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THE ROLE OF COLOUR IN SUCCESSFUL FUNDRAISING CAMPAIGN

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Abstract

Colour many a time has been in the focus of research of scholars, who not only defined its physical properties but accentuated possibilities of its practical application. As far as colour implies visual communication, it is widely used in marketing, namely in different materials attracting the attention of potential clients, i.e. mainly in advertisements of any kind. The article presents the results of the analysis of the colour semantics in Unicef's promotion materials focusing mainly on psychological aspect and symbols of colour. We claim that proper use of colour and its combination considerably influences fundraising campaigns and makes their management successful.

Keywords: *Management, Marketing, Colours, Advertisement, Campaign, Unicef.*

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1. INTRODUCTION

Colours play an important role in our life. Adopting different approaches, scholars have identified ways of producing colours (neurology and physiology), their perception (psychology), understanding (philosophy, semiotics), and naming (linguistics, anthropology).

Colours are widely used in marketing. Implementation of colour theory into any company's design and advertising is a crucial undertaking that may have a ripple effect overall organisation. Associations are formed in order to carry out the company's goal. Colour is more than just aesthetics; it also delivers precise information engaging with customers by invoking emotions, behaviours, and memories. Colour associations are taught and passed by culture and generation. Brands research the market and determine whom they want to target as part of the process of developing their brand. They reinforce their identity on a subconscious level by selecting the appropriate colour palette. Brands are able to enhance associations with the brand and establish greater trust by visually matching the company's aims to colours. Colour theory and colour psychology are commonly used by businesses when selecting colours for a brand or advertising materials.

In this paper we present the results of the colour semantics analysis in the materials promoting Unicef's fundraising campaigns. Though we have applied many theories and approaches to our material processing, the fundamental work is by Berlin and Kay (1969) who singled out 11 basic colours, which can be found in most world cultures and are traditionally named "focal colours". Out of them we have chosen those, which are most popular in Unicef's ads. Taking into account psychological approach and symbolic character of colours, in this article we consider in detail two cold colours (blue and green) and two warm colours (red and yellow). Our analysis we accompany with some technical characteristics of colours, like hue, chroma and saturation. Special programme facilitates visualization of these and other colour properties and vividly proves the importance of colour in fundraising campaigns.

2. STEPS OF SUCCESSFUL MANAGEMENT

Management in general is traditionally understood as science and art of winning; the ability to achieve its goals using labor, motives for behavior and the intelligence of people. In other words, management is a human capability, by which leaders use resources to achieve the organization's strategic, tactical, and operational goals. Information about basics of management varies from the popular anonymous definitions from the Internet (like Five golden

rules of management including the set of five general functions: planning, organizing, staffing, leading and controlling) or Ten golden rules of management, which make your management style effective, to serious studies, like "A framework for marketing management" by Kotler & Keller (2011) or "Marketing management" by the same authors (Keller & Kotler, 2012) and many others.

Templar in his book "The rules of management" (2013) singles out 107 rules, which are connected with one's team and personal management. All these rules ranging from five to 107 can be considered as crucial principles of management and can be specified as those, which explain how to be a successful manager.

In many companies these principles of management in the field of production inevitably bring profits. Thus the methods and techniques of management constantly change and specialists work on their further improvement.

As far as we have chosen as the object-matter of our research fundraising campaigns of Unicef, the final result of them is not connected with profits; this organization always reminds people that it is non-profit and its general aim is to help keep children safe and healthy. Their activity includes the following aspects of helping and protecting children: nutrition and life-saving food, education, emergency relief for children, protection from climate change, water, sanitation and hygiene, vaccines and some others (<https://www.unicef.org.uk/why-donate-to-unicef/>).

Judging from the reposts they regularly post on their official website, most (if not all) their fundraising campaigns are successful. They do not specify how much money they have fundraised; they report what they have done for this money. E.g., in 2015 UNICEF vaccinated 23 million children against deadly measles or with the help of donations; they provided 1.3 million sets of winter clothes for Syrian children in 2015.

All this huge volume of work in 190 countries, including Ukraine, Yemen, Afghanistan, Syria and its neighbours is done mainly by volunteers who are properly trained and supplied with fundraising materials (<https://www.unicef.org.uk/fundraise/fundraising-ideas-toolkit/>). They find new volunteers and promote their ideas in a different format: social nets (photos, videos, and posters), advertisements on TV and radio; printed media and booklets they offer may also be effective (Krajčovič & Čábyová 2017). Thus, most useful principles out of ten Golden rules, in our opinion, will be such as clear, concise and complete communication;

precise goals set for the team; public recognition of hard work; good contacts with team members; encouragement of opinions and ideas. These rules will ensure the success of any fundraising campaign.

