

# Introducing **YELLOW**



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YELLOW is the colour of the sun, bright and uplifting.

It symbolises hope, fun and optimism like sunshine on a spring day.

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# Building YELLOW 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.

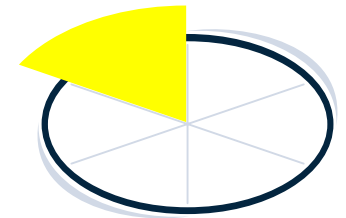
This magazine explores the YELLOW needstate.

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# YELLOW

in context



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YELLOW is at the top of the model so is bursting with a strong, visible energy.

Being on the left hand side, the feeling is more of affiliation than individualism. This combination makes YELLOW a lively and open needstate.

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# YELLOW

on the inside

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YELLOW is fun and playful, even flirtatious. This is all about the lighter side of life.

YELLOW lives life to the full, spontaneous and carefree, not a worry in the world.

YELLOW is indulgent, giving in to every kind of pleasure. There is no room for restraint.

The energy and buzz of YELLOW brings a youthful feeling – for the young at heart.

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SPIRITED  
YOUNG AT HEART  
INDULGENT  
PLAYFUL  
LIVELY

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The feeling of  
**YELLOW**  
is joyful and  
light-hearted

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UPLIFTED  
JOIE-DE-VIVRE  
**FREE**  
EFFERVESCENT  
HAPPY-GO-LUCKY  
EXUBERANT

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The personality of  
**YELLOW**  
is cheeky and  
fun-loving

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CREATIVE  
SPONTANEOUS  
CAREFREE  
MISCHIEVOUS  
**BUBBLY**  
COLOURFUL

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# Different shades of **YELLOW**

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## Fun YELLOW

Care-free and high spirited, not a worry in the world

## Sensual YELLOW

Hedonistic, giving in to temptation and pleasure

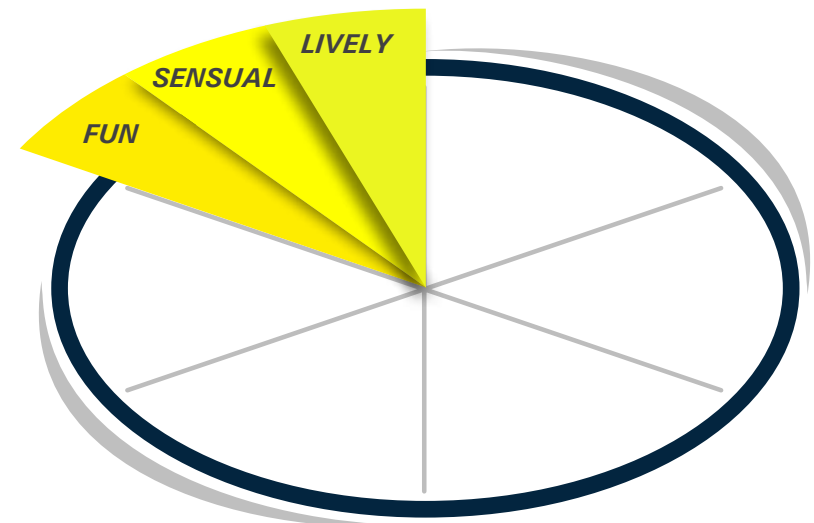
## Lively YELLOW

Unrestrained, letting go and acting on impulse

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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 YELLOW emotion changes as you move around the model.





## The flipside of **YELLOW**

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

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OVERINDULGENT  
HYPERACTIVE  
**STUPID**  
SUPERFICIAL  
FRIVOLOUS

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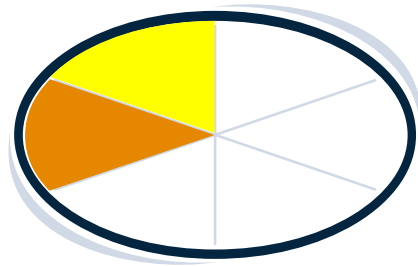


# YELLOW

comparison

## YELLOW VERSUS ORANGE

YELLOW and ORANGE are both affiliative as they are on the left of the model. But YELLOW is at the top of the model so it's higher energy and more outgoing.

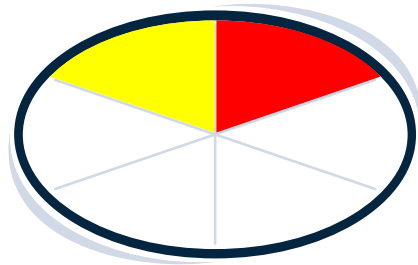


FULL OF FUN  
LIGHT-HEARTED  
FASHIONABLE  
EXCITABLE

SOCIABLE  
WARM-HEARTED  
MAINSTREAM  
EVEN-TEMPERED

## YELLOW VERSUS RED

RED and YELLOW are both high energy and extroverted. But YELLOW's energy is more uplifting and uninhibited. YELLOW is also more convivial because it's on the left hand side of the model.



