

Introducing **BROWN**



BROWN is the colour of earth, wood and stone – natural, solid and real.

BROWN symbolises stability, support, comfort and all the wholesomeness of nature.

Building **BROWN** 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.

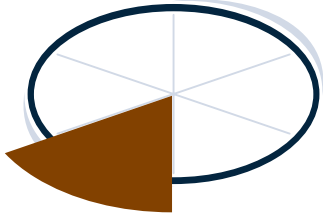
The NeedScope framework can guide this as it is based on universal emotive needs. While their expressions vary by category and culture, the core of each emotive needstate is stable.

This magazine explores the BROWN needstate.



BROWN

in context



Being on the left hand side of the model, BROWN has an affiliative nature which enjoys human connection.

This combines with a quiet, inward energy typical of the bottom of the model, making BROWN a calm and peaceful place to be.

BROWN

on the inside

At the heart of BROWN is comfort and nurture, a sense of caring for yourself, others and the world around you.

BROWN is gentle, soft and sensitive. There's an absolute authenticity here, valuing all that is simple and genuine.

BROWN radiates serenity, a feeling of being at peace with the world, calm and relaxed.

There is an everyday familiarity to BROWN, completely at ease and unpretentious.



COMPASSIONATE
COMFORTING
GENTLE
UNPRETENTIOUS
PEACEFUL



The feeling of
BROWN
is tranquillity
and security

SAFE AND SOUND
PURITY
PEACE OF MIND
NURTURING
QUIET REFLECTION
CONTENTMENT

The personality of
BROWN
is gentle and
understanding

KIND AND CARING
SENSITIVE
TRUSTWORTHY
MODEST
ROMANTIC
LOYAL



Different shades of BROWN

Thoughtful BROWN

Peaceful and serene, even a little dreamy

Gentle BROWN

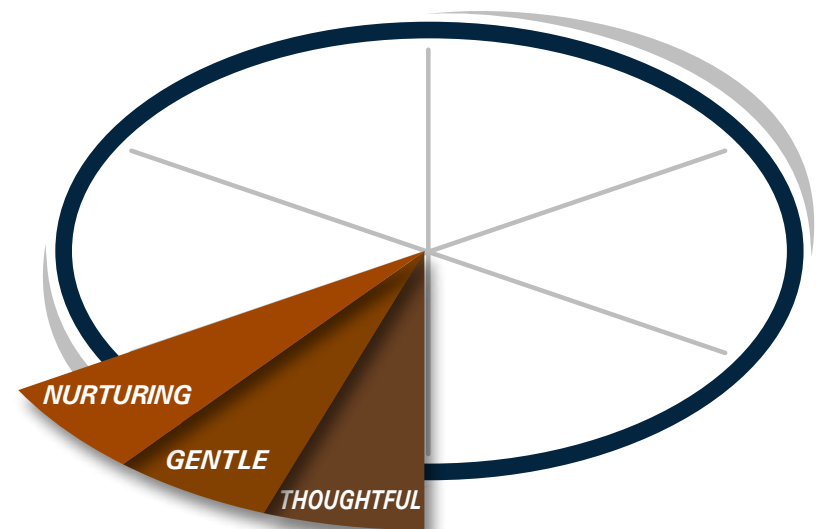
Soft and sensitive with a touch of innocence

Nurturing BROWN

A reassuring sense of comfort and contentment

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 BROWN emotion changes as you move around the model.





The flipside of **BROWN**

BROWN, like every needstate, can be viewed positively or negatively. Someone whose needs are elsewhere on the model might describe it as:

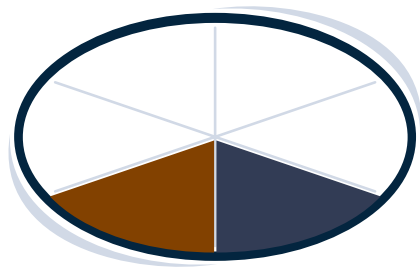
UNWORLDLY
NAÏVE
NEEDY
TIMID AND CAUTIOUS
PASSIVE



BROWN

comparison

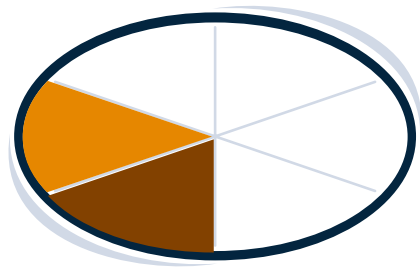
BROWN VERSUS BLUE
BROWN and BLUE are two of the quieter needstates. But BROWN, along with its calm serenity, is more about connections.



