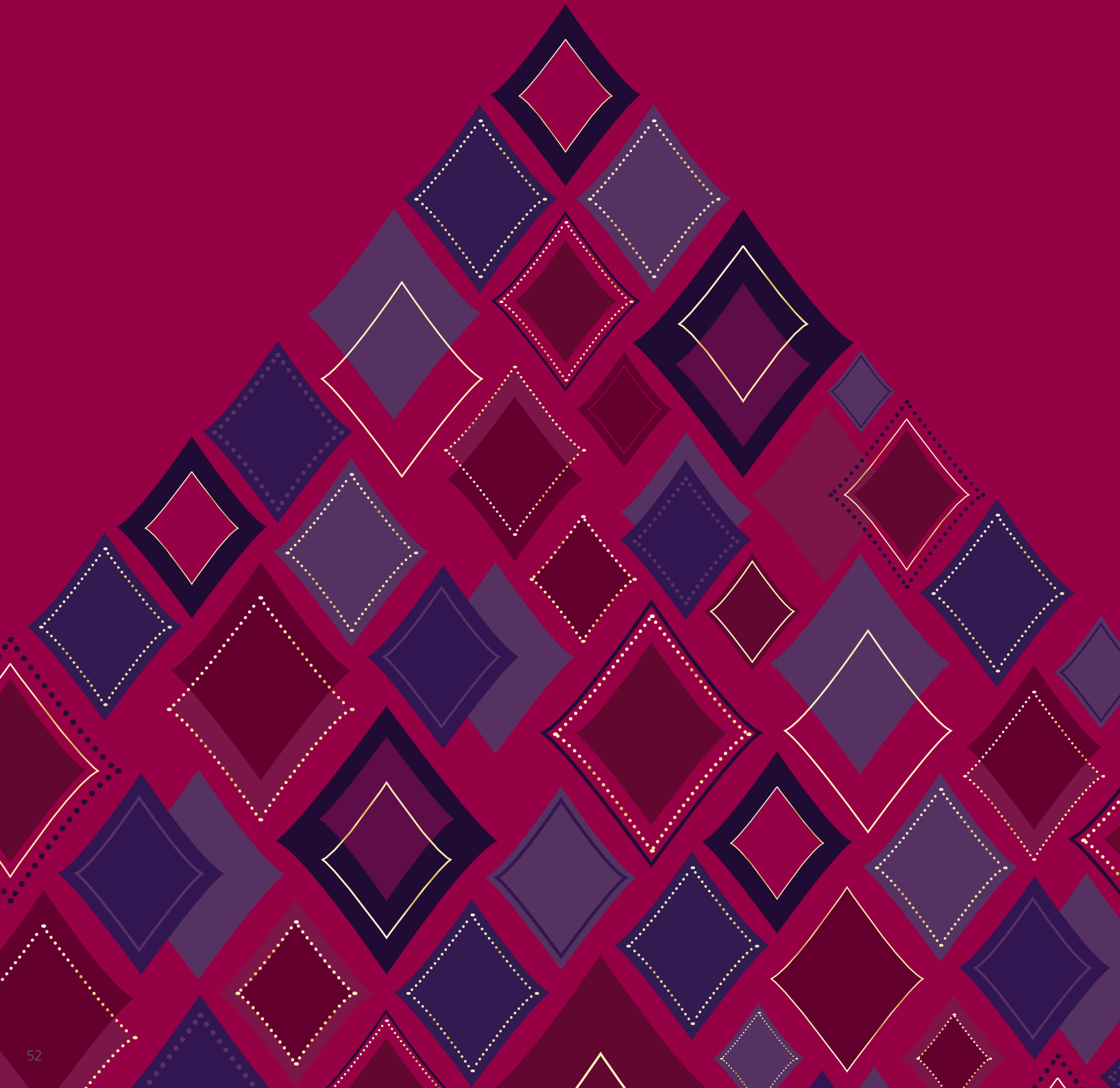
SPACIOUS
IMPRESSIVE
SPECIALIST
PERSONALISED
OPULENT

PURPLE

digital cues

PRODUCT IS HERO
SHOWCASE
DIRECT
QUALITY CUES
HIGH IMPACT



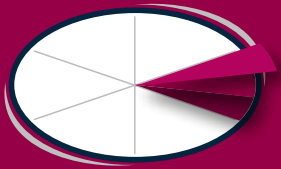


PURPLE

communications

