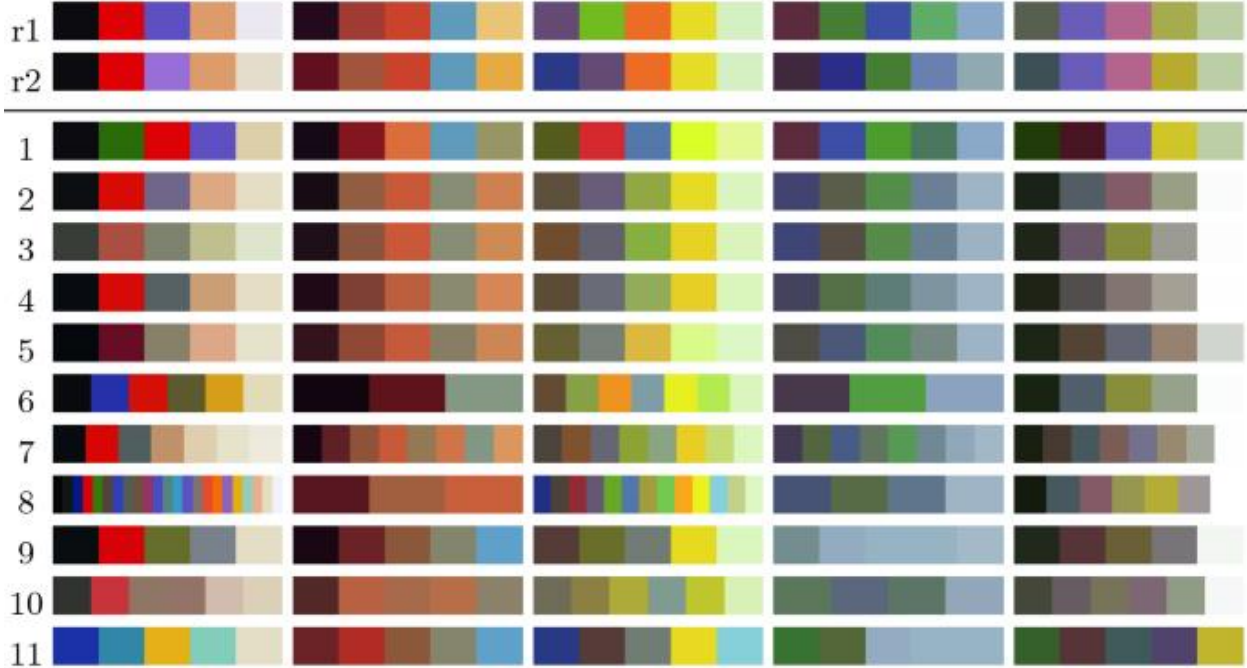


THE EFFECTS OF COLOR DESIGN ON LUXURY BRAND EVALUATIONS





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Submitted to

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Letter of transmittal

20 November, 2023

To
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Sub: The effects of color design on luxury brand evaluations

Dear Sir,

I am pleased to writing in such a situation that I have successfully completed my project report on the interesting topic you selected, "***The effects of color design on luxury brand evaluations***". I would be grateful to you for such a heartily support from your side which flare up for completion of my report. As I told you that I will complete my report in no time, I am working on it and hopefully to complete on due time by the grace of Allah with your support and direction.

I want to add that the entire work is my own and I have done it for academic purposes only. I do not have any other intention other than this.

Sincerely,

Anita Rahman
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Declaration of the student

I hereby declaring the paper which is my solely work that entitles, “***The effects of color design on luxury brand evaluations***” has been selected my honorable project supervisor Mr. Muhammad Rehan Masoom, Assistant Professor of the School of Business and Economics, UIU.

Without his tremendous support and assistance, I wouldn't be successful to complete the report in such way. The work is completely done by me, and I also would love to declare that I have not taken anything from other mates. All I gather the information from my own, Google, from my bookish knowledge and eventually my supervisor's instructions.

Anita Rahman

111-173-070

School of Business and Economics

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Acknowledgement

In first line of my acknowledgement of the report, I must express my heartfelt gratitude to my creator almighty Allah who creates me so nicely, and eventually kept me strong, sincere and lucky to come to the ending point of getting my bachelor degree from such a reputed University, my loving UIU. Afterwards come the turns to gratitude my parents who is behind I become so old and close to getting the BBA degree. Without their promising support I wouldn't be here in such a position. My teachers from UIU in different courses have played a vital role to become so motivated and mature. I am delighted to express my special gratitude to my supervisor, friends of UIU so much. In requirement of getting the BBA degree from UIU I need to attempt and successfully complete 123 credits, where 3 are for project. For that, I have decided to do on the topic entitled by my honorable supervisor Mr. Muhammad Rehan Masoom, Assistant Professor of the School of Business and Economics, UIU is "***The effects of color design on luxury brand evaluations***". The work is solely done by me with the direct supervision of my project supervisor. In the project I input 3 chapters.

Executive Summary

This report explores the significance of color in marketing, particularly within branding and design. Brands strategically leverage colors to establish deeper connections with consumers and differentiate themselves in the market. As the article underscores, a brand encompasses the totality of consumers' associations, emotions, perceptions, and attitudes towards both the tangible and intangible aspects of a company, product, or service. Across diverse sectors like retail, food and beverage, home improvement, and pharmaceuticals, color plays a strategic role in capturing consumer attention, conveying brand personality, and fostering loyalty. Recent decades have witnessed both international brands (Unilever, Nestlé, Marico) and domestic stalwarts (Pran, Randhuni, Ruchi, Teer, Fresh) achieve remarkable success in Bangladesh's FMCG market by understanding and responding to consumer needs. The landscape has even shifted, with multinational giants like Unilever now producing 95% of their local portfolio within the country, while certain domestic brands like Pran, Randhuni, and Ruchi have expanded their reach beyond national borders. Historically, studies from the 1980s highlighted the monetary value of consumer-brand relationships, prompting brands to delve deeper into the science of color and its undeniable influence. Color-emotion pairings are processed neurologically, shaping consumer decision-making. Brands and consumers alike deliberately select colors with specific connotations in mind; vibrant hues for a youthful image, for instance, or black and purple for sophistication. The report emphasizes the importance of color design, particularly in product selection where factors like brand identity, target audience, and product purpose play a pivotal role. However, it acknowledges that color interpretation is inherently subjective, influenced by cultural nuances and personal preferences. This opens the door for designers with expertise in color theory to offer valuable service to clients. Beyond color, the report delves into the psychological factors that shape brand evaluations, including age, personality, lifestyle, and values. It further extends the discussion to encompass socio-cultural influences like family, reference groups, role and status, culture, religion, race, and anthropological factors. Notably, the report posits anthropology as a valuable framework for understanding consumer behavior in the marketing field. Finally, a dedicated section unpacks the diverse interpretations of different colors, highlighting associations like red with passion, yellow with hopefulness, green with vitality, and blue with stability. The report underscores the importance of understanding tint, shade, tone, and hue to create effective color palettes that resonate with consumers, evoke emotions, build genuine connections, and ultimately, positively influence consumer behavior.