Out of all the aspects of Unicef advertisements we have chosen colour, because we consider it as the basic means of visual communication. Different properties of colour and approaches to its study are presented below. Now we will discuss in brief functions of colours in advertisements, because colour is the key component of attracting the attention of a customer or, in our case, possible donator. On a subconscious level, people notice colours before any word they read. That is why colours in advertisements are used for:

- changing moods and attitudes (for association of certain brand or products, how they make a viewer feel when he thinks of them);
- grabbing attention (works easier with colours than with words);
- consumer targeting abilities (for increasing sales by researching customers and what colours they might be attracted to and to fit their needs and desires);
- product characteristics showcase (for putting emphasis on the specific products and to convey a message) (Lister, n.d.).

Proper application of colour semantics strategy in advertisements can make the fundraising campaign successful. Why? Colour is used to evoke emotion and express personality; it promotes association with the brand, and accelerates differentiation. As consumers, people depend on familiarity within their comfort zone. Many companies want to be recognized by the signature colour of their brand. Choosing a palette for a new identity requires a basic understanding of colour theory, a clear idea of how the brand should be perceived and differentiated, and the ability to master coherence and meaning of shades of use. While some colours are used to unify an identity, others can be used to clarify brand architecture through product or services. Traditionally, the main colour of the palette is assigned to the symbol and the secondary to the logo, description, or slogan (Wheeler, 2009: 128). Unicef has chosen blue colour for its logo.

Psychologists found out that the impression of colour is responsible for up to 60 percent of the acceptance or rejection of a product or service. A designer's job is to choose the hues that evoke the right responses. Designers must carefully consider who the advertisement is designed

for and how the audience will read the design in terms of colour alone. It's not just an aesthetic choice. Designers must harness the importance of colour schemes to achieve clients' goals (Moroika & Stone, 2006: 35).

Building a colour scheme for brands, logos or advertisements can be regulated by eight simple rules: 1) setting a purpose – why these colours, for who; 2) reviewing colour basics – relationships between hue, saturation, contrast, building a scheme; 3) choosing dominant and accent colours; 4) shade selection – shades and brightness change the impression of colours and may also have different meanings; 5) compatibility – hues cannot clash, it should be pleasant for the eye; 6) less is more – using less colours is more beneficial than using many of them, two or three are usually the best choice; 7) colours in action – using colours on different applications and variants is the best way to choose the most suitable design; 8) saving progress – keeping a log of the previous colour palettes is good to prevent repetition, or for further improvements and changes (after Moroika & Stone, 2006: 41).

The use of Golden rules of management, proper colour and its place in the advertisement are important for the successful fundraising campaign.

3. AIMS, METHODS, AND RESEARCH SAMPLE

The subject-matter of our research is marketing material of the non-profit organization Unicef, because the third sector (public sector) is an important part of marketing communication. As we mentioned above, Unicef (abbreviation variant – UNICEF, meaning United Nations International Children's Emergency Fund, in the text using as Unicef) is a non-profit and non-governmental organization. In 1945, the United Nations was founded. A year later, UNICEF was established, which helped children during World War II. The Children's Fund is a worldwide organization that aims at long-term and systematic help to children in need. The slogan of the company is: for every child (About Unicef, n.d.).

Unicef uses advertisements on physical media, such as magazines, newspapers, billboards, or TV commercials but since many companies, including Unicef, switched to online platforms during the pandemic we shifted our focus mainly on the Internet for this reason, as well as for the more accurate depiction of colours on OLED display. Our collected materials are mainly from Unicef's Instagram page, Facebook and Twitter advertisements. Most of the chosen posts can be also found on other social media platforms and their webpage as well. We have chosen more than 100 advertisements, in which it is possible to specify the domineering

colour or a mix of colours. Because the aim of these advertisements is to convey a certain message and evoke emotions of sympathy and empathy, the visual interpretation and choosing colours is an important process.

The purpose of this study is to determine which colours are most popular in a chosen subject and to define the roles of colours in definite types of advertisements. The research is based on so called "focal colours", which were initially defined by Berlin and Kay (1969).