LAID BACK
WANTS FAMILIARITY
LIKES TRIED AND TRUE
WANTS REASSURANCE

UNDER CONTROL
VALUES QUALITY
APPRECIATES CLASSIC
WANTS KNOWLEDGE

BROWN VERSUS ORANGE
BROWN and ORANGE are both affiliative as they're on the left of the model. However, BROWN is at the bottom so is more thoughtful and modest.



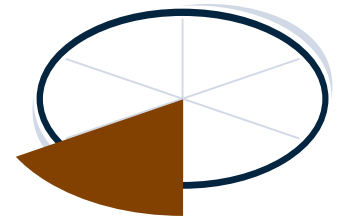
LIKES PRIVACY
QUIET AND REFLECTIVE
LIKES FAMILIARITY
NURTURES

LIKES COMPANY
OPEN AND WELCOMING
LIKES POPULARITY
SOCIABLE



BROWN

is all around us



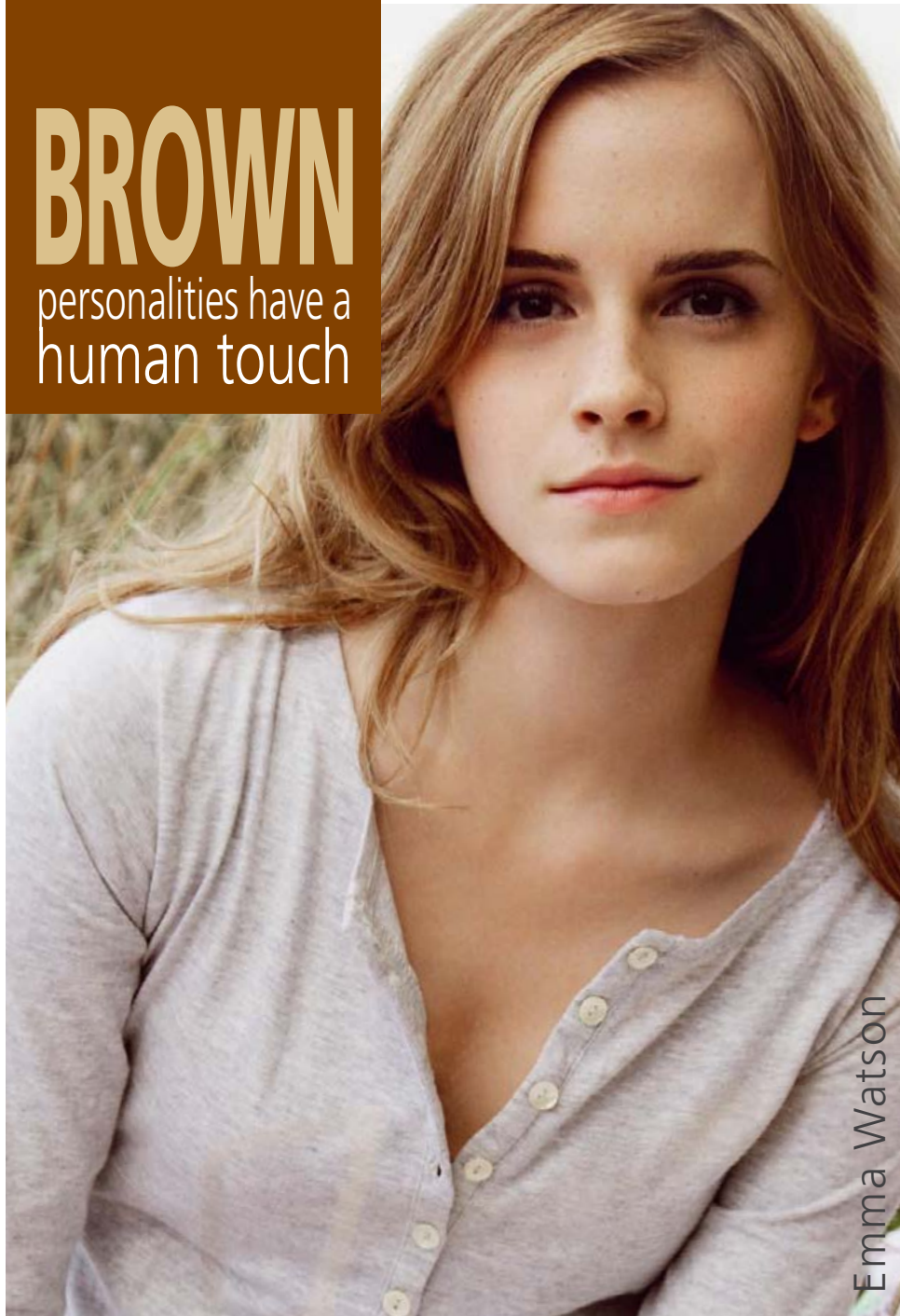
We don't have to look far to see BROWN expressed in different ways around us.