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CHAPTER ONE: INTRODUCTION

To certain consumers, color is considered a mere ornamental attribute. Nevertheless, in the realm of marketing strategies, brands employ color in order to connect with consumers on a more profound level and differentiate themselves in the market amidst their competitors. The purpose of this article is to examine the brands that have derived advantages from color strategy, while simultaneously offering psychological insights to brands and entrepreneurs who are entering the business market. Brandeo (2013) elucidates that a brand encompasses all the associations, emotions, perceptions, and attitudes that consumers associate with both the intangible and tangible characteristics of a company, product, or service. In the sectors of retail, food and beverage, home improvement, and pharmaceuticals, color is strategically employed to captivate consumers, convey a particular personality and status, and foster a relationship with consumers based on loyalty.

To ensure maximum efficacy, brands striving for optimal success should actively seek color research that aligns with their objectives of appealing to consumers. During the 1980s, a surge of studies demonstrated the monetary value of consumer-brand relationships, subsequently introducing the notion of brand image to mainstream marketing theories. This development prompted prominent brands to allocate more time and attention towards comprehending the science of color and its significance to consumers (Grimes and Doole, 1998: p. 800).

The color-emotion pairings are perceived by consumers through a cognitive neurological scientific process, whereby consumers' visual perception leads to the brain's interpretation of color as a means of conveying information. A study conducted in 2007 revealed that the acquisition of associative knowledge regarding visual stimuli occurs during the initial stages of visual processing, serving as a crucial mechanism for expeditious decision making (Labrecque and Milne, 2011: p. 713). The research on color, which has been in existence since 1971, demonstrates a correlation between color, emotion, and perception (Grimes and Doole, 1998). Given that most colors are

associated with emotions and physical attributes, both brands and consumers who aim to present themselves in a particular way select colors that align with specific connotations. To illustrate, brands and consumers seeking to convey a youthful and dynamic image typically opt for vibrant colors, whereas those aspiring to exude sophistication and affluence choose colors such as black, purple, or beige.

Color Design:

The consideration of color selection by customers is a significant matter in the realm of design. Designers must carefully contemplate the interrelationships between colors that are harmonious. The incorporation of color in design is a highly subjective and essential element. The interpretation of a specific color can evoke different reactions in individuals due to cultural influences, previous associations, or personal preferences. The study of color theory is a distinct discipline that combines scientific principles with artistic sensibilities. Some individuals choose to specialize in this field, pursuing careers as color consultants or occasionally as brand consultants. Possessing a comprehensive understanding of the impact that color has on the majority of people is a valuable skill that designers can acquire and provide to their clients.



The color design is basically the primary but basic matter by which a customer attracts to purchase the product. Likely the color of the baby foods are likely too much colorful so that children attract to grab one and also according to the marketing strategy, the hawkers put the baby foods in the front line of the shop to attract the children easily.



Needless to say that every different age, different occupation, different gender, even different personality has the pretty different color choice. For that the raw manufacturer keeps the color choice issue in another serious priority. In some industry, found to have some designated personnel to execute the color issue of their product with high payment.

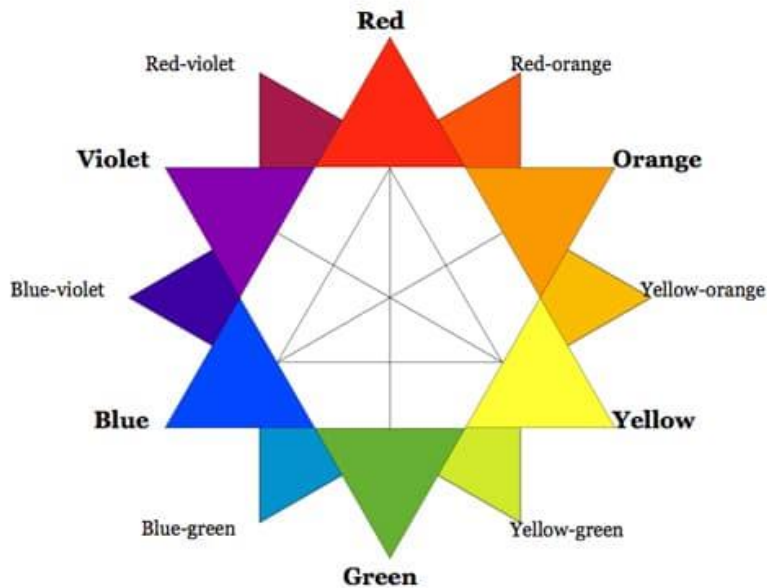


Image of different color

Factors:

When selecting product colors, designers take into account several factors. These factors encompass brand identity, target audience, and the intended purpose of the product.

For instance, if a brand is associated with eco-friendliness or sustainability, it may opt for earthy or natural color palettes. Conversely, when designing products for children, vibrant and playful colors may be more suitable. However, it is not a strict rule, as exemplified by Apple products that are not limited to white and black hues.

Moreover, it is crucial to consider the surrounding context in which the product will be utilized, such as lighting conditions and background colors. In the case of products intended for outdoor usage, a more vivid and daring color scheme may be necessary to ensure visibility amidst natural surroundings.



Image of different color

These factors become significant whenever examining the lifespan of a product and the subsequent impact it may have on customer satisfaction in the long term.

Factors that have been suggested by certain clients to take into account when considering color include:

- **Brand identity:** Does the chosen color align with the established brand identity?
- **Costs:** Are the necessary pigments for achieving the desired color expensive?
- **Availability of color:** Is there a consistent and reliable source for obtaining the desired colors?
- **Variability:** Is it challenging to achieve uniformity across different batches of the product?
- **Maintenance:** Does the chosen finish easily show signs of wear and tear, and is it adequately durable for its intended purpose?

Can it be conveniently repaired if it sustains damage during production, transportation, installation, or usage? If that is the case, is there a provision for touch-up paint or can it be produced? Is the touch-up process challenging and does it ensure a seamless match?

In general, the color aspect holds significant significance in product design and holds the potential to captivate and involve customers, given the significance of aesthetics in the decision-making process.

Psychological Factors that Effecting for Brand Evaluations:

- **Age:** As people grow, their needs change with their tastes and choices. Age is important factor for brand evaluation
- **Personality and self-concept:** Consumers usually choose brand that match their own personality.
- **Lifestyles and Values:** Lifestyle means the ways groups of consumer spend time and money.

Socio Cultural Factors that Effecting for Brand Evaluations:

In Bangladeshi sociocultural society, color plays an interesting role in their daily life. From clothing to household products, including food choice, food habit, ornaments and so on. In other countries like desert area or foggy area or even rainy area, the life style of the citizens depends on the sociological culture.

Factors including;

- **Family:** Socio cultural factors are active in the family as well as in the society.
- **Reference Groups:** However, different reference groups are important in terms of brand evaluation in socio cultural factors.
- **Role and Status:** Different role and status are also making effect on Factors that Effecting for Brand Evaluations.

