

Promotional Video Production which fused The Motion Graphics and Color Marketing

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Abstract: This study is aimed to analyze discriminatory promotional video content production and how motion graphics techniques are used. Color marketing and video marketing of new promotional offers in terms of the growth potential, and want to take advantage of the research plan. To this end, the theoretical background and practical case study analysis was performed. A new promotional video representation techniques, and effects of the implementation process was derived. Purposes of this study, experimental study was made, and a film for the expected effects such forward a new proposal for a promotional video that you want.

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1. Introduction

The purpose of the promotional video appeal to attract the attention of consumers increases. As the digital age has seen a number of video content to consumers, but it is quickly forgotten and the non-unique. Thus, the demand for differentiated and unique as promotional video, promotional video for consumers to convey information efficiently and the need to be sensible.

1.1 Purpose

In this study, using Adobe Premiere and After effect, such as images and video digital video and graphic images, sound and expressiveness of information fusion with a new feeling. And then this study wants to create a promotional video with that way.

1.2 Methods

Prior to analysis of existing research on the basis of theory and practice and future filmmakers to promote high-quality, easy to implement techniques to ensure effective video to present an implementation process.

2. Related Works

2.1 Promotional Video

The word 'video' originally was used as the feature of something exists, or imagery. In the 21st century, but the effect of the video content has emerged as a visual and auditory elements are included in the various attempts have been made as a composite art (Communication books, 2013). This allows the language; the communication is not literally visual, auditory, and combinations of various elements of the convergence communications over the leads. That is, promotional video can create by

creation or the producer using subjectivity and objectivity of the screen with properly. It involved visual and sound elements to deliver messages through the public participation (The Graduate School of Sejong University, 2012). Thus, the video is public relations, marketing become in many cases means were used, which is the nature of the promotional video anywhere, regardless of the footage available to the public the message that I want to be as efficient as possible because it can convey.

Public Relations is in the public interest been formed friendly relations with the deliberate plan to form a two-way communication refers to the action (The Graduate School of Sejong University, 2012). 1982 American Association of PR (PRSA: Public Relations Society of America) is a PR is "well adapted to the organization and the public to help each other," he defined, but in 2012 a "mutually beneficial relationships between organizations and the public to build a strategic communications process "is newly defined. That is, the promotional video of the goal and plan is important because it is intended to convey a particular message must. This is because the government, public institutions, large corporations, small businesses, governments, schools, non-profit organizations and the public to target specific messages to promote products, corporate vision and core values for the field of business information, or pass a basic marketing tool audiovisual that. Thus, a promotional video for the long-term, comprehensive plan to achieve one of the means of communications technology as a marketing strategy (The Graduate School of Sejong University, 2012). As described in the promotional video for corporate communications videos, products and

services, promotional video, event, presentations, videos, display images classified into five looked into.

Table 1. Promotional video classification

Classification	Features
Company, brand	company's vision, values, message, etc.
Products and Service	Introduce new features and services, an overview of the service development process, feature promotions, launch event
Events and promotions	various exhibitions, events, ceremonies and other events
Presentation	planning for the introduction of PR
Exhibition	exhibitions, fairs, media art, media facade

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.

The beginning of the color marketing is a fountain pen made from the Parker in 1920 (Hongik University 1982). At that time, fountain pens for women were just little bit narrower than those for men with black or brown body. Breaking the existing fixed idea, ruddy fountain pens made from image of red women lipsticks started to be produced. They were sold like hotcakes resulting in dramatic rise in sales. Eventually using colors along their psychological effects became significant marketing tools. Since colors do affect consumers' emotion,

company that is planning to sell something new should start from marketing strategy when determining colors of not only products but even packaging around them. 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.

2.3 Motion Graphics

Motion graphics and visual communication in modern society to create content for a single language and techniques located on the screen, such as animation, visual media, which means the movement of an object in motion graphic tool for words and phrases that the term The compound (The Graduate School of Sejong University, 2012). Hillman Curtis defined motion graphics as "motion graphics designer is given information, product representation to express themselves through" (New Riders Publishing, 2001). And Kyle Cooper defined it as "throw the audience a motion graphics designer the mystery" (Laurence King Publishing 2003).

