Implementation of Storytelling Promotional Video using Color Marketing

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Abstract: This study use to color marketing representation techniques for the production of promotional video. Prior to the implementation representation of color marketing techniques and storytelling through a theoretical study and analysis of existing promotional video. In addition, the marketing dimension to enhance the brand image you want to research on the method. This is the core of storytelling video to promote effective and tastefully delivered message, and specifically the new visual expression through color marketing techniques will fuse. Through this technique, movie stars to raise the attention of the consumer may experience discriminatory. Specific research methods of extracting color using Adobe Premiere and digital storytelling techniques to propose a process. Can also be used in various ways in the future and potential benefits, want to study the potential for development.
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1. Introduction

These days, the term culture of storytelling in the content area is important. Directly to the company, brand, product, yet emotionally indirect than informing consumers how to settle in the mind is a promotional video of the trend.

1.1 Purpose

Video content is easy and effective communication through a universal story structure must be oriented. In this sense, the most popular and universally applicable storytelling configuration strategy is needed.

1.2 Methods

In color theory, basic science research on color marketing techniques to promote the image of the new representation scheme is proposed. Expectations as well as the promotional video effects can be applied to a variety of cultural content on the dimension of effective marketing results.

2. Related Works

2.1 Digital Storytelling

In cultural contents industry, the term 'storytelling' was born with the digital culture. This term is known as created at Digital storytelling festival held in Colorado, USA, in 1995 (Hankuk University of Foreign Studies 2009). Digital storytelling has received attention in various categories such as humanities, social science, and art has been used as a powerful tool for information communication. Generally, digital storytelling refers to all the stories being spoken using digital media. That is a tool enables non-professional people to talk about various stories, experiences, and culture (Simmons College 2008). Specially, video

is the most effective tool among the storytelling tools, and enables variegated and effective expression (Hankuk University of Foreign Studies 2009). Even though story itself would be dependent and temporary, once it combined with media, it becomes having consistency and delivers the same massage anytime, anywhere. In addition, storytelling has the traits as transformable and fluid characterized by interactivity (Hankuk University of Foreign Studies 2009). Seeing that storytelling is the foundation of all the communication, many companies, institutions, and brands are having interest in storytelling as a tool for PR. Storytelling has much flexible and dynamic features when it is working with video contents, which contain video and sound, then with just characters. In this respect, the concept of producing easy, popular storytelling for culture contents is essential. Video is the most powerful tools of storytelling colorful, highly efficient and can be expressed (Hankuk University of Foreign Studies 2009). The story itself is one dependent and instantaneous, but it is the media, combined with the persistence of storytelling and can deliver the same message anytime, anywhere. In addition, interactivity, storytelling is more fluid and the deformation characteristics that possible (Council of Nonprofits 2012). Storytelling is the foundation of all communication, because the various companies, organizations, brands, etc. as a means of promoting the 21st century storytelling began to have an interest. Character compared to video content including images and sound when storytelling in fluid and dynamic characteristics. In this sense, the pursuit of easy and popular culture stories of the content of the concept of storytelling is very important for planning.

Table 1. The seven elements of digital storytelling

Digital Storytelling's Seven Elements	
1. Point of view	What is the main point of the story and what is the perspective of the author?
2. A dramatic question	A key question that keeps the viewer's attention and will be answered by the end of the story.
3. Emotional content	Serious issues that come alive in a personal and powerful way and connects the story to the audience.
4. The gift of your voice	A way to personalize the story to help the audience understand the context.
5.The power of the soundtrack	Music or other sounds that support and embellish the storyline.
6. Economy	Using just enough content to tell the story without overloading the viewer.
7. Pacing	The rhythm of the story and how slowly or quickly it progresses

Table 1 shows the seven elements of digital storytelling (Routledge 2008). This is way to Using digital storytelling to create content just to attract mind.

2.2 Color Marketing

The meaning of colors can vary depending on the culture and circumstances. Each color has its own characteristic and is one of form of non-verbal communication which reflects the culture and circumstances. Most of the perceived world is delivered to human through vision. In fact, however, the recognition of colors is connected to not only eyes but also brain, emotion, and experiences (The TABS Journal 2003).

Color with these unique characteristics as described above plays an important role in all areas of food, clothing and shelter today. Becoming a central element of the marketing strategy, color builds brand image by appearing identity of products and brands consistently in the mind of the consumer.

Further, it can act also as a marketing and promotion. Marketing, determined by the video, is possible to cause curiosity and induce the formation of brand image to the consumer through the color. That is, it is possible with the help of color to form a brand image, and significantly affect the selling, creating added value.

We know that color can stimulate emotional response, affect persuasiveness, reflect prestige, and color can certainly affect a consumer's overall perception of a product. In advertising, color has been shown to reinforce copy claims, improve learning and increase readership. Colors exercise powerful affects and induce reactions based on both instincts and associations. Colors alter the meaning of the objects or situations with which they are associated, and color preferences can predict consumer behavior. Thus, color is an integral element of corporate and marketing communications. It induces moods and emotions, influences perception and helps companies position or differentiate from the competition.