- **Culture:** Culture and race also is the key play roller that makes effect on Factors that Effecting for Brand Evaluations.
- **Religion:** People from different religion tends to habituate of using different colors in relating to their religion like; the Muslims used to use white color, the Hindus are used to yellowish so as the Buddhists.
- **Race:** Typically different races are tends to use different color in their daily life in consistent with their culture and choice.

Anthropological Factors that Effecting for Brand Evaluations:

Anthropology examines individuals and their behaviors within the framework of their culture, encompassing not just elements such as ceremonies, narratives, and artistic expressions, but also everyday objects. The cultural milieu molds our interactions with these various aspects as well as with one another, and through its conceptual and methodological tools; anthropology is able to thoroughly investigate these interconnections and impacts. Similarly, the field of marketing should strive to accomplish this as well.

Roses are red, violets are blue, sophisticated brands have a Tiffany Hue: the effect of iconic brand color priming on brand personality judgments.

- **Income**
- **Occupation**
- **Economic Groups**
- **Gender**
- **Education**

The interpretation of different colors



Reds

The color red is frequently linked to strong emotions such as passion or anger, and this connection can be utilized to generate a sense of enthusiasm among consumers.

Yellows

The perception of yellow results in a sense of hopefulness among individuals who observe it. This color is associated with the celestial body in our solar system and the sensation of being warm. The utilization of the color yellow by a company can facilitate the transmission of the constructive essence and synchronization of their enterprise.

Greens

Greens are employed with the intention of manifesting the vitality and progress of a particular brand. Frequently, it is associated with the incorporation of completely natural constituents or the advocacy of ecological harmony. A deeper shade of green may be utilized to signify affluence and monetary resources.

Blues

The color blue is frequently employed in the context of brand identity in order to convey the notion of stability within a business. Additionally, lighter shades of blue serve to symbolize openness, thereby appealing to the sentiments of individuals, as they foster a sense of tranquility.

Furthermore, it is essential to possess a comprehensive understanding of tint, shade, tone, and hue. Acquainting oneself with these intricacies will aid in the development of a color palette that effectively represents your brand, engenders the desired emotions within your clientele, and possesses a visually pleasing and easily recognizable aesthetic.

Each individual color possesses the ability to elicit a distinct emotion and embody a unique concept. By conducting research on colors and their associated meanings, one can cultivate a genuine persona that fosters a genuine connection with customers and influences consumer behavior in a meaningful manner.

CHAPTER TWO: DISCUSSION & FINDINGS OF DIFFERENT PRODUCTS

Products of FMCG Brands

Over the past few decades, both international brands such as Unilever, Nestlé, and Marico, as well as domestic brands like Pran, Randhuni, Ruchi, Teer, and Fresh, have effectively catered to consumer demands and achieved business success within the FMCG industry of Bangladesh. Previously, multinational companies in this sector fulfilled the needs of the country's consumers through imports. However, at present, a significant 95 percent of the product portfolio of multinational companies like Unilever is manufactured within the country. Furthermore, brands like Pran, Randhuni, and Ruchi export their products abroad to meet the requirements of the nation's population.

1. Unilever Bangladesh

Unilever is a prominent FMCG brand on a global scale. The multinational British company offers an extensive range of over 400 household products, catering to approximately 3.5 billion consumers across more than 190 countries on a daily basis. In the context of Bangladesh, Unilever boasts a diverse portfolio of 28 brand products, spanning across 10 distinct categories. Remarkably, Unilever holds a dominant market position in 9 out of these categories. The renowned brands associated with Unilever in Bangladesh include LUX, Glow & Lovely, Wheel, Surf Excel, Rin, Lifebuoy, CloseUp, Pepsodent, Vaseline, Sunsilk, Clear, Ponds, and Dove. It is noteworthy that Unilever's presence in Bangladesh can be traced back to its inception with Lever Brothers India Limited's Sunlight Soap in undivided India. However, it was not until 1964 that Lever Brothers Pakistan formally commenced operations with the establishment of a soap manufacturing plant in Kalurghat, Chittagong.



Unilever Bangladesh, a subsidiary of Unilever, offers a wide range of products that cater to the needs of consumers in Bangladesh. Here are some of the popular products:

- a. **FAIR & LOVELY:** Glow & Lovely, previously identified as Fair & Lovely, is a cosmetic product for lightening the skin produced by Hindustan Unilever and introduced to the Indian market in 1975. This product is accessible in numerous countries, including India, Bangladesh, Malaysia, Indonesia, Singapore, Brunei, Thailand, Sri Lanka, Pakistan, Mauritius, and other regions of Asia. Moreover, it is exported to different parts of the globe, particularly the West, where it is sold in Asian supermarkets. The product utilizes a blend of vitamin B3, glycerine, UVA, and UVB sunscreens. The official website of Glow & Lovely affirms that the product comprises vitamins B3, C, and E, as well as multivitamins and UVB/UVA sunscreens. Additionally, Glow & Lovely has made public the incorporation of vitamins C, B6, E, and allantoin into their product. A variety of product formulations, including lotions, gels, and soaps, are offered by Glow & Lovely. Over time, the brand has been gradually altering its formulation and incorporating other vitamins such as B6, C, and E, as well as allantoin, which are recognized for safeguarding the skin from external factors, UV rays, and environmental pollution. The product is specifically designed to enhance the skin's barrier function, firmness, and texture, thereby contributing to an overall improvement in radiance and glow.



- b. **PEPSODENT:** Pepsodent, an American toothpaste brand, was introduced to the United States in 1915 by the Pepsodent Company of Chicago. Unilever acquired ownership of the brand in 1942 and it continues to be owned by the company outside of the United States and Canada. In 2003, the rights to the brand in the North American market were sold by Unilever to Church & Dwight. Prior to the mid-1950s, Pepsodent enjoyed significant popularity, although its manufacturers were slow to incorporate fluoride into its formula as a response to the emergence of competing brands, notably Crest and Gleem toothpaste by Procter & Gamble, as well as Colgate's eponymous product.

Presently, Pepsodent is positioned as a "value brand" and primarily marketed in discount stores. It is priced at approximately half the cost of similarly sized tubes of Crest or Colgate. One of its most recognizable slogans was "You'll wonder

where the yellow went, when you brush your teeth with Pepsodent!". Pepsodent has many categories of their products.

The product range of Pepsodent includes:

- Pepsodent Sensitive Expert-Gumcare
- Pepsodent Triple Protection
- Pepsodent Sensitive Expert-Original
- Pepsodent Triple Protection Charcoal
- Pepsodent Sensitive Expert-Whitening
- Pepsodent Triple Protection Herbal
- Pepsodent Triple Protection Toothbrush
- Pepsodent Kids Toothbrush (7-13 years)
- Pepsodent DeepClean Toothbrush
- Pepsodent Kids Toothbrush (2-6 years)
- Pepsodent Easy Clean Toothbrush
- Pepsodent SmartClean Toothbrush

These products are designed to ensure that your teeth and mouth receive optimal care³. In addition to its products, Pepsodent also offers expert oral health tips and advice, tooth brushing tools for parents and kids, and aims to unleash the power of healthy smiles.