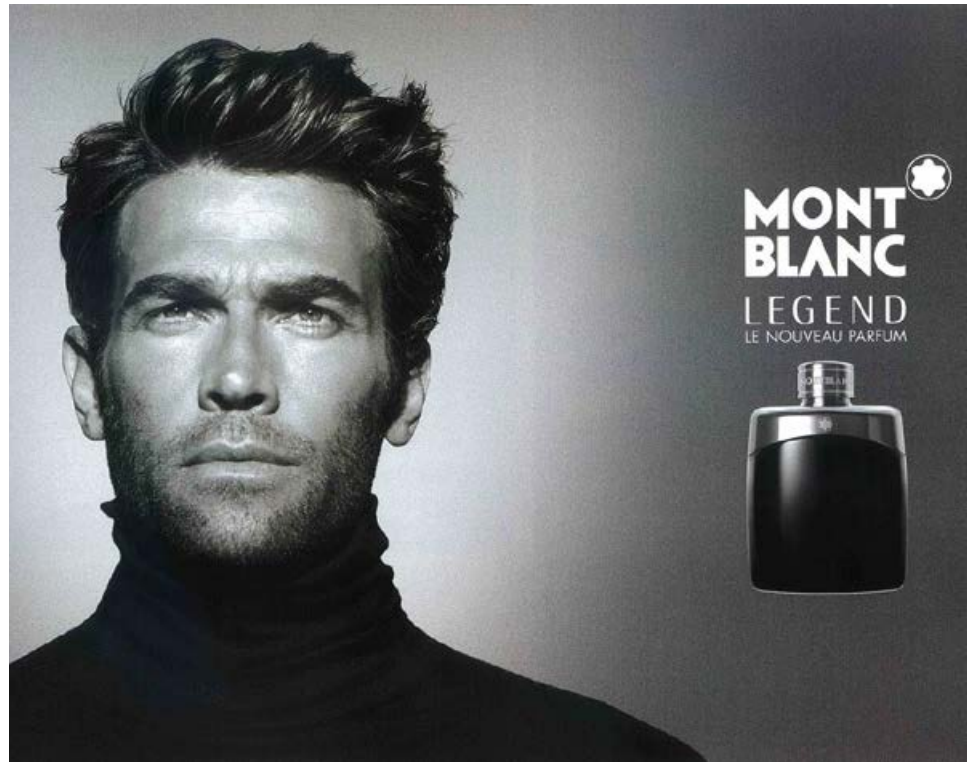
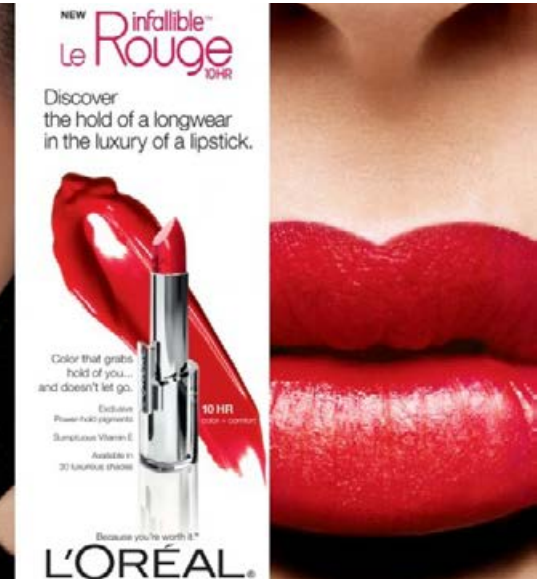
Print and TV communications are critical brand touchpoints and an important vehicle to give your brand emotion. For strong brand positioning your communications must differentiate clearly.

