

One Color Extraction Method in Representation Techniques of Video Production

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Abstract

This study aims to get an effective marketing strategy in terms of business by introducing combined social video marketing and color marketing techniques. The method for research is in the range of research that implements highlighting techniques by extracting the core color and brand monochrome image, to analyze the specific process. The expected result is that the effects can contribute to the development and the activation of company or social video marketing of brand by using the new video production technique. Then, so as to propose a new video technique with the help of color marketing and the result of the analysis is utilized to know who use the effective activation and development of social video marketing in the future, and tries to present a technique for the new approach be. From the perspective of a company, the technique can effect in a positive way. They can provide consistent message to customers by the color effect which contains core message for brands. This technique is able to convey unique feeling and characteristic of the color, image and value of brand, concentrating peoples' sight on particular color when using black and white atmosphere. This can maximize its effect through emphasis through contrasting color, especially using color and non-color difference. At the same time this can utilize various way of expression through the effect gradually revealing color, without boring anybody. This paper expects this new way of expression and editing technique cause furthermore attempts on black and white in video making technique.

Keywords: *Social Marketing, Color Marketing, Color Communication, Brand Image, Convergence techniques, Video representation*

1. Introduction

Advertisement video in marketing must be recognized in the mind of the consumer intensely and shortly. By comparing and analyzing existing videos this paper investigates video representation technique as its priority utilized effectively in cognition and formation of brand image of consumer. Brand attitude and awareness of the brand with color marketing has been assumed that there is a positive correlation. Overall, imaging techniques using color is able to convey the image of the brand, and color images are suitable to express the atmosphere of the video and the core values of brand indirectly but also effectively.

In this study, we edit the video source of the web service launch event. Brand color of this service is purple. It is possible to induce an increase of brand equity evoke brand association and brand image that emphasized the brand colors. It is that the specific method, after creating the image of black and white as a whole by using a premier tool adobe, to extract a million colors object corresponding to the brand colors. It is possible to extract a specific color as well as from Image, video be used premier. After executing the tool premiere first

placed on the Timeline video images to be used. At this time, it can be necessary to set the scale to frame size to work in full frame.

2. Related Works

Social Network Service refers to is an online network based on acquaintance [1]. With appearance of feature in presence, it is now utilized in various fields; entertainment element, playful element, communicational. The connection between on-line and off-line makes it possible to communicate in Social Network. This paper attempts to study it through Video Contents. According to Csikszentmihalyi, Flow Theory's core argument is that without incurring extra effort or force out its activities in the state. That is once, when you start the task you want to continue without stopping state of mind [2]. There are various studies using a Flow theory in existing digital content fields, but in this research, it suggests that immersion of user is higher when using video advertising in particular among other forms. Therefore, in order to create a video content effectively, this paper would like to firstly analyze the video marketing on YouTube -Video upload site [3].

As a marketing tool, color attracts consumers and can shape their perceptions [4]. 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 [5]. 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 image, 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. [6]. Color marketing makes use of colors so that it differentiates the brand and the product and forms the cognition and attitude of customers toward the brand. It also constructs the image of the company and the brand and work as motivation determining the purchasing behavior of customers [7]. Among the existing products, familiar brand is expected to be more reliable and have better quality compared to the other brands, resulting in people's inclination of buying things with settled brand awareness in their mind [8].

3. Extract One Color in Video Technique

3.1. Color Extraction from Video

Color extraction is technique of converting images into black-and-white one except for one chosen color. With this technique, sentiment carried by a particular color can be highlighted by removing the other colors. There are various ways for practicing color extraction but, in this study, Adobe Premiere is used to make image black and white except for particular subject. Be careful to take picture that colors between the subject and background are well distinguished. If not, additional complex process of color extraction is not avoidable. Using color extraction as color marketing strategy, companies can stimulate customers' sentiment and inculcate brand image into them through image making [9]. Because the recognition of colors is connected to not only eyes but also brain, emotion, and experiences [10].

Coca-Cola is more distinguishable than other products in same field. That is because, via intensive visual contrast, color extraction enables high speed of recognition as well as clear perception of subject that is remaining strongly in mind. The contrast seems even more greatly since it is the matter of existence of color. Analyzing the effect in the perspective of marketing, color extraction technique offers coherent image by colors with key message in it and be of help to develop brand awareness.