- c. **CLOSEUP:** Close-Up, a toothpaste brand originating from the United States, was introduced in 1967 by Unilever as the pioneering gel toothpaste. Unilever, a global corporation, has been responsible for marketing the brand worldwide while Church & Dwight has held the licensing rights for the North American market since 2003. Close-Up emerged during the 1960s, a significant period known as the summer of love. Amidst a sea of mundane white toothpaste, two American scientists conceived a rebellious notion: utilizing sorbitol and water to match the

refractive index of silica, resulting in the world's first transparent gel toothpaste. Currently, Close-Up ranks as the third most popular toothpaste globally, reaching consumers in 57 diverse countries. The flagship product of Close-Up is Close-Up Red Hot, an antibacterial toothpaste infused with a fusion of mint and spice, fortified with zinc to ensure 12 hours of confident fresh breath. Recent expansions of Close-Up's product line include the introduction of premium selections such as the Close-Up Natural Detox range, featuring natural ingredients, and the Close-Up Fresh Multi Vitamin, which guarantees comprehensive oral care protection coupled with the distinctive freshness synonymous with Close-Up.



- d. **Lux:** Lux, a global brand that was introduced in 1925, was established by Lever Brothers, now recognized as Unilever, in 1899. Initially, the brand's offering consisted of a laundry detergent named "Sunlight Flakes". Subsequently, in 1900, this groundbreaking product was rebranded as LUX Flakes. Lever Brothers embarked on a venture in early 1923 to develop an economically viable toilet soap infused with a captivating fragrance, resulting in the creation of LUX. At present, LUX stands as a billion-euro brand, operating in more than 100

countries worldwide. In Unilever's emerging markets, LUX holds the prominent position of being either the foremost or second-leading skin cleansing brand. As per Kantar's 2022 Brand Footprint reports, LUX reigns as the world's top fragrance skincare cleansing brand and secures the second position as the most-preferred beauty brand.





- e. **LIFEBUOY:** Lifebuoy, a soap brand that debuted in the United Kingdom in 1895, was initially formulated by Lever Brothers. The soap originally comprised phenol, which is a compound derived from coal tar. From around 1923 to the mid-1950s, Lifebuoy gained immense popularity and became one of the most sought-after soaps in the United States. However, its prominence waned due to the emergence of scented soaps in the market. Nevertheless, Unilever continues to extensively manufacture Lifebuoy across multiple nations. The brand's overarching objective revolves around promoting hygiene on a widespread basis. This objective proved to be of utmost significance during the Victorian era in England, where infectious diseases claimed the lives of numerous individuals. Lifebuoy stepped in as a savior, offering an affordable and easily accessible antibacterial soap. Presently, Lifebuoy reigns as the world's leading and highest-selling soap for germ protection.



- f. **VASELINE:** Vaseline, otherwise known as petroleum jelly, was initially introduced in 1870 by a 22-year-old chemist named Robert Augustus Chesebrough. Chesebrough stumbled upon a natural and waxy component, abundant in minerals extracted from the depths of the earth, which exhibited visible reparative properties on the skin. This particular substance, referred to as 'rod wax', was a by-product of the process of extracting oil. Chesebrough commenced the distribution of this unadulterated petroleum jelly under the brand name Vaseline, thereby establishing it as one of the foremost branded products in North America.

Throughout the years, Vaseline has expanded its range of products to include Vaseline® Intensive Care™ Lotions and Vaseline® Lip Therapy™ containers. Nonetheless, the remedial efficacy of Vaseline® Jelly can still be found within the products that are produced by Vaseline®. Until 1987, Vaseline was manufactured by the Chesebrough Manufacturing Company until it was acquired by Unilever after merging with Pond's in 1955. Presently, Vaseline is available in more than 70 nations and is renowned as one of the leading brands for hand and body care globally.



- g. **WHEEL:** Wheel is a laundry detergent brand that was introduced in 1987 by Hindustan Unilever Ltd in India. Its purpose was to cater to the requirements of low-income consumers who sought a detergent of commendable quality that was also reasonably priced. Wheel was the pioneer in bringing the notion of 'detergent powders' to the general public, as it had previously been considered a luxury product. In 1994, Wheel was introduced in Bangladesh and swiftly garnered popularity due to its efficacy in eliminating stains and its affordable cost. In the present day, Wheel stands as one of the most successful detergent brands in Bangladesh. Throughout the years, Wheel has progressed in order to offer consumers the advantages of cutting-edge technology. A prime example of this is the introduction of the 'blue' variant in 2001, a detergent powder infused with

the power of lemons that was purposely designed to eradicate stubborn stains. Additionally, in 2010, Wheel launched the 'Active Wheel' which boasted an innovative product design and a refreshing, pleasant fragrance. The fundamental mission of Wheel is to bestow upon millions of Bangladeshi housewives a gratifying laundry experience infused with the invigorating essence of lemons and numerous stain removers.



- h. **SUNSLIK:** Sunsilk, a hair care brand originating from the United Kingdom, is manufactured by the esteemed corporation Unilever. In the year 1954, this brand was first introduced in the United Kingdom, swiftly expanding its presence to encompass 45 diverse nations on a global scale. Its primary target audience comprises individuals of the female gender. Functioning as a leading hair brand, Sunsilk stands tall among the "billion dollar brands" associated with the Anglo-Dutch conglomerate. The extensive range of products offered by Sunsilk encompasses shampoo, conditioners, and an array of other hair care commodities, which are distributed in a remarkable 69 nations across the globe. Distinguished by its distinctive slogan, "Because Life Can't Wait," Sunsilk

effectively conveys its brand identity, simultaneously fostering a heightened level of market awareness. Notably, the brand also possesses a separate slogan for its color shampoo, aptly named "Live in colors." In the year 2020, Sunsilk solidified its standing as the most widely chosen hair brand worldwide.



2. ACI Foods Ltd

Offering a comprehensive selection of over 60 products across 16 categories, ACI caters to various consumer needs. Its pure brand offers essential food items such as spices, edible oil, salt, flour, and semolina, while its FUN brand delights consumers with cakes, crackers, juices, chanachur, and candies. Moreover, ACI's consumer brands encompass a wide array of products, including toiletries, home care essentials, hygiene products, electrical and electronics items, mobile devices, and paints, among others. ACI's business units extend beyond consumer brands and commodity products, encompassing the pharmaceutical and agribusiness sectors as well. Furthermore, ACI's retail chain, Shop Swapna, stands as the largest retail chain in Bangladesh, boasting an

extensive network of over 190 outlets and serving a substantial customer base of more



than 40 thousand individuals on a daily basis.