Brands are fortified in memory by way of an "associative memory network." Marketers use color to strengthen associations. For example, we all have evoked sets. This is the set of brands that come into our head when we have a need for something.

What company do you associate with the colors red, yellow, blue, etc. If consumers lack the motivation or ability to evaluate a product they may use signals or "extrinsic values" such as appearance or color to make a decision. In today's world of product parity and competition, branding and perhaps color will be more important (ASBBS Annual Conference 2010).

Color will have more importance in countries where illiteracy prevails or the use of symbolism is widespread. International brand and product names also are often plagued by problems of language, pronunciation, meaning, cultural considerations and legalities and as a result, non-verbal cues have become increasingly important in positioning international brands quickly and effectively.

As a result the emotional response to color the consumer to purchase products or brands awakened when the consumer perceivable can affect the overall recognition. Therefore, color is an important factor in corporate and marketing communications became Companies and other companies to form the image of the two can be differentiated.

Many companies have a global brand as being globalized color began to have an interest in marketing. Color Marketing is one of the ways to enhance the brand image, using color as a memory and will connect the brand.

3. Case Comparative Analysis
3.1 Case Study

Using storytelling in the promotional video is being utilized in various fields. As representative examples of this study is analyzed for four things. Food company, Coca-Cola, a brand of Nike shoes, luxury fas

hion goods brand Louis Vuitton, car brand Volkswagen in a promotional video storytelling practices and their effects on the utilization looked for.

■ **Coca-Cola**

Figure 1. Coca-cola

<Living a Healthy Lifestyle>

　Coca-Cola and with a lifetime of memories and storytelling to the next generation of leading was expressed.
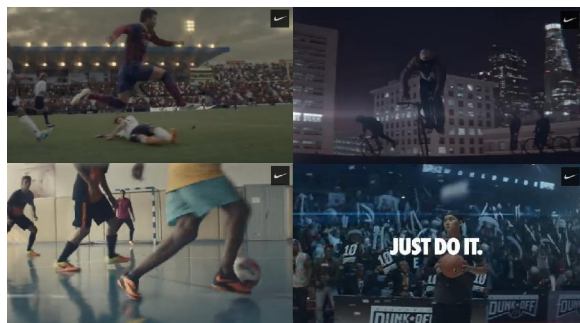
■ **Nike**

Figure 2. Nike

<Just Do It> Development by taking advantage of the narration was about storytelling superstar to Nike shoes to instill the confidence to win advertising.

■ **Louis Vuitton**
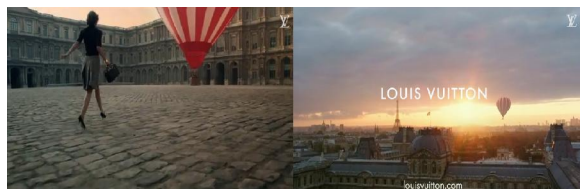

Figure 3. Louis vuitton

<L'Invitation au Voyage>

　Louis Vuitton is a short film look like a European atmosphere and the sensitivity was developed for video storytelling.

■ **Volkswagen**

Figure 4. Volkswagen

　German automaker Volkswagen brand, riding one day, showing the end of the story to emphasize the close-up of the logo.

3.2 Comparative Analysis

　Promotional video for a variety of cases analyzed, combined with storytelling and color case is almost no marketing. A synergistic effect as a promotional video can be maximized, when both of these techniques are fused to each other.

　The benefits of storytelling are emotional ease and comfort will stimulate the consumer, marketing the benefits of color are also consumers through repeated emphasis on color to the color of the image and the key messages that can be transmitted indirectly.

　In this respect, Coca-Cola use both color marketing and storytelling techniques, but doesn't use the color to highlight the particular representation technique. Nike was not there a specific color using storytelling made promotional video.

　The fact that Coca-Cola is clear that have main color is true. When you think of Nike, but the color is not clear. This is the look on the color of the brand marketing can be used to know do not play that. Volkswagen and Louis Vuitton is the same as in the case of Nike.