3.2. Video Techniques Implementation

Table 1. The Core of the Implementation

The core of the implementation of the one-color extraction technology videos	
Color Extraction	Video Effects -> Image Control -> Color Pass
From Black and White to color	Effect Controls -> Specify specific colors Toggle Animation -> Similarity value adjustment

One color extraction technique is arranged two ways in Adobe premiere. Especially, if we use toggle animation, we could extract one color as color gradually changed.



Figure 1. The Implementation Results of the Extraction Method of One Color

Concrete way is that we choose one core color and add key-frame through Toggle animation after setting similarity and extract the color. As expressing color with time, it's a different technique from existed video.

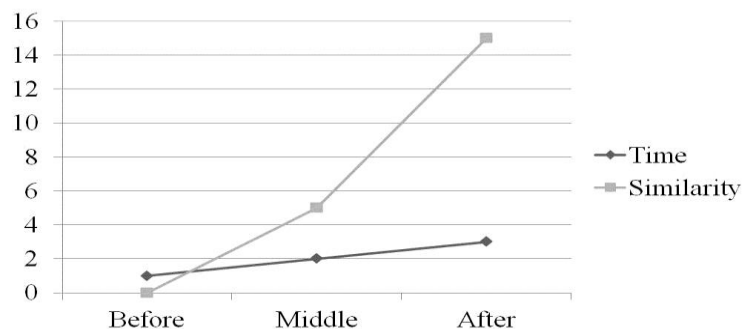


Figure 2. Toggle Animation

Stared from zero at first, similarity sets up double with time. At this time, if similarity value is settled too high, it would have danger to include other color. Therefore, we have to adjust value as watching it. Basically set point is suitable to values about twenty. As a result, this expression technique appeared to loom out of color and expression ways as change of time gradually.

4. Expectation Effectiveness and Suggestion

Realization video technique for this study is different from video technique that extracted one color at first, we can increase flow degree and make interesting for customers. Therefore, customers can make a ripple effect as share these videos through social. Using one color we make brand image high and stimulate customer's sensibility. So, we can say that marketing effect is good. This technical method is possible to use we make brand image higher and stimulate customer's sensibility.

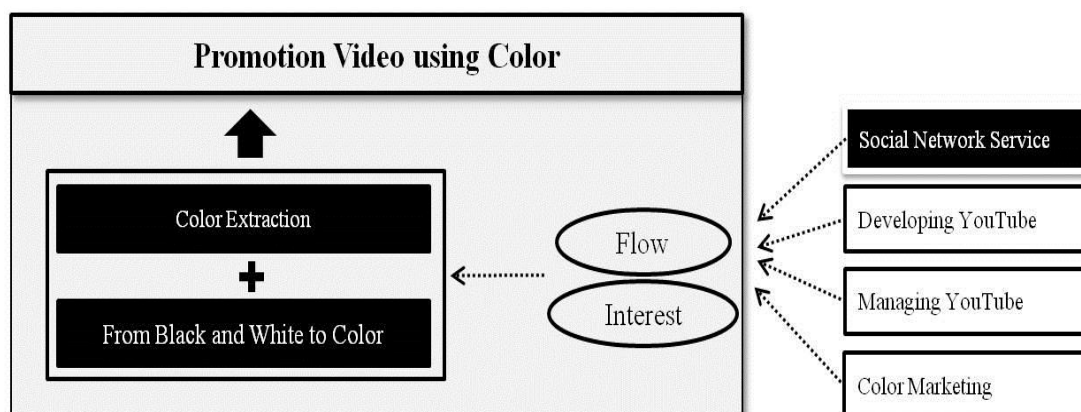


Figure 3. Implement Model

Figure 3 is realization model as public relation video in this study. Eventually, through these expression techniques, it makes interesting and flow to consumers and realize social network service like YouTube and color marketing.

5. Conclusion

This video is an experimental video that implements the extraction technique of the one-color and black-and-white image. This editing method makes views more concentrate on brand color than using full color method and crosses boundary between black and white freely by using Toggle Animation. The method of implementing is to extract particular color from black and white video using premier provided before, and it implements and vanish color gradually as time goes by. If it is applied through technique this paper proposing to advertise marketing video, it is expected to give a strong brand image to consumers' cognition than existing system does. This technique is able to convey unique feeling and characteristic of the color, image and value of brand, concentrating peoples' sight on particular color when using black and white atmosphere. This can maximize its effect through emphasis through contrasting color, especially using color and non-color difference. At the same time this can utilize various way of expression through the effect gradually revealing color, without boring anybody. This paper expects this new way of expression and editing technique cause furthermore attempts on black and white in video making technique.

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