ACI Foods Ltd. is engaged in manufacturing, marketing, and distribution of food products and condiments under the brand names of PURE and FUN. Here are some of the popular products:

- a. **PURE BASIC SPICE:** The PURE Basic Spice, which is a prominent label belonging to ACI Foods Ltd, acts as a cornerstone of their objective to attain merit in commerce through the means of quality. This is accomplished by comprehending, embracing, fulfilling, and surpassing the anticipated desires of their valued customers. By adhering to internationally recognized benchmarks regarding the management of quality, they guarantee a uniform level of excellence in their offerings and provisions, thus leading to the fulfillment of

customer

contentment.



- b. **FUN CAKE:** ACI Foods Ltd., a subsidiary of Advanced Chemical Industries (ACI) Limited, is among the prominent conglomerates in Bangladesh. One of their notable offerings is the ACI Fun Cake. While specific information regarding the origins of ACI Fun Cake is not readily accessible, it is acknowledged that ACI Foods Ltd. has been endorsing various events and shows under the Fun Cake brand. As an example, ACI Fun Cake provided sponsorship for a school-based Magazine Show on the esteemed TV Channel Banglavision. The show focused on providing enjoyment to students during their class break, featuring individual singing, group dance performances, casual conversations, and other extracurricular activities.



- c. **GOLD COFFEE:** ACI GOLD COFFEE, a product manufactured by ACI Foods Limited, serves as a subsidiary of ACI Limited, a prominent conglomerate in Bangladesh. This particular variety of coffee, referred to as ACI GOLD COFFEE, introduces a distinctive addition to the coffee market, offering an invigorating dose of caffeine without the acerbic undertones commonly associated with conventional coffee roasts. ACI GOLD COFFEE was introduced to the market in 2023, positioned as an exquisite coffee of superior quality, distinguished by its

fragrant

essence

and

velvety

flavor.



- d. **MANGO DRINK:** The mango drink produced by ACI Foods Ltd. is a notable commodity. It is a product of the Fun brand. The drink is called Fun Fruitz Mango Drink. This product is relatively new in the market and not widely recognized. ACI Foods Ltd., the manufacturer of this product, collaborated with CO-RO, a Danish juice manufacturer, to establish a joint venture project. In this enterprise, ACI Foods Ltd. maintains a 49.9 percent ownership stake in a company called ACI CO-RO Bangladesh Ltd. The origins of CO-RO trace back to the year 1942, when Danish siblings Flemming and Jep Petersen established the company in a modest kitchen located outside of Copenhagen.



- e. **ACI PURE MUSTARD OIL:** ACI Pure Mustard Oil, produced by ACI Foods Ltd, is derived from locally sourced, superior-quality mustard seeds, thereby guaranteeing the utmost excellence of the oil. The extraction process of the seeds is facilitated through the implementation of the cold press technique, ensuring the preservation of the oil's natural flavor, pungency, and essence. The bottling procedure is executed meticulously within a fully automated production line, thereby upholding the overall superiority of the product. ACI Pure Mustard

Oil is accessible in various quantities, encompassing 200ml, 500ml, and 1L.



3. PRAN

With an extensive portfolio of over 200 brands spanning across ten food categories, such as juices, drinks, carbonated beverages, mineral water, bakery, snacks, powdered spices, confectionery, biscuits, and dairy, Pran has established itself as a key player in the market. Its inception in 1981, under the guidance of Major General Amjad Khan, paved the way for its subsequent growth and success. The company ventured into direct agricultural operations through contract farming in 1986, and further solidified its presence in the FMCG industry by establishing a state-of-the-art food processing plant at Ghorashal in 1992. Pran's diverse range of products have gained widespread popularity, including the likes of Alltime Bun, Frutoo, Mama Wafer, Sauce and Ketchup, Lychee, Spices, Cooking Oil, Milk Candy, and Mr. Noodles. Notably, Pran's reach extends beyond Bangladesh, as its products are exported to more than 145 countries

worldwide. The company's exceptional export performance has been acknowledged through its consistent receipt of the National Export Trophy since 1999.



They manufacture, market, and distribute a wide range of food products and condiments under various brands. Here are some of their products:

- a. **DRINKO:** Drinko is a fruit beverage manufactured by PRAN Foods Ltd., a subsidiary of Advanced Chemical Industries (ACI) Limited, an esteemed conglomerate in Bangladesh. It presents authentic flavors of Mango, Litchi, Pineapple, and Strawberry. It is non-carbonated drink.



- b. **ALL TIME BUN:** The All Time Bun is an integral component of Pran's Biscuit & Bakery division. This particular bun is manufactured using fresh locally sourced ingredients in designated facilities to ensure superior international quality. Various versions of the All Time Bun are available, including the All Time Butter Bun, a soft bun filled with butter, the All Time Peanut Butter Bun, which contains a layer of peanut butter inside a bun, and the All Time Chocolate Bun, a soft bun with a filling of chocolate cream.



- c. **T SALT:** T Salt, a creation of PRAN Foods Ltd, is a 99% pure Monosodium Glutamate that is incorporated into culinary preparations, yielding a profound enhancement of taste. Its manufacturing process is entirely natural, rendering it conducive to one's well-being. Salt is available in various quantities, such as 20g, 50g, 100g, 200g, 450g, and 500g.



- d. **METRO LASCHA SEMAI:** Metro Lascha Semai is a commodity produced by PRAN Foods Ltd., which is a subordinate of Advanced Chemical Industries (ACI) Limited, a prominent conglomerate in Bangladesh¹. The organization places great importance on excellence, consistently providing the finest semai to its clientele.



- e. **MR NOODLES:** Mr. Noodles is a highly acclaimed brand of noodles belonging to PRAN Foods Ltd. The PRAN Mr. Noodles product line boasts a wide array of flavors, one of which is the savory Beef flavor. Notably, PRAN Foods Ltd. has recently ventured into the production of Korean Kimchi Ramen Noodles at their manufacturing facility. The composition of PRAN Mr. Noodles comprises several key ingredients such as Wheat Flour, Potato Starch, Edible Vegetable Oil (Palm), Refined Salt, Anti Caking Agent (Potassium Carbonate, Sodium Carbonate), Thickener (Guar Gum), Sodium Tripolyphosphate, and Riboflavin. It is worth mentioning that the precise ingredients utilized may differ depending on the specific flavor of the noodles. For example, the Beef flavor of Mr. Noodles also contains ingredients such as Monosodium Glutamate, sugar, hydrolyzed vegetable proteins, anti-caking agent (E551), acidity regulator (E330), maltodextrin, yeast extract, herbs (pepper, garlic, celery, shallot, onion), and chili powder.