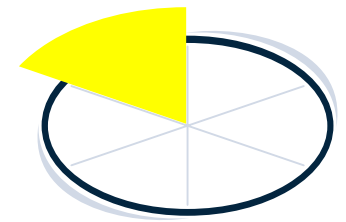
FOLLOWS TRENDS  
GOES WITH THE FLOW  
LIVES LIFE TO THE FULL  
LETTING GO

LEADS TRENDS  
REBELLIOUS  
LIVES ON THE EDGE  
BREAKING FREE



# YELLOW

is all around us



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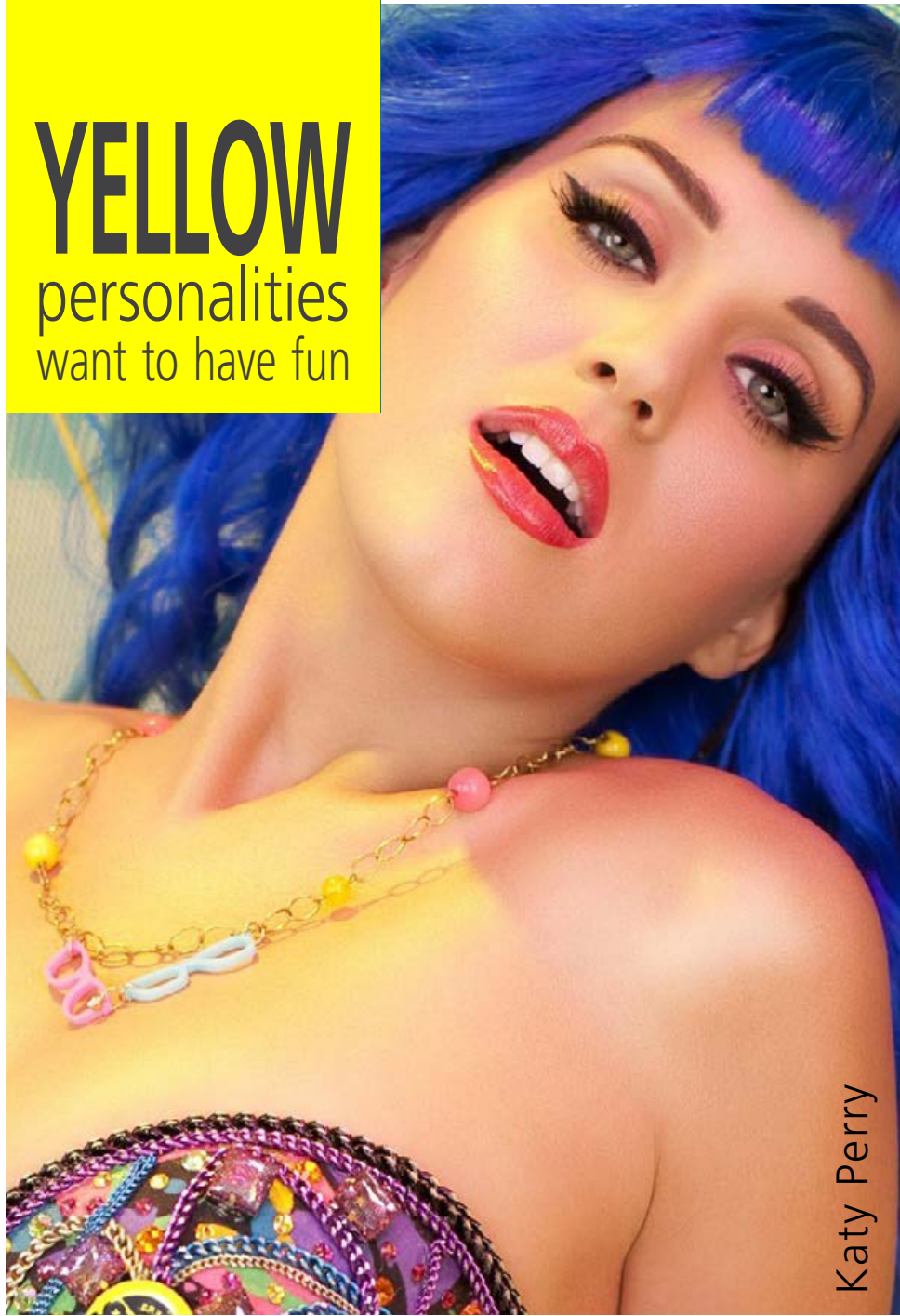
We don't have to look far to see YELLOW expressed in different ways around us.

From celebrities on the red carpet to stories on the big screen, we can identify the fun and excitement that typifies YELLOW. Even art and architecture find a way to express the YELLOW joie-de-vivre.

The following examples show YELLOW in action.