4. Implementation and Results
4.1 Video Representation Technique

　In this study proposes a technique of video, color marketing and want to implement it. This experiment was to take advantage of Adobe Premiere video editing was the purpose of the study.
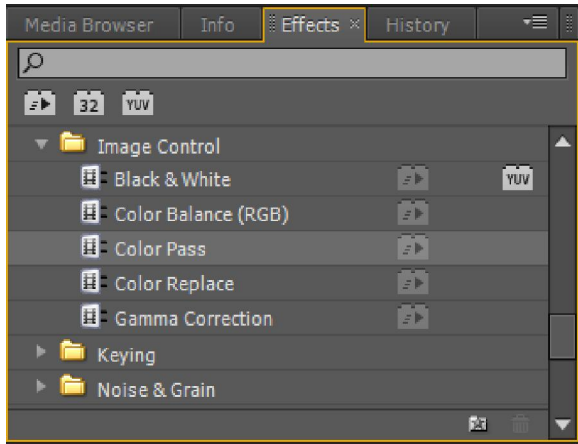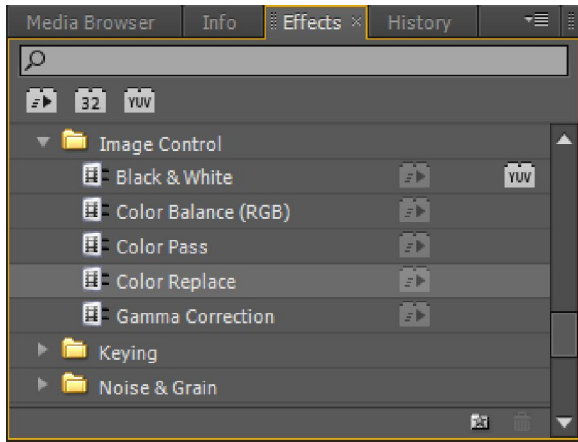
Figure 5. Effects-color pass

Figure 6. Effects-color replace

First, in order to extract Color Figure 5 'Video E ffect-> Image Control-> Color Pass' and Figure 6 'Vi deo Effect-> Image Control-> Color Replace' is used in two ways.
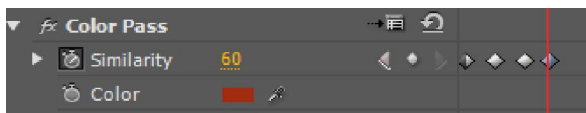

Figure 7. Color pass1

Figure 8. Color pass2

Scene 1 use the Color Pass through a gradual change in color from black and white to color representation techniques which were used. Color to red is set and Similarity of from zero to Toggle

Animation Key frame gradually increased by setting the passage of time by setting the color so that it appears more.

Table 2. Color pass setting

	Time(sec)	Similarity
1	00;00	0
2	02;00	20
3	02;30	40
4	03;00	60

Similarity of the scene is set according to the te mporal flow value like table3. In this way, gradually appears on the color can be set, such as figure 9.
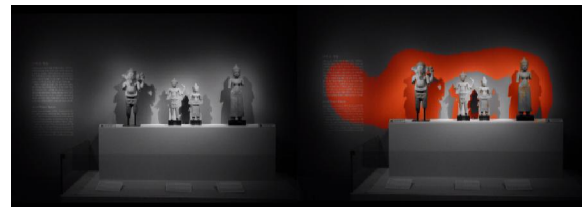

Figure 9. Color pass-similarity setting

Figure 10. Color replace-similarity setting

Next, like Figure 10, Color Replace and Color P ass opposed to changing the original color to another technique. This technique is likewise Similarity with the passage of time more and more colors are set and Toggle Animation effects can be changed.

Table 3. Rrepresentation techniques

	Color Pass, Color Replace
Process 1	Video Effect-> Image Control-> Color Pass
Process 2	Video Effect-> Image Control-> Color Replace

4.2 Benefits and Development Potential
The purpose of the promotional video is how to attract the attention of consumers. It will be able to co nsumer attitudes how can ye are favorable. In this reg ard, these study in terms of the effectiveness of the pr omotional video how to maximize the effect on the b asis of whether the study was carried out for.

In this study, expression of such a technique is information characterizing the emotional storytelling passing has the advantage of easy, and a color key color to the consumer in terms of marketing that can give a particular message. This large ripple effect information transfer and a clear, or impressive Point Title, description, etc. that can provide such advantages. Therefore, a visual representation of this research technique is further developed in the future in the field of promotional video possibilities.

Currently utilized in various fields, and the story telling technique, which, in this study, as well as the cultural content of various genres of video content around the image to promote the study was in progress, the future development potential may be bigger.

5. Conclusion

This study is in the field of promotional video editing techniques that can be utilized to implement and thus the theoretical background and actual cases have been examined. Specifically, this study, color marketing and storytelling technique was applied to study the test image. The fusion of these two techniques utilized in the promotional video, then highlight color in a short period of time on the more intensely the mind of the consumer, a message want to remain in effect.

In this experiment specifically, the key video of one color to emphasize the expression technique. This sparked a unique focus on customers' feelings and experiences that may be discriminatory. In addition, through the various research continue to combining with the other areas are expected, a new attempt through a variety of techniques can be made.

Depending on the genre of each story is different and the color of the planning -oriented, because it is discrimination is difficult to predict the results, it is worth enough to try. Thus, by incorporating the humanities, technology and research point of view, if the discriminatory promotional video production can reach consumers effectively.

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