

Kim, M S. A STUDY OF COLOR IN PACKAGING DESIGN FOR KOREAN
NATURAL AND ORGANIC BEAUTY PRODUCTS IN RELATION TO JEJU BRAND
IMAGE

A Study of Color in Packaging Design for Korean Natural and Organic Beauty Products in Relation to Jeju Brand Image

-Focused on Skin Care Products Made with Natural Resources in Jeju Island-

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ABSTRACT

Color is an effective visual element of packaging design to build product branding. Packaging design expresses a brand image, which connects with a consumer establishing a relationship. With a global trend of natural and organic beauty products to promote health and beauty, many Korean natural and organic beauty products, from popular to indie brand, are emerging in Jeju Island. Known as a volcanic island, located in the southern coast of the Korean peninsula, Jeju Island is registered as Biosphere Reserve Area and World Heritage Site by UNESCO. For this study, five skin care brands made with Jeju-sourced ingredients are selected for comparative analysis on packaging colors in relation to Jeju brand image. As a result, among the five brands, Innisfree, a brand employed the colors used Jeju-sourced ingredients as packaging colors, communicated an effective Jeju brand image when compared with 10 representative Jeju local colors chosen by Jeju Province. To develop strong Jeju brand images through packaging colors for future emerging beauty brands, the author suggests exploring color strategies associated with colors of natural heritages and raw materials of Jeju Island recognized by consumers.

KEYWORDS: color and packaging design, Jeju brand image, natural and organic beauty product

INTRODUCTION

Recently Korean beauty market is booming and enjoys its momentum of expanding the market, setting the brands' identities in Asia. As the attention for global awareness on natural and organic beauty products is rising in the world, it speculates its continual growth as the global market trend in worldwide. The consumer's demand for the natural and organic beauty products is also rising steadily in Korea for the purpose of health and beauty. Lately, from popular to indie brands, many Korean natural and organic beauty products made with Jeju-sourced ingredients are increasing and growing to be as a prospective new leading business. For the Jeju-sourced ingredient beauty brands, design strategies are necessary for Jeju brand image to be recognized by consumers and to be differentiated from other natural and organic beauty products produced from other areas. To heighten the brand image, skillful usage of color on packaging design is an important method to raise brand awareness since the consumer experiences packaging when they purchase products, and it expresses the brand image and its core values (Lee, 2016: 117).

The research points out that the human eye sees color first before recognizing other imageries such as shape, symbols words, or other visual elements (Klimchuck et al., 2012: 1544). Effective usages of colors on packaging design can bring an impact on consumers

Kim, M S. A STUDY OF COLOR IN PACKAGING DESIGN FOR KOREAN
NATURAL AND ORGANIC BEAUTY PRODUCTS IN RELATION TO JEJU
BRAND IMAGE

drawing attention for its visibility. Color also is a vehicle to evoke emotion and express personality (Wheeler, 2013: 150). Combinations of visibility, emotion, and personality aspect of usage of color in packaging design are powerful tools to build brand image. A strong brand image comes from a good knowledge and usage of colors on packaging design, where color is the channel of communication to capture the attention of consumer's eye and emotion to promote products' recognition and differentiation among other products. Therefore, for successful brand image, the color of packaging design plays the critical role for the visibility and personality that reflects cultural characteristics on the products which will help to generate sales (Zhou et al., 2015: 120).

