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Strategic Inspiration

CATCH OF THE WEEK

FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR

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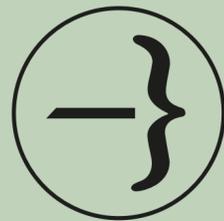
FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR



Colour is becoming one of the most interesting sources of inspiration and content creation for brands. A universal concept that calls for it to be explored, shared and showcased as part of the global proposal that brands offer today.

FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR

THE GREAT STRATEGIC TAKEOUT



We must highlight and share the choice, process, nuances and content behind the colour selections carried by our products and brands.

FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR

WHY SHOULD I READ THIS?

*The new post-COVID reality has a direct effect on the need for brands to share their truth, their processes and the way in which these decision benefit consumers.
Colour is a key resource that we often overlook.*

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WHAT ARE WE TALKING ABOUT?

The use of colour goes far beyond the need to differentiate our packaging, give "uniformity" to our messages and associate products with the benefits we want to convey (naturalness, luxury...).

Behind colour there is great symbology that calls for us not only to understand it, but also to integrate it into our discourse and make it a strategic element of our decisions and plans for content and communication.

Colours speak; they tell us things. Just like smells and textures, colours have a huge capacity to transmit empathy, to inspire or to transport us to specific moments and evoke universal sensations and emotions.

At best, we trust in the skill of art directors or designers who are responsible for shaping our decisions, expressions and products. At worst, we are guided only by the need to "appropriate" a colour in the categories in which we operate.

In any case, we overlook an abundant source of content that will help us to connect and maintain valuable dialogues that enrich our relationships with our audiences.

Farrow & Ball is a British paint brand that has made the description of its colour palette one of the key sources of its differentiation. Beyond their skill in selecting, curating and combining colours, we must look at the emotionality they bring to bear when they explain what makes them special.

FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR

FARROW & BALL[®]

CRAFTSMEN IN PAINT AND PAPER

WHAT TO FOCUS ON

- _ Tone and emotions that is uses
- _ Way of empathising with consumers who directly buy a product that is usually bought through an intermediary.
- _ Ability to link needs and motivations (inspire, aspire, project..) to the description of their colours.

FARROW & BALL AND THE EMOTIONS IN CONTEMPORARY COLOUR

WHY YOU SHOULD BE INTERESTED

Colour is at the heart of all our decisions, from the essence and values of our brand, to the colour of our products and the packaging. Colour choices are key, and they conceal certain content that we could share with our audiences.

WHERE DO I IMPLEMENT IT?

Selection process for new packs, brand identities, variants/ranges.

Communication and content.

WHAT TENSION DOES IT RELIEVE?

Learn more. Product truth. Consider consumer "insiders".

HOW DO I IMPLEMENT IT?

Detailed and informative content that invites those who read it to integrate it into the narrative. Using references known to all your audiences. Showcasing the selection and the contrasts between colours, and helping to understand the knowledge and *métier* behind those decisions.

FROM A STRATEGIC PERSPECTIVE:

Colour is a much more strategic element to which we often do not give the necessary importance and depth. Nor do we share it or explain it in an emotional way that helps engage our audiences. Colour allows us to expand the values of our brand, associating ourselves with the values emitted by the colours and nuances selected.

HOW INNOVATIVE IS IT?

The use of colour as a strategic tool in a textured and detailed way is rare outside the categories in which colour is key (fashion, decoration). Mirroring these categories and taking advantage of them can differentiate us and help us find suitable content and tones.

WHO MIGHT BE INTERESTED?

Everyone, especially if we show the colour selection so that all our audiences can also share it with their networks.

KEY CONCEPTS:

Colour, palette, content, insider

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I WANT IT FOR MY COMPANY/BRAND. WHAT DO I NEED TO KNOW?

WHO IS USING IT ALREADY?

Large decorating and fashion brands, which use colours as an essential tool not only to differentiate their products but also to give an emotional meaning and to conceptualise their collections and proposals.

THINGS TO KEEP IN MIND:

The world of colour is subject to significant cultural differences. Like smells and textures, certain colours (especially those that are more complex) mean different things in different cultures. These variants must be documented and understood.

HOW DO I GET A CLEARER IDEA?

_ Review the [Farrow & Ball website](#), buying its colour chart.

_ Read [Chromaphilia: The Story of Colour in Art](#)

_ Watch [BBC A History of Art in Three Colours](#)

HOW DO I SHARE IT WITH MY NETWORK?

"It is possible that we can use the colour of our brand/products to feed our story, build differentiation, share our intentions/emotions"

I'M INTERESTED IN FOR MY BRAND. TELL ME MORE!

This content comes from The Hunter's strategic inspiration tank. If you would like to know how over 15 years of research and mapping enable us to make strategic recommendations that are innovative and culturally relevant, please get in touch with us.

I WANT TO KNOW MORE

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Strategic Inspiration

The Catch is The Hunter's strategic think tank, via which the inspiration needed to take the best strategic decisions is shared in the form of resources, content and original ideas, which can be understood easily and applied immediately.

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