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**YELLOW**  
personalities  
want to have fun



Katy Perry

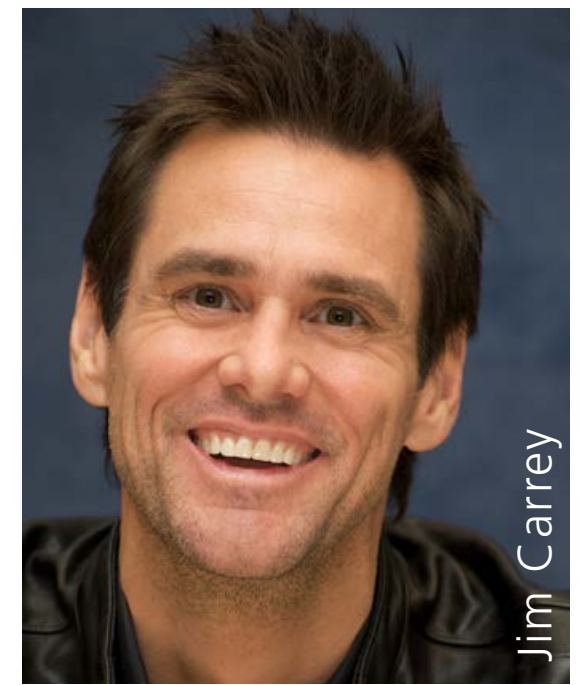
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ENTERTAINING  
SENSUAL  
FUN LOVING  
HIGH ENERGY  
HEDONISTIC

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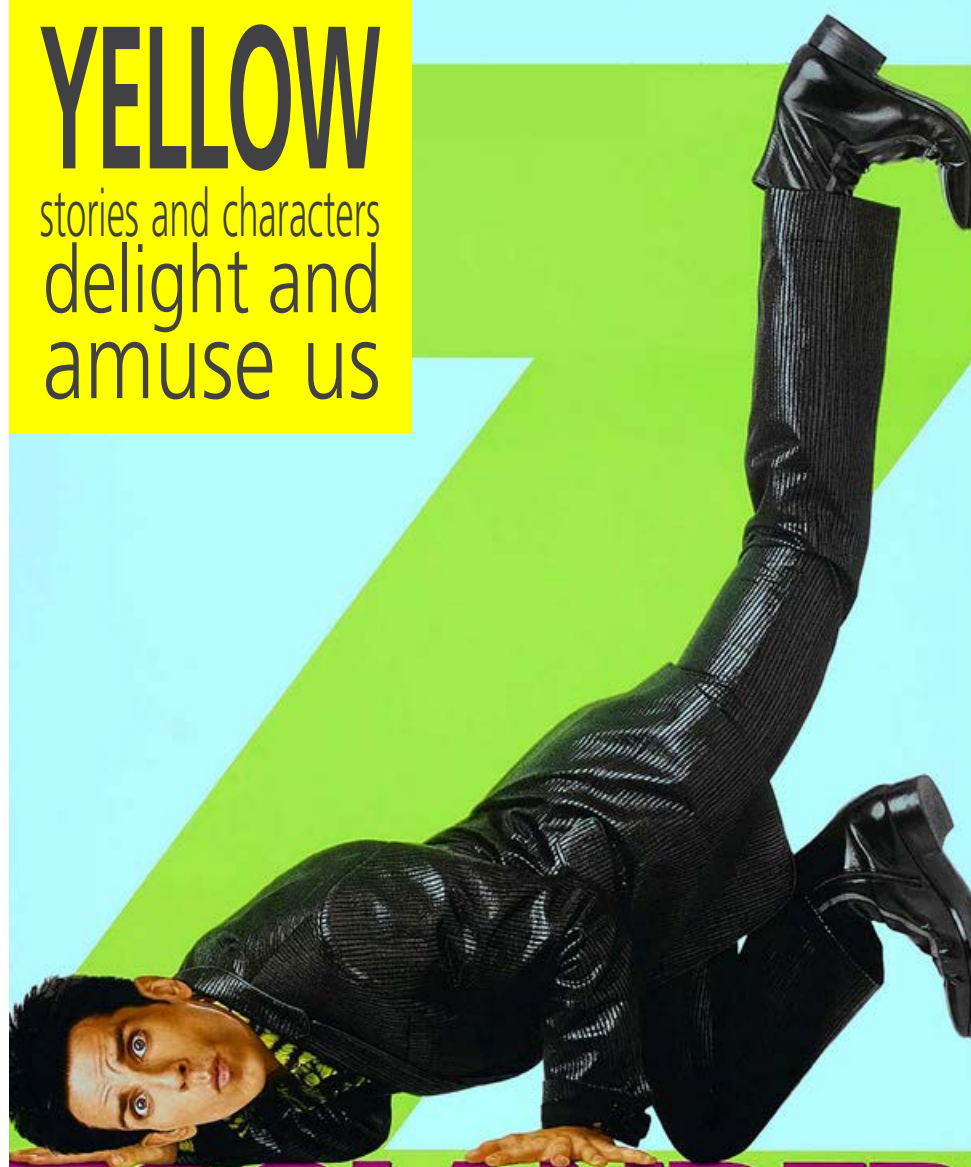
Eddie Murphy