Jeju Island is an oval shaped island in Korea, 73 km wide and 41 km in height, located in south of Korea Peninsula. It is one of the New Seven Wonders of Nature from a global pole taken from 2007 to 2011, and recognized as Biosphere Reserve area in 2002, World Natural Heritage Site in 2007, and Global Geological Park in 2010 by UNESCO. Formed as a volcanic island from lava, approximately 2 million years ago from Halla Mountain, more than 800 different kinds of marine plants and 2000 plants are growing in Mt. Halla National Park as well as hundreds of indigenous microorganisms (Jung, 2015: 97). Jeju Special Self-Governing Province is promoting health and beauty biotechnology as one of the 4 strategic industries, establishing the concept to supply the benefit for the consumers who have sensitive skins by manufacturing the beauty products using Jeju's volcanic lava water and natural resources with technology that enable to extract the raw materials from Jeju province's clean organisms. At present, Jeju province is continually build and expand infrastructure and R&D, presenting the systematic business model of Jeju beauty industry for the successful entry of market (Jung, 2015: 98). Under this direction, this study is carried out by selecting 5 natural and organic skin care product brands from popular to indie, made with Jeju-sourced ingredients to exam colors of packaging designs for the comparative analysis for Jeju brand images in relation to 10 representative Jeju local colors that reflect Jeju heritages and nature chosen by Jeju Province. Brand is formed with elements of name, color, symbol, logo, and packaging. But in this paper, only the element of color in packaging designs is considered for this study to explore the brand image.

EXPERIMENT

To study the colors in packaging design for natural and organic skin care products in relation to Jeju brand images, the selected 5 skin care brands are: Innisfree, O'SUM, Urban Farmers, UCL, and Helios. In order to study the colors in packaging design from each brand, popular skin care items are picked from each brand's homepage website. The colors of packaging design of the picked items from the websites were processed and identified through Microsoft illustrator CS6. Jeju Province screened and has chosen the representative Jeju local colors by processing and surveying 5000 images from nature and heritages to 10 final colors, to heighten the awareness of Jeju brand images (Sisajeju, 2010). These 10 colors contain traditional culture and characteristics of nature of Jeju Island which represent sea blue, citron orange, Halla Mt. green, basalt gray, volcano cluster brown, canola yellow, dyed brown from green persimmon, Orum green, and the color of grass silver. The packaging colors from 5 brands were compared with these 10 representative Jeju local colors to measure the packaging colors that communicate Jeju brand images that are recognized by local people.

Kim, M S. A STUDY OF COLOR IN PACKAGING DESIGN FOR KOREAN NATURAL AND ORGANIC BEAUTY PRODUCTS IN RELATION TO JEJU BRAND IMAGE

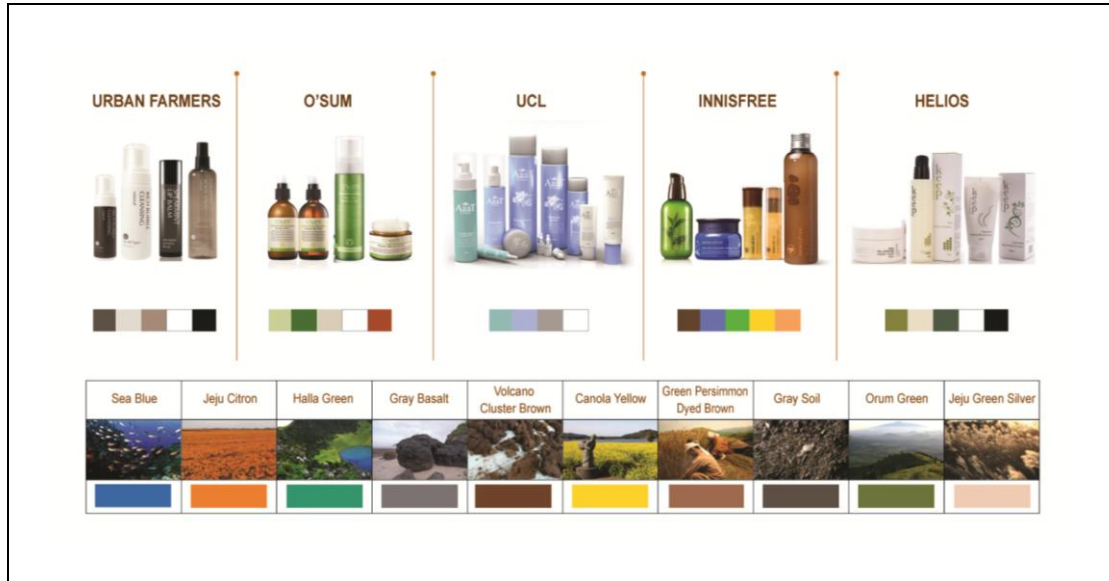


Figure 1: Comparative analysis of packaging colors in relation to Jeju local colors