We have made a collection of the best examples of each focal colour. We analysed each material with an online software to create a colour palette and to have a look at exact colour attributes to state if the colour is cold, warm, highly saturated, and bright. We chose the palette out of four colours from each material. In each colour category, we analysed the first shade in the palette, because this shade prevails in the image most of all.

We can't deny that colour perception is very subjective. To make our research more objective we use a special online software (www.imagecolorpicker.com) to create palettes of each chosen material. To interpret data obtained properly, we made a detailed analysis of each advertisement or photo taking into account psychological, cultural, and digital factors. Using this platform is an advantage, because it is already built-in system that allows us to dive deeper into the details of each colour, not only seeing the hex code. We used this tool, because it offers us a palette of an uploaded image, as well as digital attributions of a photo, such as hue, saturation, and brightness.

Several scientific methods appeared to be very helpful for the analysis of visual and text materials: qualitative, semiotic analysis, and image analyses enhanced by the ethnographic aspect. Semiotic analysis is based on understanding sign systems, by primary significance of the symbol and secondary one, that is influenced by culture, politics, history, or social context (for details see Panasenکو & Mudrochová, 2021). Symbolism of colours also appeared to be useful in our research (Panasenکو, 2020; Panasenکو & Korcová, 2011). As far as Unicef works in 190 countries, with the purpose to understand national-cultural specifications of the advertisements, we took into account ethnographic aspect to define cultural influence in colours. Image analysis is focused on visual elements of the content in media. We have used this method to analyse what is depicted on the materials, why and in what colours (Panasenکو & Greguš, 2022).

Making the analysis of Unicef's advertisements, posters and photos we pay attention to

such basic colour properties, as hue, light and contrast, and saturation. We also focus on digital implementation (RGB) of colour and the main hue location on the spectrum because our chosen examples are used online. The highest possible value in RGB is 255, hue is measured in degrees (maximum 360), depending where on colour wheel the colour is located, the percentage in saturation could range from 0 to 100, from black to the most intense colour and brightness is measured also in percentages, 0 being black, 100 white.

These are technical characteristics of colour. Now let us discuss other colour's properties and the way they are treated by the representatives of different branches of science.

4. BASIC FEATURES OF COLOUR AND APPROACHES TO ITS STUDY

Colour surrounds us and paints our whole world. It is huge part of marketing, generally used in advertisements, materials, and corporate identity. Numerous research have been conducted to investigate the usage of colour: contemporary colour (Bleicher, 2012), colour psychology (Elliot & Maier 2014), symbolism (Adams, 2017; Cirlot, 2001), and its impact (Cerrato, n.d.). When establishing a corporate identity, we must consider what colours to use, how they will complement one another, and the effects they may have on customers.

Earlier we made a detailed analysis of such approaches, as psychology of colour, philosophy of colour, anthropology of colour, neurology and neuropsychology of colour, and language of colour (Panasenکو & Korcová, 2011). Our next contribution was the analysis of colour as means of creating female and male, positive and negative characters in the literary text (Panasenکو, 2020). These publications also highlight symbolic character of colour and its connection to many world cultures.

Colours are more significant in marketing than we often think. They have an impact on the consumer's decision when it comes to selecting the proper products or services. Every brand and every advertising medium, whether online and offline, seeks to capture the attention of the viewer at first glance. Because colour is one of the most powerful forms of non-verbal communication and can convey meaning, emotions, and mood in a split second, the developer of an advertisement should have a good grasp of colour and its symbolism and significance. There is no objective impact on individuals, but some colours evoke emotions and memories, which customers react to and by this influence, choose their preferred product or service. Colours have an impact on our state of mind, mood, thinking and behaviour. If the colours are not chosen carefully, they might misinterpret a company's whole message and it may have a

negative impact on its corporate image.

Colour semantics may be expressed by symbols, associations and can be influenced by age, ethnicity, beliefs, or social psychology (Li, n.d.). There are many cultures in the world, where colour semantics depends on ethnic and religious parameters, so a single colour can mean many different things. Colour semantics cannot be separated from psychology, cultural symbols, and politics. Colour theory ensures a universal look and colour scheme of advertisements combining it with psychology using the advantage of the human perception to make us feel a certain way. Marketers are trying to tap into customers' thoughts regarding the brand and their products. The biggest influential factor is life associations, cultural knowledge, political and artistic background, religion, ideology, and social system. Semantics of colour is always changing according to its aesthetic value with the change of the times, so if a certain colour is serving as a symbol, it is possible over time it will have a different meaning (Li, n.d.).