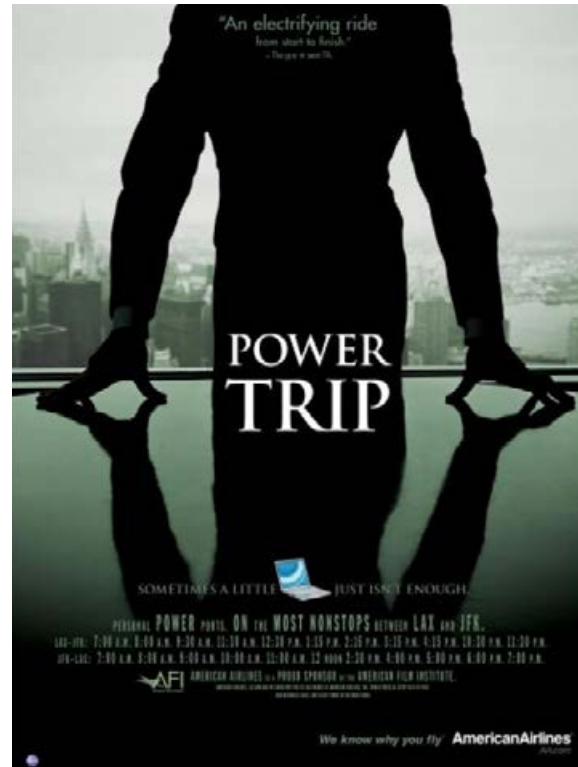
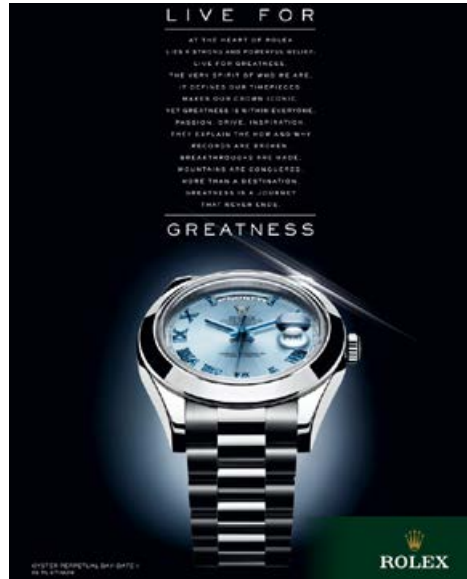
Understanding the different dimensions of PURPLE helps do this. While they vary by category there are common principles for each demonstrated by the following print examples.



Forceful PURPLE

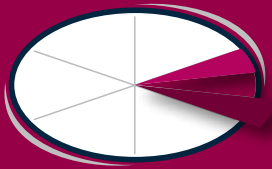
STRONG COLOURS
DIRECT
TO CAMERA
COMMANDING
SHOWCASE
ASSERTIVE TONE





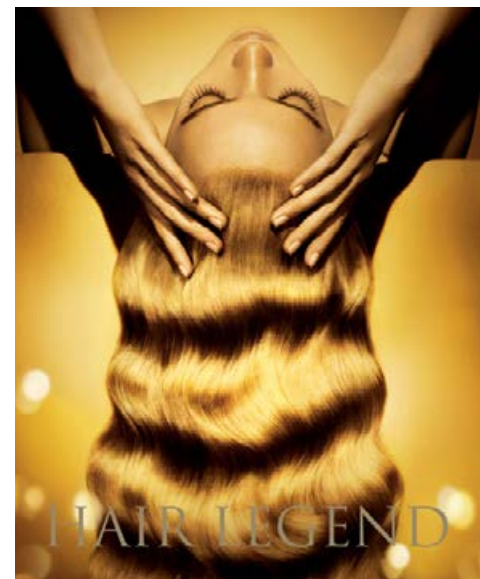
Powerful
PURPLE

POWERFUL POSES
IMPRESSIVE IMAGERY
SYMBOLS OF
POWER
AUTHORITY FIGURES
ULTIMATE
SUPERIORITY



Sophisticated **PURPLE**

SYMBOLS OF
GLAMOUR
RICH COLOURS
LUXURY
STYLISH FONT
SENSE OF INDULGENCE



PURPLE brands

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

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

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

L'ORÉAL

BECAUSE YOU'RE WORTH IT

Promising confidence, style and world-class beauty for more than a generation.



LUXURY BY THE BOTTLE

A long history blended with an understanding of 21st century luxury ensures Chivas' ongoing success.



A MOMENT OF LUXURY

Setting the standard in luxury ice-cream, this brand understands the need for small indulgences.