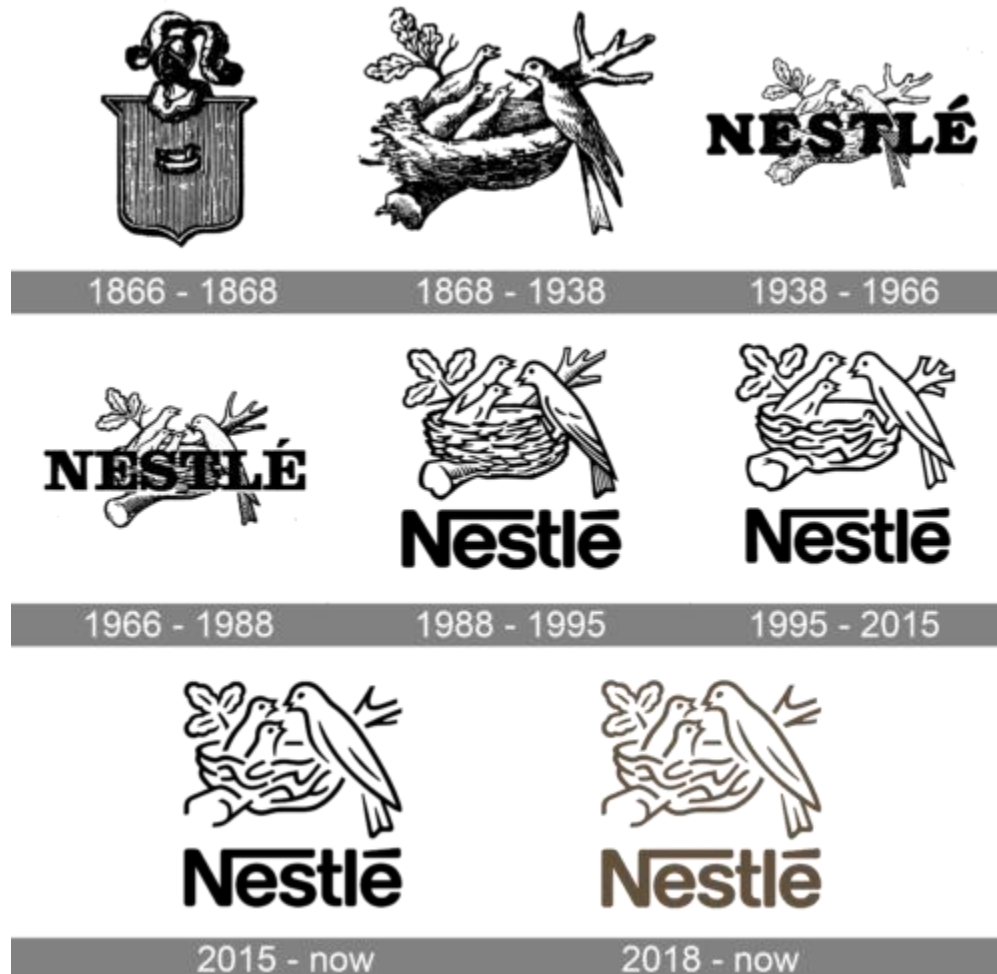
- f. **2IN1 ÉCLAIR:** The PRAN 2IN1 ÉCLAIR, developed and manufactured by PRAN Foods Ltd, represents a delectable confectionery consisting of chocolate and a luscious caramel liquid core. This culinary creation provides consumers with the opportunity to indulge in the delightful combination of rich chocolate flavors and the velvety smoothness of caramel. The PRAN 2IN1 ÉCLAIR can be acquired in a conveniently sized 300g package.



4. Nestlé

Nestlé, a prominent and widely recognized food and beverage company, holds a position as one of the world's most renowned entities. Operating across 191 nations, this multinational corporation has established an impressive presence with a total of 354 factories in 79 countries globally. Nestlé boasts an extensive portfolio of over 2000 brands, encompassing a diverse range of products including baby food, coffee, chocolate, confectionery, cereals, dairy items, bottled water, ice cream, and pet food. In the context of Bangladesh, Nestlé enjoys popularity through its well-known brands such as Kitkat, Maggi, Nescafe, Nido, and Coffee Mate. In 1992, Nestlé Bangladesh

embarked on its journey as a joint venture between Transcom Limited and Switzerland-based Nestlé S.A., eventually commencing commercial operations in 1994 with the establishment of a factory in Sreepur, Gazipur.



It has state-of-the-art manufacturing facilities for producing and packaging various Nestlé products, such as:

- a. **KITKAT:** The KitKat chocolate bar boasts a history that is steeped in richness. Its inception took place in the year 1935 under the moniker of Rowntree Chocolate Crisp¹. Following a span of two years, the appellation underwent a transformation and became recognized as KITKAT. A boxed selection of

chocolates, crafted by Rowntree's during the 1920s, was the first instance in which the KitKat name was unveiled. It is worth noting that the name was officially trademarked in 1911. In the year 1988, KITKAT found its place among Nestlé's repertoire of confectionery offerings.



- b. **MAGGIE:** MAGGI Noodles, a well-known brand of instant noodles that has gained significant popularity among Bangladeshi families over the past two decades, has a special place in their affections. The renowned MAGGI 2minutes Masala Noodles is enriched with essential nutrients including Vitamin A, Iron, and Iodine. The flavoring agent is comprised of commonly utilized ingredients in Bangladeshi households, including turmeric, pepper, coriander, ginger, and cardamom. MAGGI also caters to the taste buds of teenagers with its delectable and piquant variant, MAGGI MASALA BLAST, which offers a delightful experience for those who crave hot and spicy delicacies.



- c. **COFFEE MATE:** Nestlé produces Coffee-Mate, a lactose-free coffee creamer that comes in powdered, liquid, and concentrated liquid versions. Carnation first debuted it in 1961. The product is made by Nestlé in Glendale, California, and is sold in liquid, liquid concentrate, and powdered form in the United States. But it's difficult to find precise facts regarding Coffee-Mate's past in Bangladesh. Coffee-Mate is a non-dairy creamer that adds richness, smoothness, and creaminess to your coffee. You can adjust it to your preferred coffee color and taste. It comes in many pack sizes in Bangladesh: 400g Jar, 450g Bag-in-Box2, and 5g Sachet.
- d. **NESCAFÉ:** Nescafé, a brand of instant coffee manufactured by Nestlé, was initially introduced in Switzerland on April 1, 1938. The appellation is a blend of the terms "Nestlé" and "café". It was formulated in 1930, under the auspices of the Brazilian government, with the intention of conserving the substantial excess of the annual Brazilian coffee yield. In Bangladesh, Nescafé is regarded as one of the pivotal brands of Nestlé Bangladesh Limited. Nestlé Bangladesh Limited commenced as a collaborative enterprise between Transcom Limited and Nestlé S.A, Switzerland in 1992, and initiated commercial operations in 1994 with its inaugural facility in Sreepur. After undergoing a change, Nestlé Bangladesh

became a wholly owned subsidiary of Nestlé S.A. in 1998.



5. Radhuni

Radhuni, a powdered spice commonly used in cooking, enjoys widespread popularity in the majority of households in Bangladesh. Similarly, Ruchi is a well-liked choice as a chanachur or sauce for afternoon snacks. These two renowned brands are manufactured by "Square Food and Beverage," a subsidiary of the diversified conglomerate known as "Square Group" in Bangladesh. The growth of Square Group can be traced back to its inception in 1958, when a pharmacy was established by four individuals, namely Samson H Chowdhury, Kazi Harunur Rashid, PK Saha, and Radhabinod Roy. Several other affiliated companies of Square Group include Square Pharmaceuticals, Square Hospitals, Square Textiles, Machranga Communications, and Square Informatics. Square Food & Beverage Limited, which commenced operations in 2001, is a subsidiary of Square Group.