In other words, the stop motion graphics, graphic design, not in time and space in the text, photos, illustrations, video and other rich content effectively, creatively and effectively deliver the message to move the active communication features. Motion graphics, graphic designer Soul Bass 1954 film Carmen Jones in the title of the movie screen and imaginative consideration of design techniques to combine the cartoon opening titles were born, starting with production (YOUNG NAM UNIVERSITY 2009).

But nowadays, various video techniques using computer have become essential due to the development of digital media. Recently motion graphic, which had rose as an opening title sequence of a movie, plays a role of delivering popular culture. Also it is growing in various industries such as CF, business PR, web, movie etc.

3. Case Comparative Analysis

3.1 Case Study

Table 2. Overview : Analysis of existing visual representation techniques

Division	Contents
Purpose	Color associated with marketing and promotional motion graphics video analysis
Comparison	Coca-Cola / Powerade / Ford / Samsung galaxy
Compare	Color Marketing, Motion Graphics
Video Source	YouTube, Vimeo

■ Coca-Cola



Figure 1. Coca-Cola Ad

This video content emphasized the red of Coca-Cola, to make it thinking overall atmosphere of Coca-Cola is allowed to appearance accessories of red and various red cans. Thus, it is possible to instill strong brand image. There is a disadvantage for the background, support the red in tone down, but only that the concentration is reduced because a color looks a lot overall.

■ Powerade



Figure 2. Powerade Ad

Emphasizing the blue Powerade, running time is 40 seconds, the video, using the techniques of stop-motion. It has been produced in the video by connecting a still image, reduce the use of color unnecessary other, Powerade of blue appeared repeatedly point to color, to convey the brand image.

■ Ford



Figure 3. Ford Ad

This video is a promotional video of the Ford brand vehicles. The green color of a particular car design and typography to the whole image, cars, etc. were used. Using typography in motion graphics and gave a dynamic feel.

■ Samsung Galaxy4

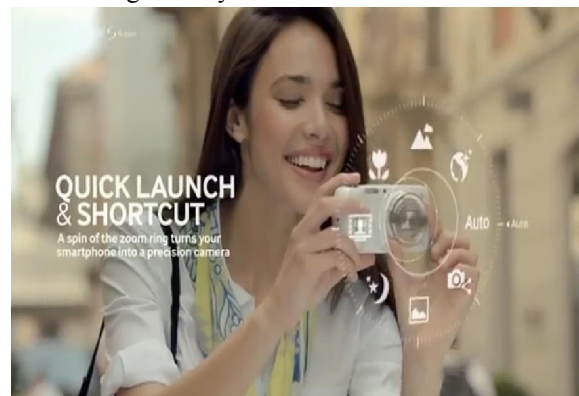


Figure 4. Samsung Galaxy4

This video is a promotional video of the Samsung Galaxy 4. Representation techniques of storytelling, but the image was used for motion graphics. Overall, no particular color using the white colorless and gave a sense of unity.

3.2 Comparative Analysis

Promotional Video analysis of four cases in one image is Main Color to be the point. If it is a color that is the heart of the brand, or the color of the product may also be the key. In the case of Coca-Cola and Powerade brand products are identified by a single product in one color and the main color is the key to promoting good use of video was that color. On the other hand, Ford and Samsung galaxy4 not used the main color, but the color was used consistent. Ford is to promote green products and green is the main color scheme was applied to motion graphics, motion graphics techniques colorless Galaxy was used.

It is rare that color marketing techniques use to promotional video. Most use only one or a storytelling video techniques developed in such a way that the more we could see.

Table 3. Analysis

No	Division	Main color	Color marketing	Motion Graphics
1	Coca-Cola	Red	Yes	No
2	Powerade	Blue	Yes	No
3	Ford	Green	Yes	Yes
4	Samsung	White	No	Yes

In conclusion, the case of global public relations video of the four companies, but it was rare using both Motion Graphics and Color Marketing.

4. Implementation and Results

4.1 Video Representation Technique

This study uses the main color around the marketing to produce some of the promotional video. It also utilizes motion graphics techniques for more effective representation and wish to transfer. Source for video from the National Museum of the taken data for this paper, and the purpose of the study was to edit.

Adobe Premiere which is used for this study is a useful tool to edit existing videos doing copy, paste, and scene change effect or music arrangement according to the time. In this study, using Adobe Premiere, according to the flow of time, highlight the color you wish to implement the method.