Jim Carrey

# YELLOW

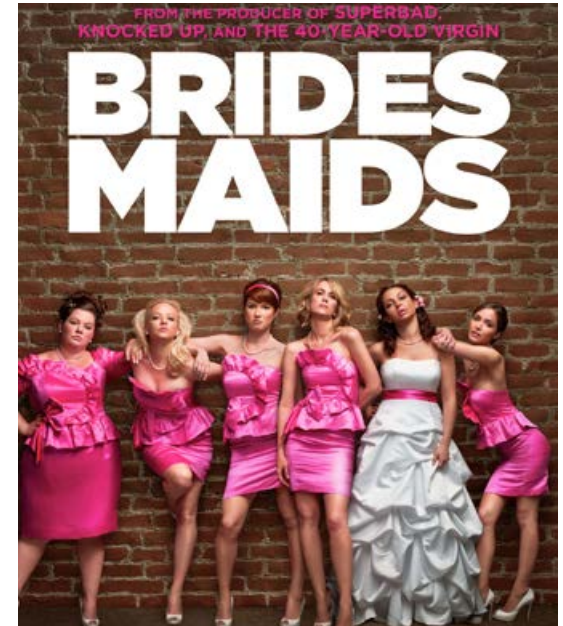
stories and characters  
delight and  
amuse us



# ZOOLANDER

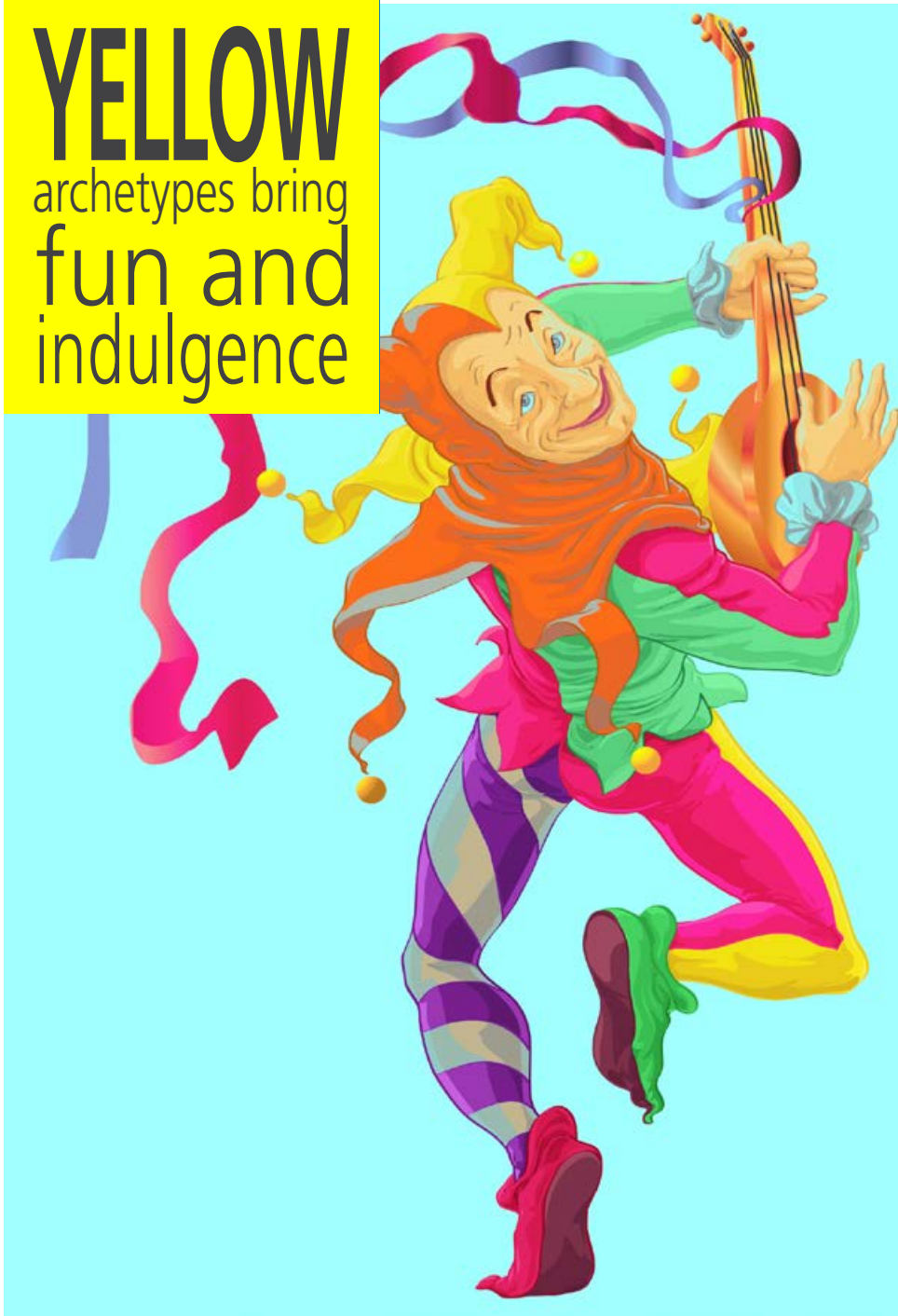
PARAMOUNT PICTURES AND VILLAGE ROADSHOW PICTURES PRESENT IN ASSOCIATION WITH VH1 AND UPV ENTERTAINMENT A SCOTT RUDIN AND RED HOUR PRODUCTION A BEN STILLER FILM BEN STILLER  
"ZOO LANDER" OWEN WILSON WILL FERRELL CHRISTINE TAYLOR MILLA JOVOVICH JERRY STILLER AND JON VOIGHT MUSIC BY DAVID ARNOLD COSTUME DESIGNER RANDALL POSTER AND GEORGE DRAKOULIAS  
EXECUTIVE PRODUCERS CELIA COSTAS AND GREG HAYDEN PRODUCED BY ROBIN STANDEFER WRITTEN BY BARRY PETERSON DIRECTED BY JOEL GALLEN ADAM SCHROEDER LAUREN ZALAZNYCK PRODUCED BY DRAKE SATHER & BEN STILLER