Division of colours. When describing each colour and their meanings, we are going to mention hex code. This stands for programming language CSS (cascading style sheets), styling commands, that consists of six digits, two hex digits for each colour value (red, green, blue). This is called hexadecimal notation, therefore a hex code.

We differentiate 12 main colours in the RGB colour wheel that can be divided into primary, secondary, and tertiary. Primary colours are those, that when added together, create white – those are red, green, and blue. Secondary colours represent those that are mixed by two primary colours – in this case it is cyan, magenta, and yellow. Tertiary colours are created by combining secondary colours with primary colours (Color wheel, n.d.).

In applicable strategies not only in advertisement but in any colour use as well, the most important of these attributes are hue, lightness, and chroma. Hue is based on wavelengths. This is what most people project in the back of their mind when they hear the word for a specific colour (red, blue, green, etc.) Lightness is essentially a white-to-black property of the colour and can be applied to any hue. Chroma is similar to saturation. It is described as the intensity or liveliness of a colour. Each of these attributes can affect the psychological impact of a product or service, so only one of them should be allowed to vary in a well-controlled experiment.

Berlin and Kay (1969) name 11 basic colour categories, which are traditionally called focal colours: white, black, red, green, yellow, blue, brown, purple, pink, orange and grey. We have found out that in Unicef advertisements not all of them are used. The most popular colours

are as follows (in decreasing order): the mix of colours, blue, yellow, green, red, pink, and orange.

Of all the properties of colours we have chosen those, which are most important for the advertisements and other instruments of fundraising campaign and will discuss them in short. In this paper, we also limit ourselves only to two cold (blue and green) and two warm colours (red and yellow) and with the help of examples illustrate how important symbolic and psychologic nature of colours is.

4.1. Symbolism and Psychology of Colours in Unicef's Promotion Materials

From psychological aspect not only colour terminology, but also colour harmony, colour preference and colour symbolism can be taken into consideration. Symbols carrying strong emotional connotations can affect our colour perception. In some cases, we may speak of the designations, which appeared thanks to the synesthesia of different information procession channels, like vision and smell, vision and touch, i.e. "the sensation of warmth and cold: the sensation of warmth, richness, freshness, etc. and can also determine the observer's reaction to a colour: warm red – cool blue, cold blue; light pink – heavy purple; luscious green – opulent red; fresh yellow" (Wylter, 1992: 107).

Cirlot (2001: 52), e.g., offers the following classification of colours. The first group embraces warm 'advancing' colours, corresponding to processes of assimilation, activity and intensity (red, orange, yellow and, by extension, white), and the second covers cold, 'retreating' colours, corresponding to processes of dissimulation, passivity and debilitation (blue, indigo, violet and, by extension, black), green being an intermediate, transitional colour spanning the two groups. The idea to use temperature sensations comes from psychology and is closely connected with colour perception. He names the following most popular symbols of colours: red is associated with blood, wounds, death-throes and sublimation; orange with fire and flames; yellow with the light of the sun, illumination, dissemination and comprehensive generalization; green with vegetation, but also with death and lividness; light blue with the sky and the day, and with the calm sea; dark blue with the sky and the night, and with the stormy sea; brown and ochre with the earth; and black with the fertilized land (ibid., 53).

Summing up popular classifications (Elliot & Maier, 2014; Haller, 2019; Khattak et al., 2018), we may state that colours are divided into warm, cold and neutral. Warm colours are represented by red, yellow, brown and orange. They heat the person and make our mind

creative. On the contrary, green, blue, violet, which are representative values of cold colours, cool our body and make our mind meditative (Panasenko & Korcová, 2011: 125).

Now let us characterize some cold and some warm colours and show how they are used in Unicef's promotion materials. We will specify their symbolic character, give their technical characteristics and explain how this knowledge can be used in marketing.

Blue. It is often connected with the sky and water; it is sometimes associated with issues of the spirit and intellect; it is linked to loyalty, fidelity, constancy, and chastity. Its link to the sky also connotes eternity and immensity, time and space (Dictionary of symbolism, 2001). It is the colour of Unicef. Water is connected with life, fertility and maternity. Many producers of denim use blue in their logos, as well since the colour is linked with jeans. It can also be found in 53% of flags in the world.