From celebrities on the red carpet to stories on the big screen, we can identify the gentle, wholesome nature of BROWN. Even art and architecture find a way to express the BROWN sense of comfort and security.

The following examples show BROWN in action.

BROWN

personalities have a human touch



Emma Watson

LIKEABLE
INNOCENT
CARING
CONSIDERATE
IDEALISTIC



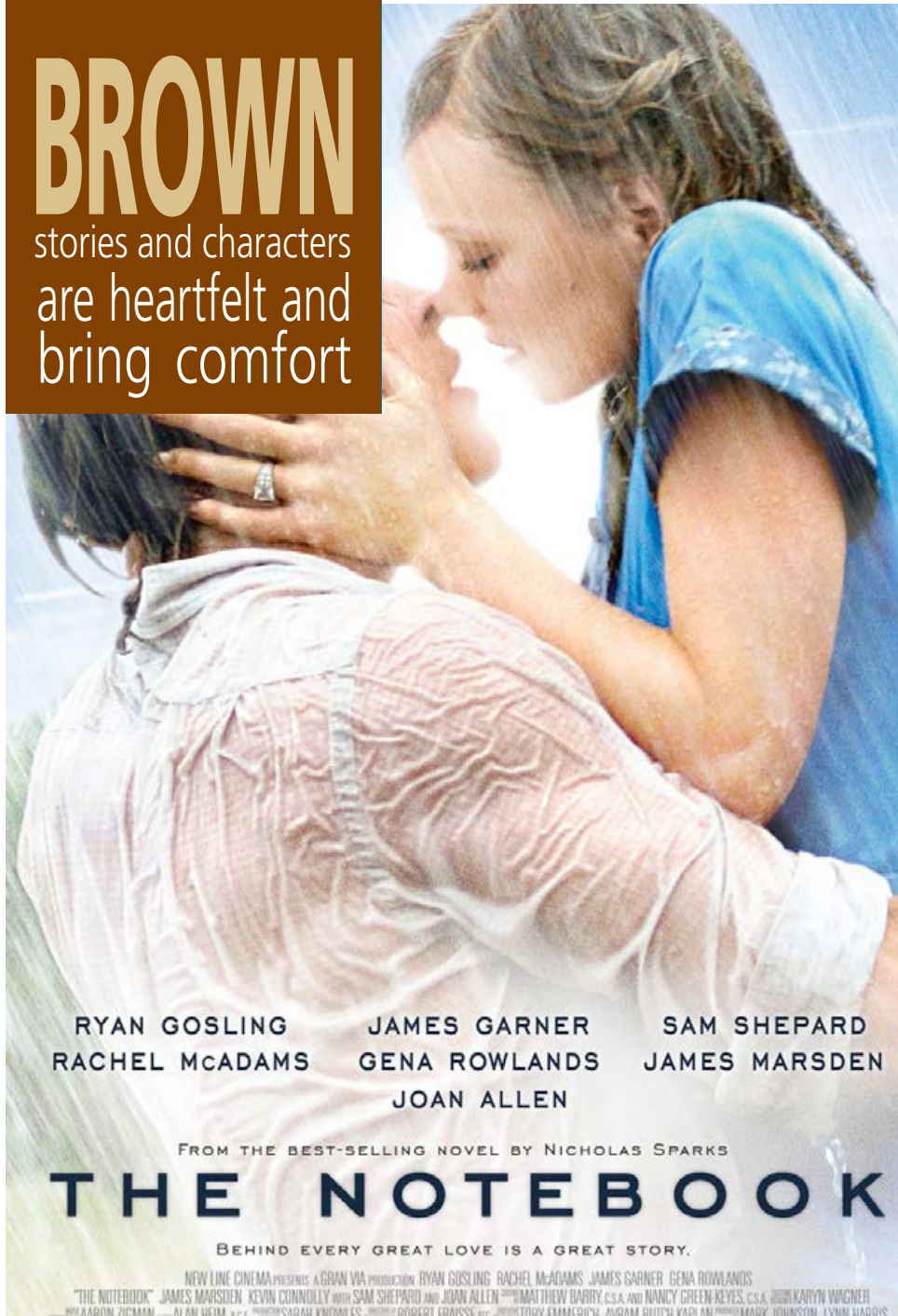
Jack Johnson



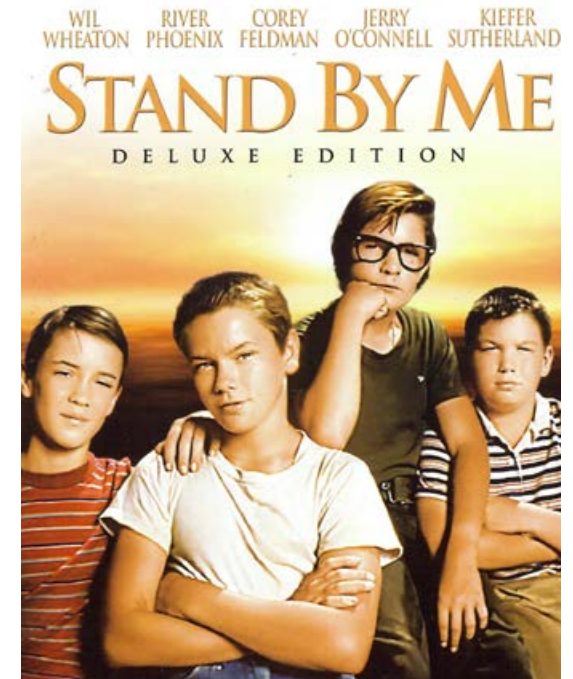
Colin Firth

BROWN

stories and characters are heartfelt and bring comfort



HEARTWARMING
INTIMATE BONDS
ROMANTIC
FEEL GOOD
TRIED AND TRUE



BROWN

archetypes
nurture and
care for us



HEALER
INNOCENT
IDEALIST
MOTHER
GUARDIAN



BROWN

architecture
softens our
environment



SMOOTH
NO SHARP
EDGES
COCOONING
ORGANIC
PROTECTIVE



BROWN

art takes us to another world



UNCOMPLICATED
MUTED
SOOTHING
FLUID
FLOATING





Creating irresistible **BROWN** brands

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

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

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

BROWN

changes across
categories

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

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



BROWN by category

Food

Natural and wholesome, food that nourishes

Finance

Peace of mind and protection, money is security

Fashion

Simple style, natural and down-to-earth

Automotive

Safety and simplicity, the comfort of driving

Sport

Relaxing and unwinding, resetting the body

BROWN

changes across
cultures

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

For example, we find the BROWN Caregiver archetype and its inherent emotion in every culture. Universally the Caregiver is altruistic and compassionate, but the focus of this changes by culture.