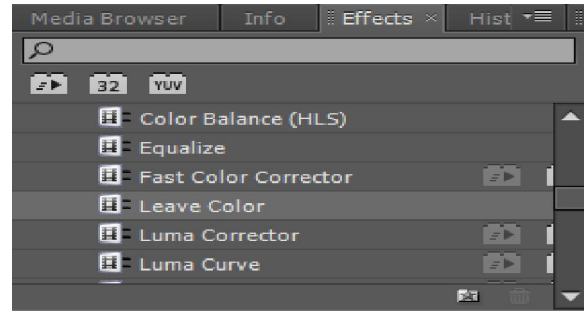


Figure 5. Color Correction - leave color

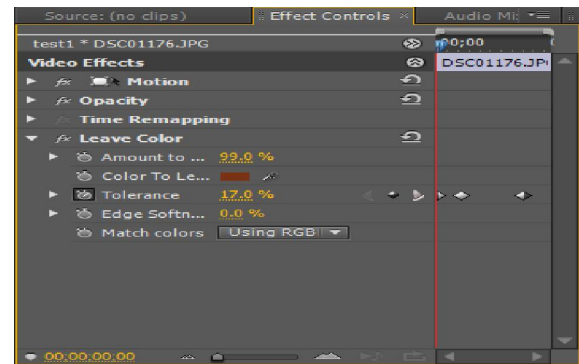


Figure 6. Effect controls

From Adobe Premiere, to extract the desired color or colors are various ways to get rid of. First, 'Video Effect -> Color Correction -> Leave Color' for the color of a movie can be adjusted. Also 'Video Effects -> Image Control -> Color Pass' through one way is to extract the color.

Next, motion graphics and video applications as a way of promoting Adobe Premiere and Adobe After Effects There are two ways to use, Premiere is a cross-sectional and planar features and easy to use, but After Effects is more complicated, but many advanced features able to use the feature.



Figure 7. Implementation with Adobe Premiere

4.2 Benefits and Development Potential

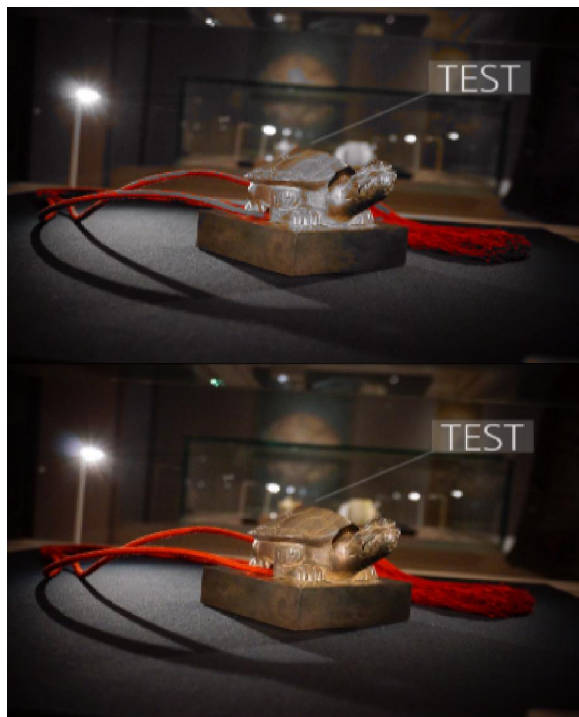


Figure 8. Result image

In this study, expression of such a technique is motion graphic information characterizing the advantage of the effective delivery, the main 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, the video representation of this research technique is further developed in the future in the field of promotional video possibilities.

5. Conclusion

This study can be utilized in the field of promotional video editing techniques and real-world case studies about the Theoretical and experimental implementation video seen. Specifically, this study, color marketing and motion graphics techniques were applied to study and test images. Representation of each technique are movies, news, drama, advertisement, such as a variety of video content in the field of video spotlight, but, in fact, attempts to fuse promotional video does not try to be still. A new study attempts to watch their expected effects, this experiment imaging was implemented using Adobe's Premiere. The company's position in the video to create effective promotional marketing can be one way, through the consumer's perspective, these images allow easier and it can access the cal

endar. The core message of color marketing, companies can deliver a continuous and consistent brand image, and it can be emphasized through. Color is used in the future, while the other techniques and fusion research over the width of the expected effects and the possibility can be further extended.

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