Here are some of the products under the Radhuni brand:

- a. **RADHUNI TURMERIC POWDER:** Radhuni, a renowned brand owned by Square Food & Beverage Limited, has gained widespread recognition in Bangladesh owing to its diverse assortment of culinary commodities, one of which is the esteemed Radhuni Turmeric Powder. The selection process for the turmeric deployed in the aforementioned powder is conducted with utmost care, prioritizing its superior quality. Furthermore, the production of this powder is meticulously executed to ensure the optimal composition of curcumin, thereby imparting an alluring golden hue to various dishes. This product is an integral component of the extensive range of offerings by Radhuni, which has been accessible to the Bangladeshi populace since the brand's inception in the year 2001.



- b. **RADHUNI CHILLI POWDER:** The Radhuni Chilli Powder is derived from the most exquisite varieties of red chilli, which confers the desired crimson hue and piquancy. It encompasses Capsaicin, the principal flavoring agent responsible for its spiciness, and Capsanthin, the primary pigmenting agent. These constituents are meticulously blended in appropriate proportions, ensuring the authentic taste of chili. The advanced grinding technology employed preserves the essential volatile oils of the spices, thereby safeguarding the delectable essence and aroma akin to that of traditionally ground spices.



c. RADHUNI CHICKEN MASALA: The Radhuni Chicken Masala constitutes a fusion of spices deemed essential for the preparation of a chicken-based culinary creation, with precise proportions being of utmost importance. The constituents encompass chili, turmeric, ginger, garlic, aniseed, coriander, cinnamon, bay leaf, salt, cumin, and black pepper. Solely necessitating salt, chicken, onions, oil, and Radhuni Chicken Masala, one can effortlessly concoct a delectable chicken dish. This particular product is conveniently accessible in either 20g or 100g packages. In contrast to other indigenous spice blends, it is widely regarded as a wholesome alternative. Radhuni's unwavering commitment to both quality and traditionalism has solidified its reputation as a dependable brand within numerous Bangladeshi households.



6. Fresh

Another prominent consumer brand in Bangladesh is Fresh. Fresh is a renowned brand affiliated with Meghna Group of Industries, which is recognized as one of the foremost industrial conglomerates in Bangladesh. Meghna Group of Industries offers a diverse range of products across 18 different categories, including flour, semolina, cooking spices, salt, sugar, edible oil, water, tea, biscuits, confectionery, condensed milk, and energy drinks. These products are marketed under various brands such as Fresh, Super Fresh, Pure, and Number One, all of which fall under the umbrella of Meghna Group of Industries. In addition to the fast-moving consumer goods (FMCG) sector, Meghna Group of Industries also holds a presence in multiple sectors such as cement, steel, building materials, chemicals, LPG, animal feed, shipping and logistics, dockyards, stationery, securities, insurance, media, aviation, economic zones, and power plants.

- d. The initiation of operations in 1976 under Kamal Trading marked the beginning of this conglomerate, which is regarded as one of the largest in Bangladesh. The utilization of Meghna Group products by at least half of the households in Bangladesh is a noteworthy fact. Additionally, it is worth mentioning that Meghna Group presently maintains a vast network of 6,000 distributors and 15,000 suppliers, and the company successfully exports its products to approximately 25 countries across the



globe.

The corporate designation 'Fresh', under which a majority of MGI's merchandise is accessible in the marketplace, signifies the embodiment of Purity, Quality, Trust, and Freshness. It is devoted to adhering to high standards of quality and delivering affordable services to customers consistently. The assortment of goods encompassed by this brand includes:

- a. **FRESH REFINED SUGAR:** Fresh Refined Sugar is the initial packaged sugar and leader in the refined sugar sector in Bangladesh. The brand has cultivated consumer confidence and fidelity by providing consistently high-quality products that align with consumer expectations and preferences. It is manufactured using a fully automated system, employing cutting-edge processes and state-of-the-art technology to ensure utmost purity. The raw cane sugar is directly procured from Brazil. Following the refining process, Fresh Refined Sugar is sealed in a food-grade package. Meghna Group of Industries Ltd, operating under the renowned

brand name 'FRESH', has now expanded its reach and successfully established itself as a promising household brand not only within the Bangladeshi community but also as a trusted name in various parts of the world.



- b. **SUPER FRESH SOYBEAN OIL:** Super Fresh Soybean Oil, a highly popular brand in Bangladesh, is derived from the finest soybean seeds available globally. This oil is renowned for its exceptional nutritional value and overall richness. The historical development of soybean oil production in Bangladesh presents an intriguing narrative. The country commenced its production of soybean oil in the year 2003. Over the years, this production has witnessed a steady increase, with a noteworthy surge from 160 (1000 MT) in 2015 to 253 (1000 MT) in 2016. By 2022, the production escalated to a remarkable 528 (1000 MT). Nevertheless, in spite of this substantial growth, the demand for soybean oil within Bangladesh

remains high, resulting in a considerable amount being imported.



c. FRESH FULL CREAM MILK POWDER: Fresh Full Cream Milk Powder is widely recognized by households and is the preferred choice of consumers in Bangladesh for their daily nutritional needs. This particular product contributes to the enhancement of children's cognitive abilities due to its content of choline, iodine, and omega 3 & 61. Furthermore, it contains a substantial amount of protein, calcium, and iron, which are essential for developing strength and promoting a well-functioning immune system. Meghna Group of Industries (MGI) procures its milk powder from esteemed farms located in Australia, New Zealand, and Ireland, ensuring that consumers receive the highest quality product. MGI operates under three distinct milk powder brands, namely "Fresh," "Super Pure," and "No-1."



d. **FRESH SALT:** Fresh Salt is a commodity manufactured by the Fresh brand in Bangladesh. It is a widely recognized and trusted brand within the nation. Nevertheless, specific historical information regarding Fresh Salt is not readily accessible. Salt, in general, plays a significant role in Bangladesh due to the country's geographical positioning. Bangladesh is widely acknowledged as one of the largest deltas on a global scale, rendering it susceptible to floods, cyclones, droughts, and erosion. A notable issue arises from the intrusion of saltwater in certain coastal regions where numerous shallow wells have become inoperable. Concerns emerge regarding the increasing impact of salt on both groundwater and surface water as sea levels rise and the flow of fresh surface water towards the sea diminishes, particularly in areas where population pressure necessitates heightened abstraction levels.