The Caregiver

India

All about caring for the immediate family rather than community

Australia

Community minded and extends beyond humans to all species

Saudi Arabia

Dutifully placing needs of others above your own

France

Protecting everyone's rights, linked strongly to socialism



HUMANE
CONSISTENT
TRUE
ACCESSIBLE

BROWN
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.

Humane

Ensure your brand has the human touch

Consistent

Evolution rather than revolution, don't change just for the sake of it

True

Nothing should be hidden, trust is essential

Accessible

Create no barriers to your brand in terms of product, price or availability



Myths about **BROWN**

Lacks value

NO – BROWN brands must be accessible and unpretentious but that doesn't have to mean budget prices. And premium brands too can adopt a BROWN positioning.

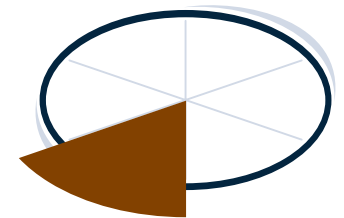
Old fashioned

NO – nostalgia and tradition are one expression of BROWN but there are other contemporary expressions example authenticity, innocence and naturalness.





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



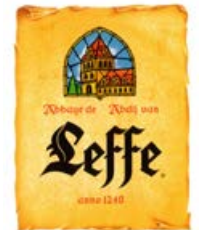
The ultimate challenge is emotive alignment across every brand touchpoint. Irresistible brands do this using symbolism, which is the language of emotion.

