

HOW IMPORTANT IS COLOUR TO YOUR BRAND

ASIA



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CASE STUDY

COLOUR

The role colour can play in the success of your brand in Asia



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OVERVIEW

In Asia, colours burst with life, but it's not just a visual spectacle. Some colours carry deeper significance, and grasping their meanings can wield a profound influence on your Asian strategy and overall success.

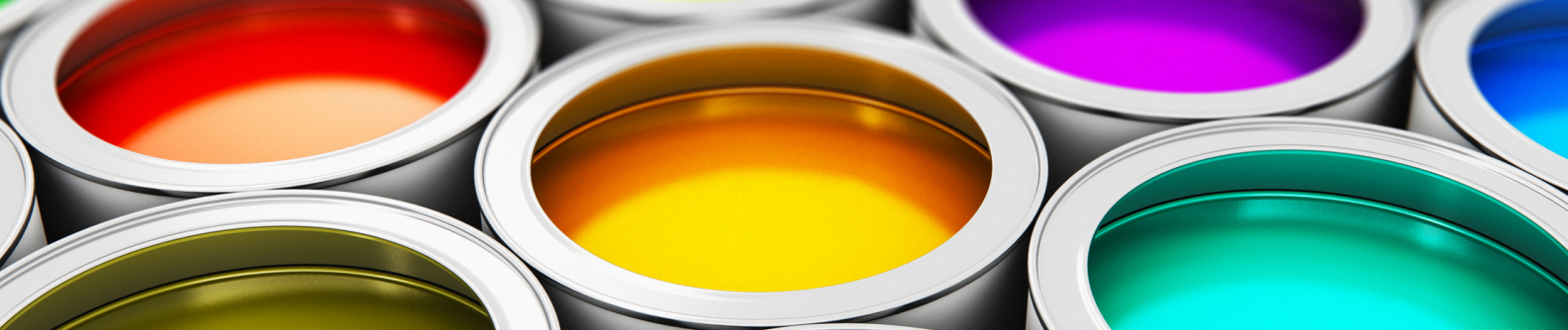


REMAINING TRUE

Staying true to your brand's personality is vital, but staying aware of current colour trends, especially when considering their impact in Asia, can keep your brand relevant in the market.

Industry trends in colour usage evolve over time, and adapting your branding strategy accordingly can help your brand maintain its appeal and competitive edge, especially in Asian markets.

Colour is a powerful tool in building a successful brand. It triggers emotional responses, communicates brand personality, enhances recognition through contrast, and necessitates consideration of cultural influences, particularly in Asia.



DID YOU KNOW

In **Thailand**, colours are intertwined with daily life, that wearing a specific colour each day can bring good luck. This practice, aligns each day of the week with a particular colour:

TH

- Monday: Yellow
 - Tuesday: Pink
 - Wednesday: Green
 - Thursday: Orange
 - Friday: Blue
 - Saturday: Purple
 - Sunday: Red
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In **Japan**, colours hold deep cultural and symbolic significance.

JPN

- Red is the royal colour symbolises power.
 - Blue one of the lucky colours signifies calmness, stability, purity
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In **China** colours are integral to culture, rich in symbolism.

CHN

- Red is the national colour of China and symbolises happiness and good fortune. It is a prevalent colour during festivals and celebrations, particularly the CNY.
 - Yellow holds significance, it represents power and nobility and is considered the most prestigious colour.
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Indonesia's colour symbolism is deeply rooted in its identity

IDN

- Red and white are the sacred colours of the nation, represented in the Indonesian flag, while opinions vary, it is generally accepted that red symbolises courage, while white represents purity.
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In **Sth Korea**, Green signifies a new beginning, new energy, Blue and White also popular but Red was traditionally taboo representing death.

INFLUENCE OF COLOUR

Colour is a foundational element in brand identity, shaping customers' initial perceptions and emotional associations with a brand. When selecting colours to represent a brand, it is essential to look beyond personal preferences and consider the broader impact on consumers, especially considering that people in different cultures, such as Asia, may perceive colours entirely differently.

Beyond the visual appeal of your brand's colour, it's crucial to take a moment to reflect on how this colour and its associated meanings are perceived in Asia. It might even lead to the consideration of adopting a different brand colour specifically for the Asian market.

TRENDS

In Asia, where many individuals have a strong preference for tradition and cultural alignment, it's essential to be mindful of these factors when considering your brand's colour choices. Staying true to your brand's personality remains vital, but staying aware of current colour trends is equally crucial to ensure your brand's relevance in the market, especially in the context of Asia.

Industry trends in colour usage are ever-evolving, and adapting your branding strategy accordingly can be the key to maintaining your brand's appeal and competitive edge, all while respecting and resonating with the traditional values and cultural preferences of the Asian audience.



PERSONALITY

The first step always in leveraging colour for branding is to identify your brand's personality. Are you a fun and playful brand or a serious and professional one? The choice of colours should align with this personality. Vibrant and bold colours like red or orange may be more suitable for a fun and playful brand, while muted tones like grey or beige could convey professionalism.



CONSIDER YOUR COLOUR

In the colourful landscape of Asian markets, choosing the right brand colour isn't just about looking good – it's a power move that can shape how people see your brand, where it fits in the market, and whether it's a hit or miss.

But even amidst this rich tapestry of Asian cultures, there exist shared colour associations. For instance, black, red, and white are widely recognised across the region, each carrying its own symbolism—black signifying eminence or death, red representing life, and white symbolising purity.

Cultural Significance

Colours in Asia often have deep-rooted cultural and historical significance. The wrong colour choice could inadvertently convey unintended messages or even cause offense. For example, in China, red symbolises happiness and good fortune, while white is associated with mourning

Consumer Perception

The colour of a brand can significantly influence consumer perception and decision-making. Understanding the preferred colours and their meanings in the target market can help create a more appealing and relatable brand image

Consistency

Maintaining consistent branding across different markets is essential. However, while consistency is key, it's also crucial to adapt to the cultural nuances of each market. Finding a balance between a consistent global brand and localised colour choices is important.

Symbolism

Colours can symbolise specific qualities or values. For instance, yellow is linked to royalty in China, while red represents power and good luck in Japan. Choosing a colour that aligns with your brand's values and resonates with the local culture can help establish a positive brand identity.

HELPING YOU ACHIEVE

Doing business in Asia offers incredible growth prospects, but success demands thorough research, careful consideration, and strategic decision-making. With the right insights and guidance, you can unlock the vast potential of the world's fastest-growing consumer market. As someone who has guided numerous companies in extending their reach into Asia, I can attest that Asia is the key to sustained global growth. So, take the time to choose wisely, and the rewards will be well worth the effort.



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