Each shade of blue has a code, like dark blue – #00008b, dark midnight blue – #003366, blue gray – #6699cc, indigo – #4b0082, azure – #f0ffff, etc. (List of colors by name, n.d.).

Lighter shades (hex code: #D1EAF0) represent tranquillity, reliability, trustworthiness and innocence, more vibrant ones (hex code: #00FFEF) dreams, youth, reinvigorating feelings, while deep hues (hex code: #191970) are connected to intelligence, authority, conservatism, and elegance (Meaning of the color blue, n.d.).

With the help of these codes we visualized different shades of blue and gave them their exact names (see Figure 1), which a very good proof of blue being a cold colour.

Figure 1. Visualization of the shades of blue (after Panasenko, 2020)



All these shades are skilfully used in the Unicef fundraising advertisements (see Figure 2).

Figure 2. Source: own processing of photos and pictures from Unicef official sites on Instagram and Facebook.



Each photo on these sites is accompanied by the detailed description of the aim of this campaign and the people who represent it. In these pictures we see most important Unicef projects: water supply, clean water, planet natural resources saving, and maternity.

For a detailed analysis we have chosen the photo of two school girls in Congo (see Figure 3).

Figure 3. School Girls, Congo



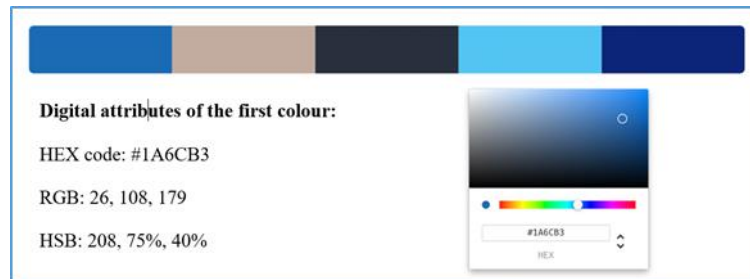
Source: Unicef
(<https://www.instagram.com/unicef/>)

In this photo, we can see two girls greeting each other on their first day back to school. We can mostly see bright and deep shades of blue. Here blue is seen as calming, non-threatening, stable, and reliable. It is also used to increase productivity and it supports hard work. Bright blue is as a symbol of dreams, and youth, while darker shades of their skirt of the school uniform represent intelligence, authority, and conservatism.

This is a generated colour palette of the five most used colours in the photo, three of them

being shades of blue. We used a programme mentioned earlier to generate this palette, and to analyse data of the most used colour in the photo – the first one in the palette. Digital attributes of the most intensive shade of blue are reflected in Figure 4.

Figure 4. Digital attributes of the first shade of blue.



Source: own processing

On the scale picture, we can see the selected hue and its saturation. The colour being on the right side of the spectrum, makes it a vibrant colour of darker tint because 75% of saturation makes it a highly saturated colour, and 40% of brightness falls into darker scale. The contrast of an image is monochromatic, consisting mostly of blue hues. There is no text in the photo itself, having all the focus on the colour blue and two African girls. In this advertisement, blue is used in connection with studies, scholars, and youth.

Now let us analyse the properties of another cold colour.

Green. In many cultures this colour is often associated with spring, life, vegetation, growth, freshness, and youth. It is the colour of Islam and of some flags of Islamic states. The usage in marketing is mostly for relaxing a customer, for military gear, cleaning products, green energy, and to address environmental issues. In opposite meaning to red being stop and green safety, it is used at traffic lights as a symbol of free to go. Feeling safe and relaxed promotes decisiveness in customers. Many health facilities use its benefits. Huge brands using this colour are Starbucks (café, coffee), Green Peace (NGO), Animal Planet (TV programme about nature), John Deere (agricultural machinery), Whole Foods (organic groceries), or BP (oil and gas company).

Light (hex code: #90EE90) and pastel shades (hex code: #D0F0C0) are pointing to relaxation, fresh start, inexperience, youth, being dependable. True green hues (hex code: #00FF00) are associated with health, growth, wealth, money and being eco-friendly. More earthy tones (hex code: #C5E384) stand for earth, rawness, sourness, sickness, jealousy, and deep hues (hex code: #003333) are professional, respectable, expensive, sophisticated

(Meaning of the color green, *n.d.*).

Using various system of codes we can visualize different shades of this colour like this (see Figure 5).