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

BROWN

brand logos

DELICATE FONT
TRADITIONAL
FLOWING
NATURE IMAGES
ROUND OR
OVAL MOTIFS





BROWN
packaging

ROUNDED
PASTELS
SIMPLE
EARTHY TONES
NATURAL MATERIALS

BROWN

product
design cues

SIMPLE
SOFT EDGES
DELICATE
AUTHENTIC
NATURAL CURVES





BROWN

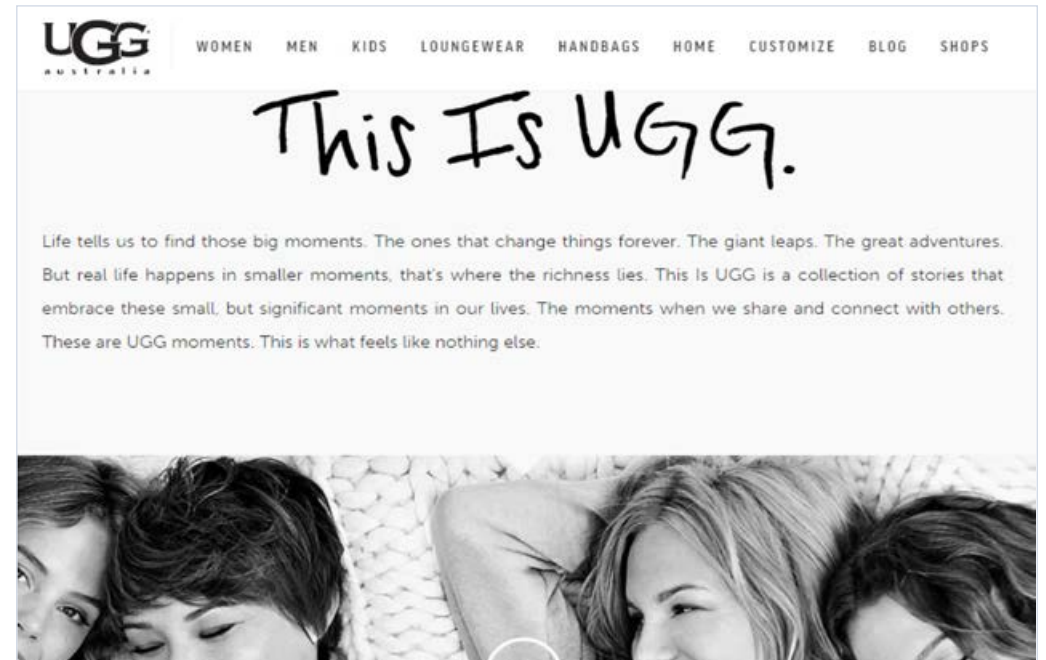
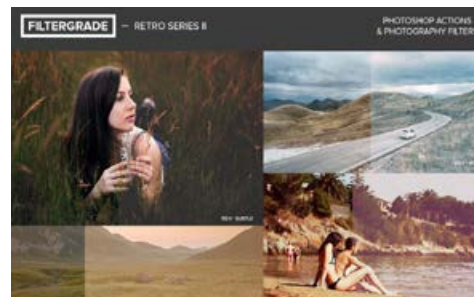
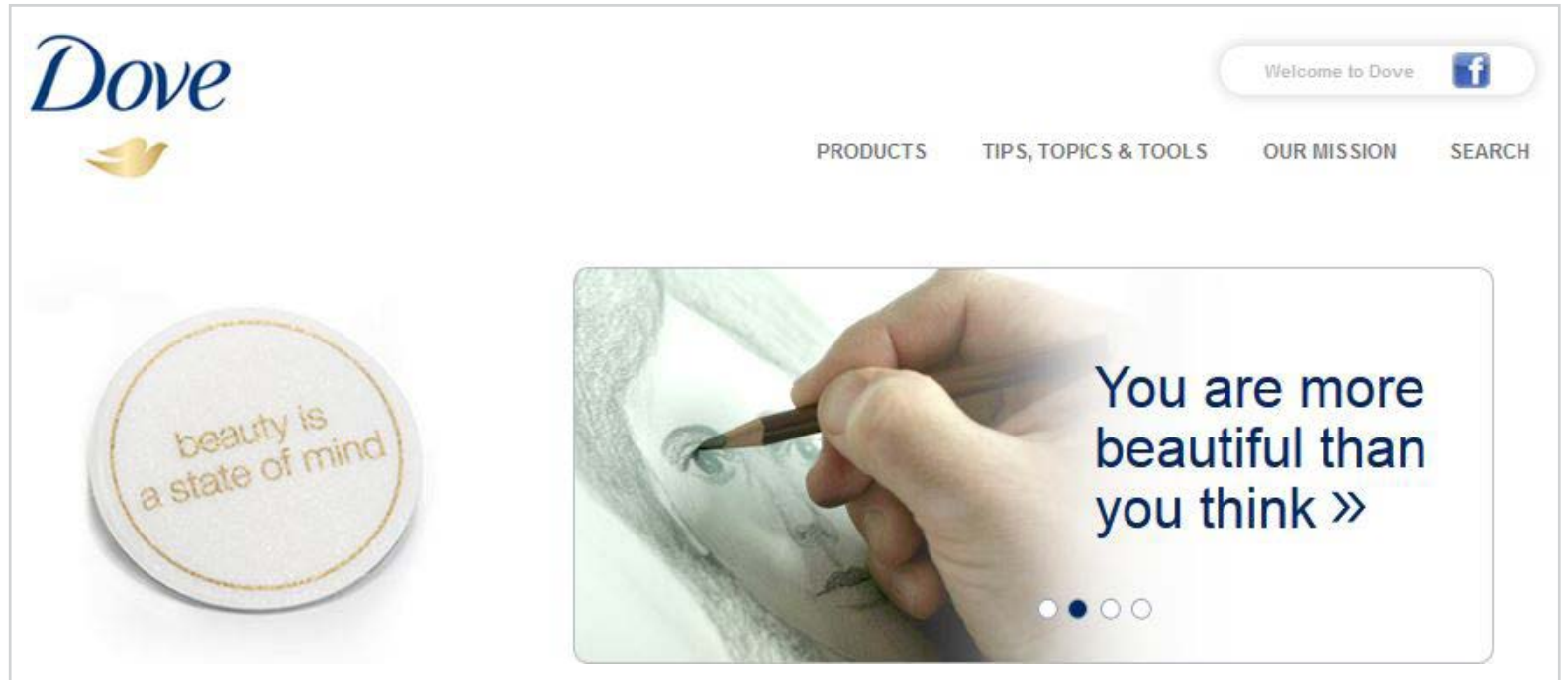
retail cues