7. Teer

The phrase "Teer Chara Amar Cholei Na" is widely recognized among various age groups in Bangladesh. However, in terms of products such as flour, semolina, and sugar, the majority of Bangladeshi consumers associate them with the Teer brand. Teer happens to be a brand belonging to City Group, one of the prominent conglomerates in Bangladesh. City Group, in addition to Teer, offers a diverse range of 40 products under five different brands - Jibon, Sun, Bengal & Natural. It is worth noting that the journey of "City Group" commenced on February 6, 1972, under the guidance of Fazlur Rahman with the establishment of City Oil Mills in Gandaria, Dhaka. Alongside fast-moving consumer goods (FMCG), City Group is involved in various other sectors such as sheep building, animal feed, tea plantations, oil refineries, and economic zones. In recognition of his substantial contributions to the FMCG industry in Bangladesh, Fazlur Rahman, the chairman of Citigroup, was honored with the prestigious "Business Person of the Year" award in 2005. Moreover, the Teer brand has been bestowed with several accolades, including the Prestigious Brand of Asia Award in 2017-18, World's Greatest Brand and Leaders Award in 2017-18, Best Tax Payer Award in 2018-19, and Asia's

Greatest Brands and Leaders Award in 2020-21, among others. It is noteworthy that the Teer brand has been the recipient of the esteemed Best Brand Award on multiple occasions.

- a. **TEER ATTA:** TEER Atta is manufactured by milling carefully chosen high protein wheat sourced from Canada, America, Australia, and Russia. This meticulous process is made possible by employing state-of-the-art Swiss technologies developed by Buhler. TEER Atta is the outcome of meticulous attention to detail, unwavering consistency in the milling process, and an unwavering commitment to providing the utmost satisfaction in every baking endeavor. The sole aim is to ensure an unparalleled baking experience each and every time. Only the finest Atta is meticulously selected and packaged for consumers, guaranteeing both exceptional taste and optimal nutrition.



- b. **TEER CHINIGURA RICE:** TEER Chinigura rice is renowned for its unadulterated, lustrous grains and fragrant essence. The rice is meticulously extracted from superior locally cultivated paddy. The exceptional technology of Buhler machines originating from Switzerland guarantees the utmost efficiency in the processing of

this Rice. The cutting-edge Crosshair Targeting Technology of Sortex machine, which is the most recent in the world, effectively eliminates even the tiniest flawed rice and any extraneous matter through the utilization of multi-chromatic optical lenses.



- c. **TEER FLOUR:** Using state-of-the-art Swiss technologies from Buhler, TEER Flour is milled from carefully chosen high protein wheat from Canada, America, Australia, and Russia. The goal of providing the best baking experience possible each and every time is reflected in TEER Flour, which is the outcome of meticulous attention to detail and consistent grinding. To assure consumers of both taste and nutrition, only carefully chosen fine flour is packaged.



Findings

Well, it is worth obvious that, color interpretation is absolutely dependent on consumers' personal interpretation. There have been so many researches done on how color can persuade and effect consumer in several ways. Whenever a consumer interacts with a brand, an opportunity exists there for that particular company lead to influence their audience's perception.

By acquiring knowledge on the psychological aspects of color theory, marketers can further utilize branding techniques and establish stronger connections with their target audience. Consequently, this will result in a more robust brand-consumer relationship and an increase in profitability.

As long as we perceive a brand color as one that aligns with the brand's personality, up to 90% of an individual's evaluation of products or services is solely based on colors. In simpler terms, our affinity towards a brand can be significantly influenced by the choice of color. According to a research study titled "The Interactive Effects of Colors," it is explained that the color through which a product is showcased should be consistent with its intended purpose; the brand's colors should accurately reflect the product's identity.

When making a selection of brand colors, it is of utmost importance to take into account the personality of the brand based on the appropriateness of the color to the characteristics of the product or company. It is absolutely crucial that the brand color is suitable. Clearly, a camping brand that presents itself as adventurous and tough would not find it desirable to use pink sparkles. Moreover, the colors that are chosen should differentiate themselves from those of other competitors.

In order to gain a deeper understanding of the brand personality, it is advisable to consider these five dimensions, which represent the five consistent ways in which people react to brand identities. While most brands can be classified under one specific trait, there are some that exhibit a combination of traits.

Different colors hold the different meanings, based on the persons but still many different colors get similar responses from majority of people.

For instance, red and yellow are employed to stimulate an inclination for food consumption (i.e. every fast food establishment in the United States). Blue is frequently utilized to represent reliability, proficiency, and vigor (i.e. Lowe's, IBM, American Express). Blue is also reputed to restrain the desire to eat, hence it is scarcely promoted in conjunction with food-related enterprises. Green, which embodies the hue of the natural world, connotes serenity, novelty, well-being (i.e. Whole foods) and maintains a robust correlation with security, thus justifying its implementation in traffic signage. Orange signifies efficiency and swiftness. Subsequent to your next visit to a retail store specializing in groceries, kindly observe the pigmentation of the laundry detergents. A considerable number of them are orange and blue – blue, in this context, embodies cleanliness whereas orange encapsulates a dynamic energy which effectively conveys "industrial strength and cleaning power". Furthermore, blue and orange are diametrically opposed on the color spectrum, thereby rendering them aesthetically pleasing when paired together.

Typically our society depicts basic moods, emotions, and feelings based on the rainbow spectrum, as seen below:

Color, Logos and Emotion

RED	visceral, bold, courageous, energetic stimulates appetite and the pituitary gland
ORANGE	friendly, cheerful, confident, fun, vitality lighter shades appeal to upscale market
YELLOW	optimism, clarity, warmth, positivism eyes see yellow first, great for POS displays
GREEN	balance, harmony, health, growth, freshness deep greens associated with prestige
BLUE	trustworthy, strong, dependable, secure preferred by men, popular in offices
PURPLE	wise, creative, imaginative, royalty lavender evokes nostalgia, sentimentality
BLACK	prestige, serious, bold, classic, powerful works well for expensive products

Sortfolio

CHAPTER THREE: CONCLUSION

Color sets the tone of brand expression, evoking powerful emotions that influence decision-making. Brands strive to establish strong emotional bonds with their clientele, which necessitates more than just a logo; colors play a crucial role in cultivating these emotional connections. The utilization of color in advertising campaigns is indispensable, as it effectively communicates the desired mood and enables potential consumers to associate specific emotions with your offerings. The appropriate combination of colors elicits the intended emotional responses. Let us now explore the optimal approach to incorporating colors in advertising campaigns. The hue purple frequently finds application in representing opulence, fidelity, gallantry, enigma, and enchantment. It possesses a highly captivating quality as it imparts a sense of serenity while simultaneously fostering an aura of enigma and originality. Although color serves as a potent instrument for branding purposes, it is crucial to exercise caution in its utilization. An excess of colors may prove overwhelming and dilute the intended message of your brand. It is advisable to adhere to a select few meticulously chosen hues that harmonize effectively to establish a unified and indelible brand persona. Indeed, the packaging colors have a vital role in customer's association of luxury. Obviously, it is needless to say that further research is obvious across the formats in different product categories. It is also needed to sort out whether the color perception of luxury changes during the seasonal purchases. Difference of textures among the packages is needed to sort out.

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