RESULTS AND DISCUSSION

As a result, the usages of colors for the packaging designs for Jeju-sourced ingredient skin care products were all different among 5 brands when compared in relation to Jeju brand images. First, Urban Farmers, a small indie brand, carries the skin care products made with organic herbs farmed in Jeju Island, projecting as premium cosmetic herbs as a brand image. Packaging colors are mostly achromatic ranges of black and white. Color palettes were limited mostly to achromatic colors of black, white, and grays for a clean image. Second, O'SUM, a brand from Cotde, abbreviated from 'Cosmeceutical to dermatologist', has concepts of a healthy skin, a clean island, and clean ingredients. 'SUM' means an island in Korean indicating Jeju Island. A key word, 'Organocutical', has combined meanings from 'organic' and 'cosmeceutical technology'. Key packaging colors are dark brown for pharmaceutical image with added green and white for the clean medicinal look for skin as a brand image. Third, UCL brand manufactures whole process of organic beauty products from locally farmed organically grown ingredients to final organic skin care products in Jeju Island. A total solution skin care products designed for younger consumers has soft pastel green and blue packaging colors for a soft brand image. Fourth, Innisfree, a popular brand from Amore Pacific cosmetic company, developed the color strategy based on a key concept of clean nature of Jeju Island, highlighting the Jeju-sourced ingredients of images and colors directly put on packaging designs to communicate the ingredients and functions. Packaging colors of ingredients such as vivid yellow from Jeju canola flowers, vivid green shades from organically farmed green tea leaves in Halla Mt., brown shades from the volcano clusters, and blue shades from jeju lava water, communicated the clean natural ingredients of Jeju as a brand image. Fifth, Helios brand also has key concepts of 'natural' and 'Jeju's pure natural ingredients'. The packaging colors are mostly white, ivory bottles in black caps with red, purple, blue, olive green dots as accents to differentiate skin care functions without particular brand image.

All 5 brands emphasized in common the natural clean aspects of ingredients as key concepts. After the comparative analysis of 5 brands' packaging colors in relation to Jeju

Kim, M.S. A STUDY OF COLOR IN PACKAGING DESIGN FOR KOREAN
NATURAL AND ORGANIC BEAUTY PRODUCTS IN RELATION TO JEJU
BRAND IMAGE

brand image, Innisfree had a most successful coherent Jeju brand image by highlighting the used ingredient colors in each skin care lines, closely resembling to 10 Jeju local colors that are easily recognized by consumers as the characteristics of Jeju Island. The Other 4 brands had quality products, but the packaging colors did not have enough impact of Jeju brand image having little relation to 10 Jeju local colors that represented the characteristics of Jeju Island. As the Jeju-sourced beauty product markets are growing in the industry, it will be helpful to highlight not only the clean ingredients but also the local characteristics of Jeju Island for emerging brands to develop color strategies of packaging design to communicate Jeju brand image to consumers.

CONCLUSION

The purpose of this study was to examine colors of packaging design for natural and organic skin care products made with Jeju-sourced ingredients in relation to Jeju brand image. In order to have a successful brand image, the packaging design plays the important role for visibility and the personality of the product. For the emerging Jeju-sourced natural and organic beauty product brands, it will be highly important to research and develop innovative color strategy for packaging design that will reflect the heritages and raw materials of Jeju Island, which will heighten Jeju brand image to be recognized by consumers. Accordingly, consumer research will become an important tool to analyze the current brand images and to set the direction for future packaging design strategy.

ACKNOWLEDGEMENT

I dedicate this paper to Beloved Lord Jesus Christ in gratitude for his grace and strength I have received when I needed an encouragement to write this paper.

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