

Department of Marketing



Research Seminars Series

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Color analytics for data-driven brand management

Abstract: Visuals are at the core of brand communication. Advertising, product design, packaging, interior design of bricks-and-mortar stores and website design for e-commerce all have a strong visual dimension which contributes to consumer perceptions and attitudes. However, even as firms move to make their marketing activities increasingly data-driven and quantifiable, visual design has remained a largely creative task. Its relationships to brand attributes are based on artistic interpretation and design expertise. In this work, we begin to close this gap by measuring a meaningful relationship between colors and key dimensions of consumer brand perception. We develop a novel methodology in which large respondent panels create online visual collages representing their brand perceptions. We use the combination of image processing, topic modeling, and controlled experiments to analyze these collages and identify relationships between algorithmically generated color-palettes and brand attributes. We show that the relationship is causal, that is - keeping all else constant, changing the color composition can influence brand perceptions. We also show how these relationships can be used to provide data-driven guidance to practitioners on the use of colors in brand communications.