LUXURY WITH HISTORY

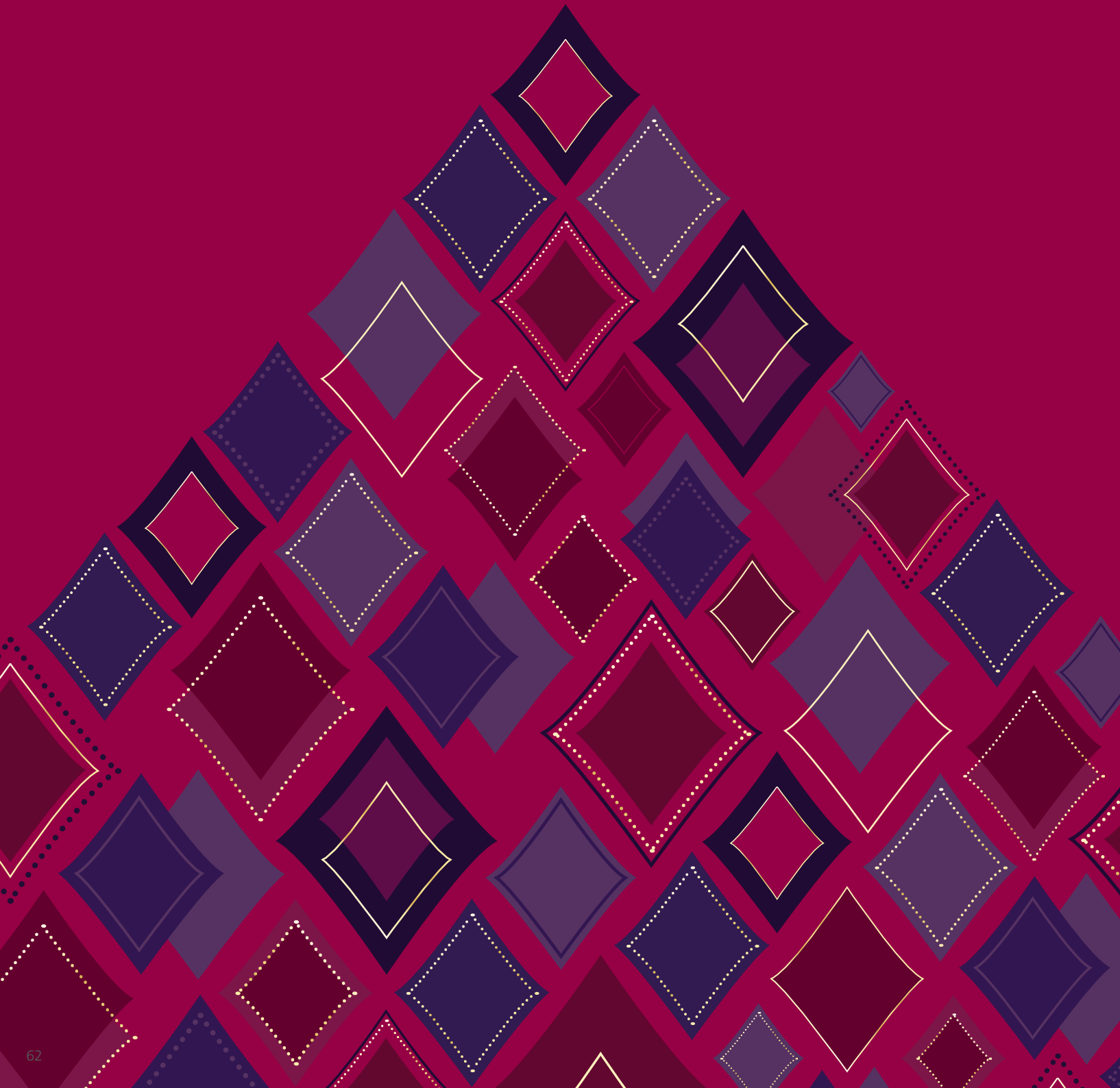
An iconic symbol of success and status, built on the promise of French sophistication and unrivalled quality.



FAMOUSLY KEEPING TIME

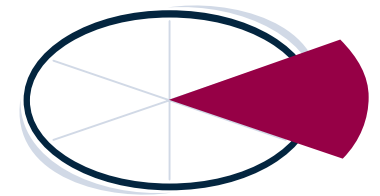
A superior watch, forever linked to important events and people; Olympic games, 1969 moon landing, American presidents and British royalty.





PURPLE

in action



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

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

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