Figure 5. Visualization of the shades of green (after Panasenko, 2020)



In Figure 6 we see the use of various shades of green in the long-lasting (till 2030) campaigns connected with planting millions of trees, protecting earth's ecosystems, ensuring equal access to health care, safe childbirth, and some others.

Figure 6. Source: own processing of photos and pictures from Unicef official sites on Instagram and Facebook



For a detailed analysis we have chosen a photo of Simon from Haiti (see Figure 7).

Figure 7. Care of Environment, Haiti.

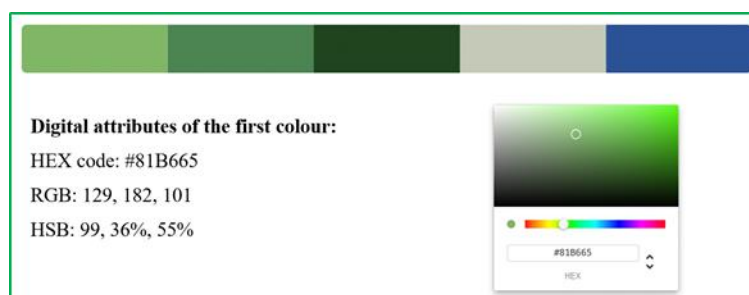


Source: Unicef. <https://www.instagram.com/unicef/>

During the pandemic Unicef also started to spread awareness and reminders that we should take care of our environment, by supporting and promoting education, campaigns, and fundraising events. In this photo we can see a boy from Haiti, who promotes climate education. At first glance, the landscape is covered by green leaves, the contrasting blurred background in darker shades of green, and the boy's shirt in a deeper, soothing shade of blue, which makes image look colder. As mentioned above, green is closely related to nature and forests, so it's a great choice for raising environmental awareness.

The palette of this green picture shows three main green shades, one grey shade of cold hue and a deep blue. When we look at the meanings of blue, dark blue represents in this case education, as well as it may be a symbol of our seas and oceans, as well as freedom. Digital attributes of this photo are presented in Figure 8.

Figure 8. Digital attributes of the first shade of green.



Source: own processing

In this scheme, we can see that the first colour in the palette is pure green, but it cannot be considered a bright colour with its 36% of saturation. It is a more muted colour and these shades can be very pleasing to the eye and have a calming, healing effect. We can say it is a colour of medium brightness with 55%. Overall, this image suits its purpose to convey

environmental message and symbolism of used colours and its meanings, but it may appear dull and boring in marketing advertisements because there is no significant contrast in the image itself, therefore it is not eye-catching and might be passed by. In this photo, the colours are chosen by its symbolism of nature and wisdom and correspond to the mission of Unicef.

Now, let us consider two warm shades of focal colours – red and yellow.

Red. In the Dictionary of symbolism by Protas (1997 [2002]), red is considered to be an emotionally charged colour associated with the sun and gods of war, anger, blood-lust, vengeance, fire, and the masculine. It can also mean love, passion, health, and/or sexual arousal. This colour has either positive, or negative meanings. Its positive meanings are confidence, friendliness, creativity, emotional strength, love, passion, strength, optimism; whereas among negative meanings we can mention such, as blood, wounds, fear, depression, suicide, anxiety, and irrationality.

Red, like any colour, has many shades. Pastel shades of red (hex code: #FF6961) are used in romance, joyful, sensitive, and loving situations. True shade (hex code: #FF0000) is used for representing intense emotions, energy, danger, sacrifice, passion, and sexuality. Dark shades (hex code: #8B0000) symbolise power, intensity, sophistication, seriousness, and responsibility.