HAPPY  
EVER AFTER  
UNCOMPLICATED  
SEXY  
FUN AND FANTASY  
LIGHT-HEARTED



# YELLOW

archetypes bring  
fun and  
indulgence

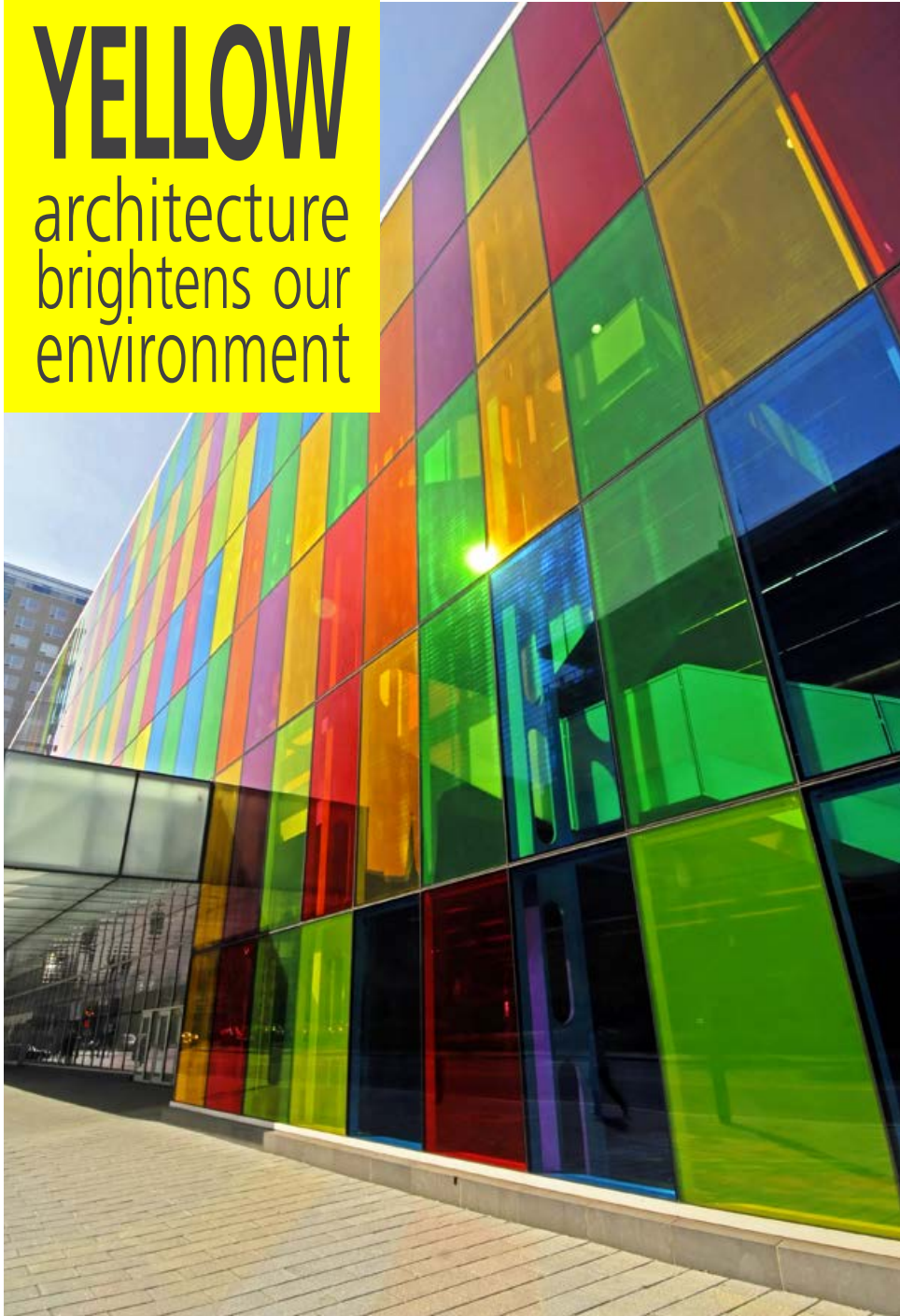


JESTER  
HEDONIST  
TRICKSTER  
LOVER  
ENTERTAINER

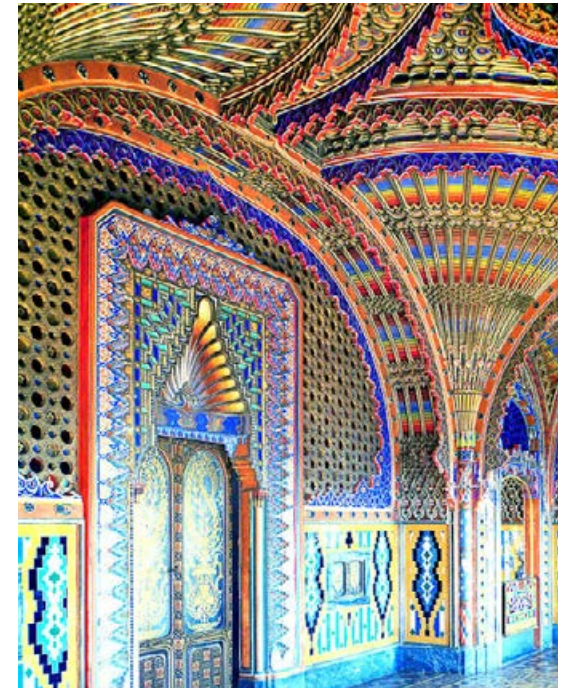


# YELLOW

architecture  
brightens our  
environment

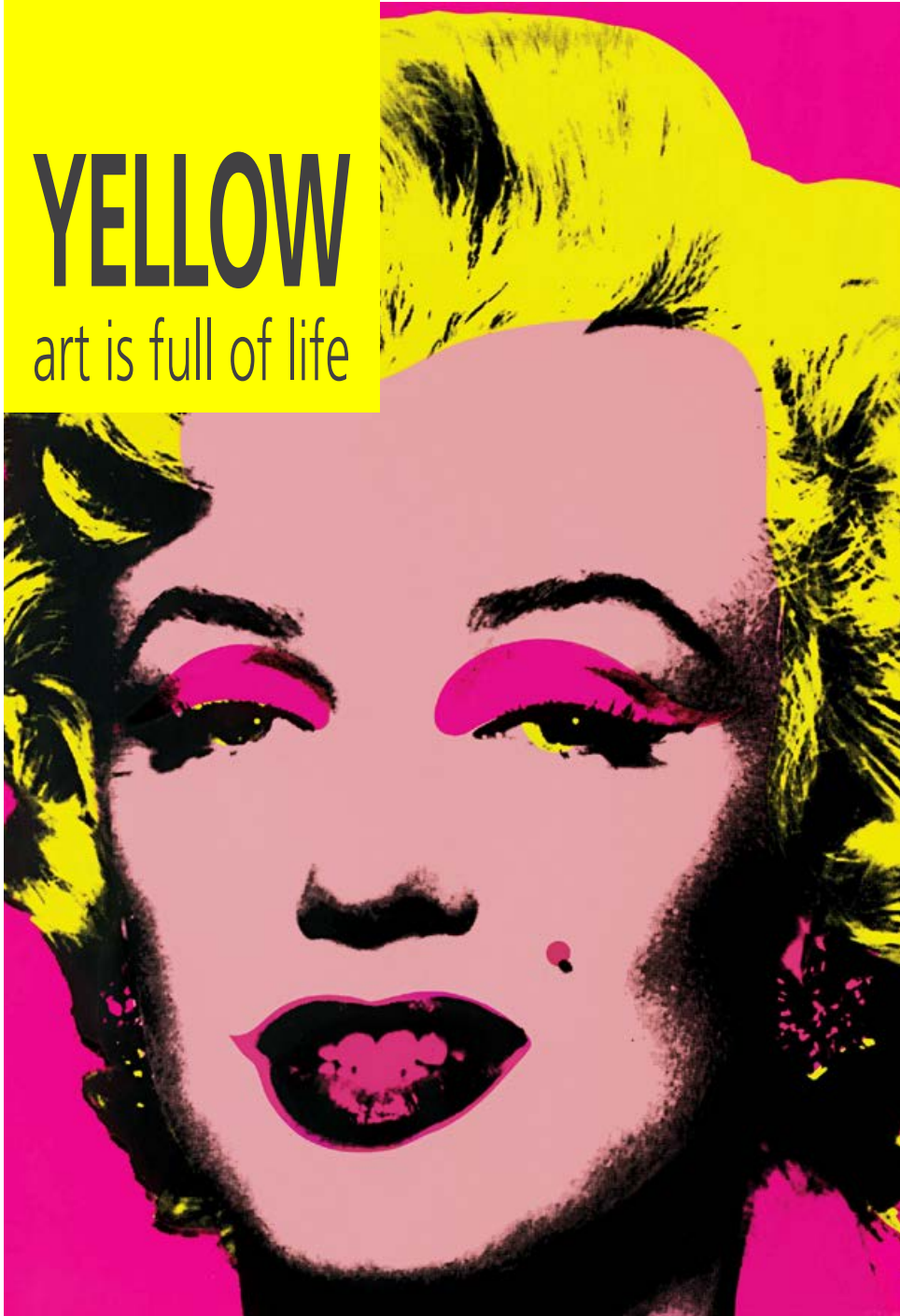


COLOURFUL  
ECCENTRIC  
IRREGULAR  
EYE-CATCHING  
CHILD-LIKE



**YELLOW**

art is full of life



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UPLIFTING  
POSITIVE MOOD  
POP ART  
BRIGHTLY COLOURED  
ABUNDANT

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## Creating irresistible **YELLOW** brands

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

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

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

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# YELLOW

changes across  
categories

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

A NeedScope consumer study will reveal what YELLOW and the other needstates want in your category.

Tapping into customised category expressions of YELLOW will make your brand truly irresistible.

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## YELLOW by category

### Food

Indulgent and pleasurable,  