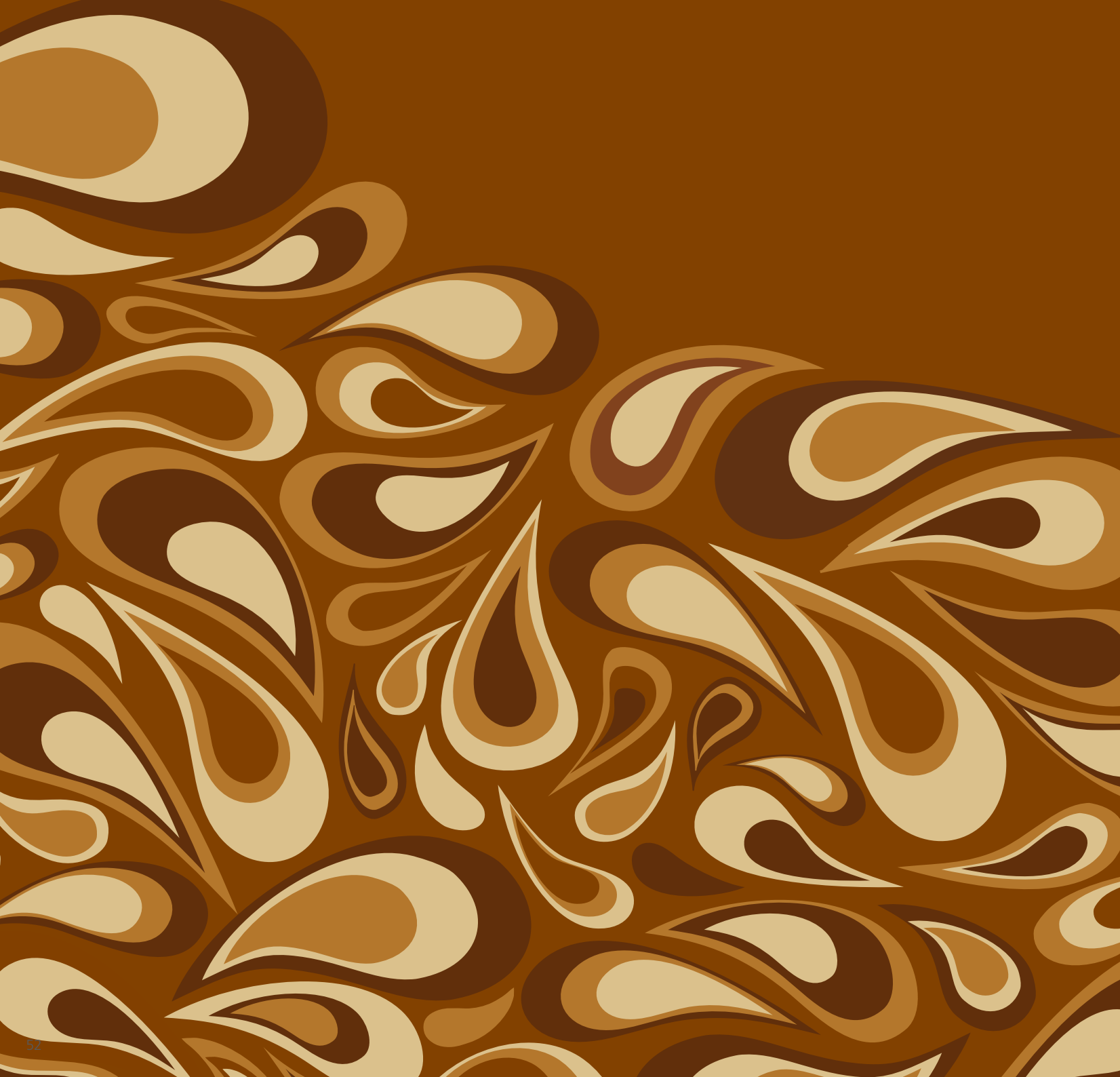
DOWN TO EARTH
SANCTUARY
LOW-KEY LIGHTING
NATURAL
INTIMATE

BROWN

digital cues

AUTHENTICITY
SIMPLICITY
HISTORY AND
HERITAGE
HUMAN TOUCH
INTUITIVE



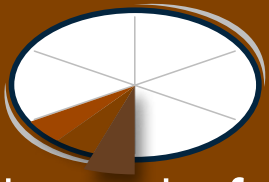


BROWN

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



Thoughtful BROWN

DREAMLIKE
LIGHT AND SIMPLE
PASTEL HUES
TRANQUIL
MEDITATIVE

BUILT FOR THE HUMAN NETWORK CISCO

DELIVER THE BEST EXPERIENCE ON EVERY PHONE, TABLET AND GADGET (EVEN ONES THAT HAVEN'T BEEN INVENTED YET).