food that delights

### Finance

Enjoyment and pleasure,  
money is freedom

### Fashion

Fun style, following popular  
trends

### Automotive

Independence and fun, the  
freedom of driving

### Sport

Being in the moment, letting  
go and enjoying

# YELLOW

changes across  
cultures

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

For example, in every culture the YELLOW Lover archetype symbolises intimacy and sensuality. But different notions of sexuality and beauty impact on how this is expressed across cultures.

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## The Lover

### India

Very conservative in a society that represses sexuality

### Australia

Physical, vital and naturally accepted sense of sexuality

### Saudi Arabia

Graceful and modest, virtue and beauty are inseparable

### France

Flirtatious, indulgent sexuality which is sensual and integral to enjoyment of life

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ENGAGING  
LIGHT-HEARTED  
**LOUD**  
YOUTHFUL

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# YELLOW

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.

## Engaging

Captivate your consumers, charm them, be sexy

## Light-hearted

Don't take yourself too seriously, have some fun

## Loud

Make noise in the market, draw attention to your brand

## Youthful

Be young at heart, not burdened by the worries of the adult world



# Myths about **YELLOW**

## Always young consumers

NO – while it's about feeling youthful there are no age barriers here. YELLOW brands let any consumer play in this needstate.

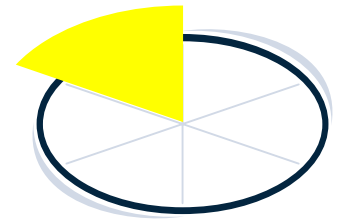
## Can't be serious

NO – YELLOW exists even in serious categories, where it is quieter and tamer. So the need to completely let go is replaced by the need for a little freedom.





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

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# YELLOW

brand logos

TOUCH OF GLITZ  
UNRESTRICTED  
LIVELY  
BURSTING  
CHILD-LIKE





**YELLOW**  
packaging

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**VIBRANT**  
**CURVACEOUS**  
**NOVELTY**  
MULTI-COLOURED  
**ENTICING**

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# YELLOW

product  
design cues

PLAYFUL  
EYE-CATCHING COLOUR  
ENGAGING  
TACTILE  
ROUNDED







# YELLOW

retail cues



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AN EXPERIENCE  
BUSTLING  
BRIGHT LIGHTING  
INVITING  
EXUBERANT

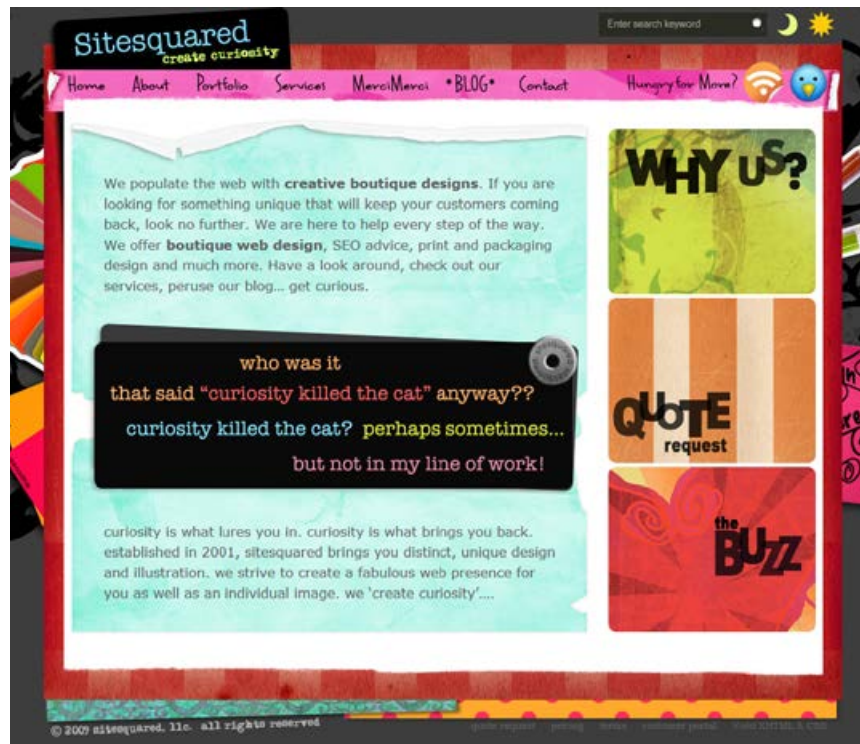
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# YELLOW

digital cues



# ANIMATED LIGHT-HEARTED SURPRISING GAME-LIKE FREE-FLOWING





# YELLOW

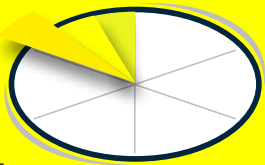
## communications

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

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# Fun YELLOW



UNCOMPLICATED  
CARTOON-LIKE  
ACCESSIBLE  
BRIGHT  
HUMOROUS



Take Bupa with you on all  
your little adventures

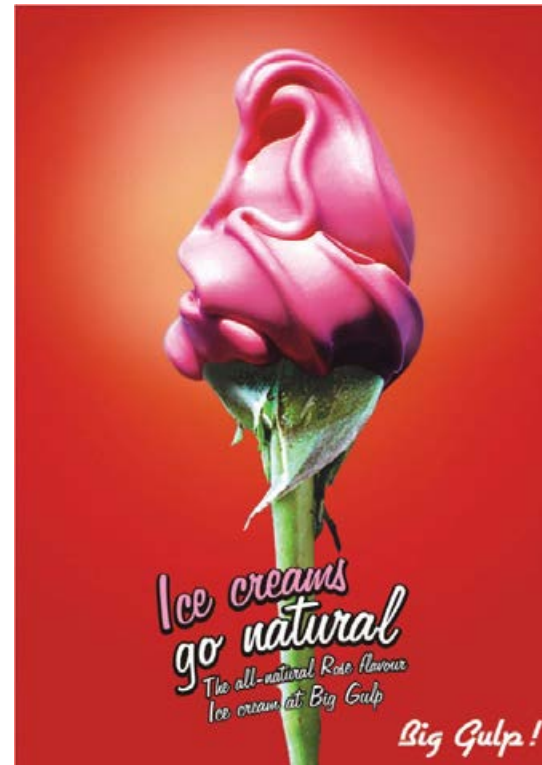


From skiing to scuba diving - Bupa has it covered

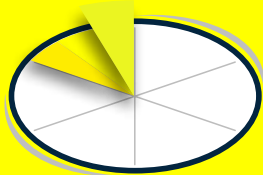
- Want all the peace of mind of Bupa while you travel? Just take out Bupa Travel Insurance. Then if you take a tumble while you're snowboarding or fall ill while on safari, you'll be in safe hands.
- unlimited medical emergency cover
- annual travel cover from £50
- 24 hour multi-lingual helpline
- cover your money, luggage and passport too.

To get Bupa Travel Insurance,  
visit [www.bupatravel.co.uk](http://www.bupatravel.co.uk)  
or call 0800 00 10 22\* Quoting XXXXX

**Bupa**



PHYSICAL  
PURE INDULGENCE  
SWIRLING  
ENTICING  
SEDUCTIVE



Lively  
**YELLOW**



COLOURFUL  
EXPLOSIVE  
ALIVE  
FANTASTICAL  
VISUAL FRENZY



# YELLOW brands

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

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

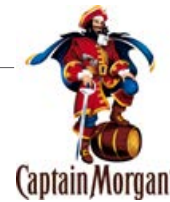
They clearly understand the emotion of YELLOW and how to express that through symbolism across the full range of brand touchpoints.

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## PARTY ANIMAL

Even more than spiced rum, this brand promises a party in a bottle.

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## FOR THE INNER CHILD

A brand that brings out the child in us all and plays to that with fun and fantasy.

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**havaianas.**

## 60 YEARS YOUNG

Bringing the Brazilian zest for life to the beach, this constantly growing brand still sets the standard in beach footwear.

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## FOR THE YOUNG AT HEART

The Volkswagen beetle captures the fun and joy of driving, so often neglected by more serious car brands.

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## UNASHAMEDLY FEMININE

Capturing sensuality in female grooming from shaver design to shave gel formulation.

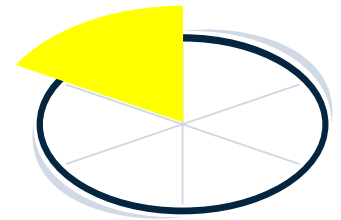
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# YELLOW

in action



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

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

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