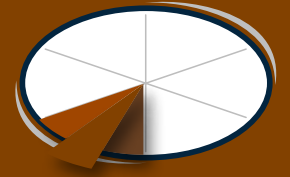
Mobile customers get easier and more demanding every day. So the network has never mattered more. 999+ device numbers set to nearly 50,000 in four years. Cloud-based billing centers offer better plans, more services and, always, a top-tier experience. The Cisco Intelligent Network makes every device, anywhere, anytime. Regardless of operating system, communications standard, form or hardware. Now offering customers work is an easy call. Use the device of your choice to learn more at cisco.com/go/anywhere

CAMAY

ISSEY MIYAKE
L'EAU D'ISSEY **FLORALE**

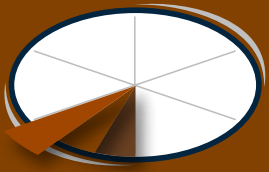
New!
A natural solution that keeps your facial skin revitalized.

A better skin for your body with Maximum Good Light facial cream.



Gentle BROWN

INNOCENT
MOMENTS
SOFT COLOURS
COMFORTABLE POSES
MELLOW
CLOSE TO NATURE



Nurturing BROWN

SEPIA TONES
CLOSE UP SHOTS
WARMTH AND DEPTH
SENSE OF HERITAGE
PERSONAL

RBS Group
OUR HQ HAS ALWAYS BEEN HERE IN SCOTLAND

THIS IS EDINBURGH.
HOME OF THE ENLIGHTENMENT,
THE MILITARY TATTOO,
SALT 'N' SAUCE,
AND, FOR 284 YEARS: RBS.

View from Castle Rock looking towards George Heriot's School

MY GLOW
James Grieve

James Grieve,
George Cave
& Katy aren't
some of our
apple pickers.
They're some
of our apples.

The fruit of
our knowledge.
applebottle.com

THE NEXT GENERATION
— HAS MORE THAN JUST —
BARRELS TO FILL

Each generation of Hardy that takes the mantle doesn't just continue the family's good work. They live to improve it, to find even more ways to capture life and flavour. We believe we're making some of the best wines to carry the Hardy name, and we expect future generations to do the same. So that you always get the quality and taste that comes from our combined experience, in every glass.

HARDYS. FIVE GENERATIONS OF DEVOTION

VERO

PATEK PHILIPPE
GENEVE
Begin your own tradition.

You never actually own
a Patek Philippe.
You merely take care of it for
the next generation.

patek.com
Tel. +41 21 213 1200
Nevada Calzadilla S.R.L. - 50964, Calzadilla, España

BROWN brands

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

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

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



UNDERSTANDING INSURANCE

Allstate brings a human element to insurance, building connections with customers.

A DIFFERENT BEAUTY

Dove captures the essence of BROWN by celebrating real women and embracing diversity.



PURE INNOCENCE

Standing out in the crowded natural drinks market with its emotional promise of innocence.

NOSTALGIC COMFORT

For over a century Southern Comfort has embraced tradition but stayed relevant to the modern drinker.



FLORAL DREAMS

Pleasures lets women escape into a simpler world of floral fragrance.

AS TIME GOES BY

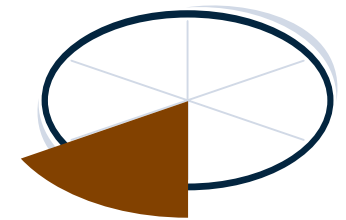
A family-owned watch company that truly understands heritage and the value of memories.





BROWN

in action



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

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

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