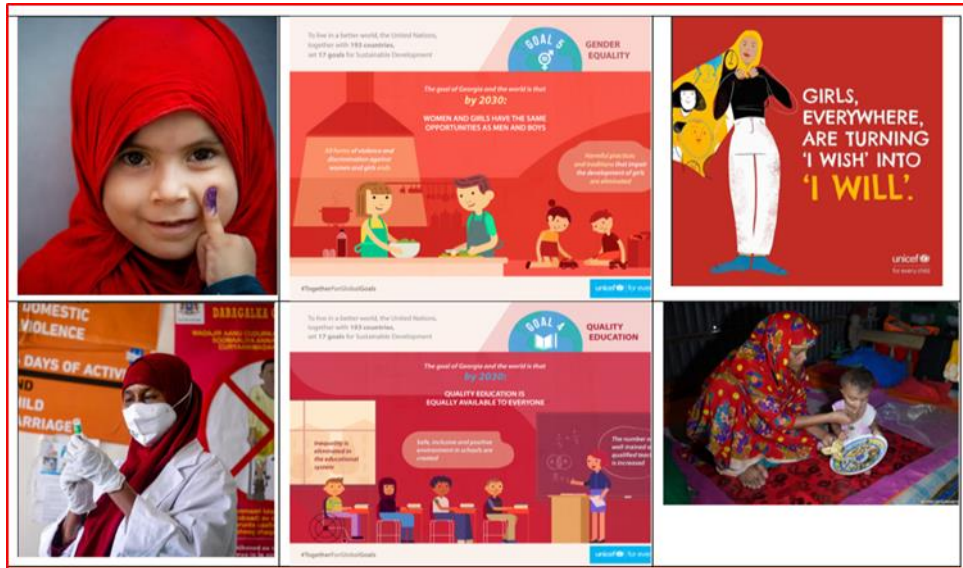
Using various system of codes we can visualize different shades of this colour like this (see Figure 9).

Figure 9. Visualization of the shades of red
(after Panasenکو, 2020)



Various shades of red are widely used in Unicef fundraising campaigns (see Figure 10).

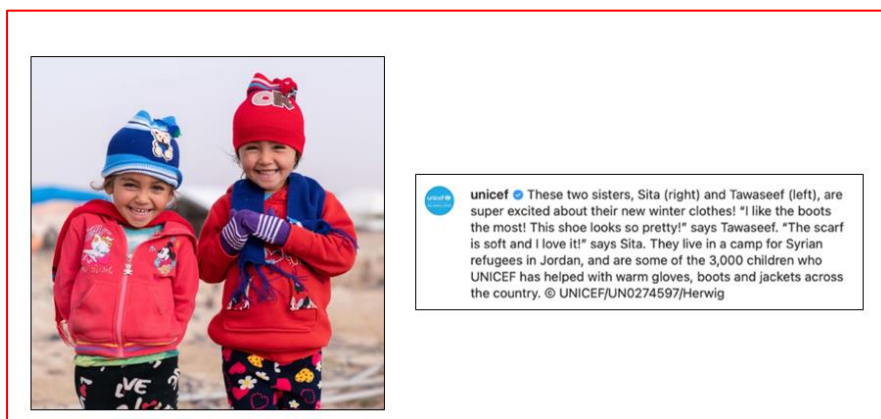
Figure 10. Source: own processing of photos and pictures from Unicef official sites on Instagram and Facebook



Different symbolic meanings of red are seen in the collage of various photos and posters. Unicef initiated the campaign of vaccination children against COVID-19. In this case, "red" means danger; in the poster against bullying, red symbolizes aggression; in the poster, which encourages the girls to act we can interpret such meanings of red, as creativity, emotional strength, strength, and optimism; the girl in red top left was chosen as a symbol of World polio day. Culture specific aspect (colour of national education costumes) is also taken into account.

For a detailed analysis we have chosen a photo of two Syrian sisters who in the camp of refugees in Jordan were supplied with warm things (see Figure 11).

Figure 11. Syrian Sisters in Jordan.



Source: Unicef. <https://www.instagram.com/unicef/>

The first thing to capture our attention in this photo was red colour enhanced by children's

face expressions. We can see two sisters smiling and being excited dressed in winter clothes. The post reflects warm clothes being donated by Unicef to children in Jordan. The background has subtle colouring, leaving room for contrast. In this case, red is used to represent energy, excitement and helping people (symbol of Red Cross).

Analysing the photo along with the generated palette, we can see that the hues have two different shades of red, of neutral tones, which is mainly used in the background to create an aim where eyes should look first. Along with red tones, we can also see used shades of blue on their clothing. Because of red colour's aggressive nature, blue brings calmness into the picture and balances it. Digital attributes of this photo are presented in Figure 12.

Figure 12. Digital attributes of the first shade of red.



Source: own processing

The main shade of red can be considered almost true red, with red tone being very high in value, while red and green are low. Blue value of 50 and the colour being at the end of this scale indicates that the shade is on a cooler side. It is a very saturated colour with 91% of saturation. 46% of brightness means that the shade is darker red, rather than very bright.

This combination shows great usage of colours in the advertisement overall, making it eye-catching and cheerful. Considering the message of the text as about help and clothing, we consider these colours to be chosen wisely, because the attention is taken to clothes. Without reading the text, and taking into consideration the organisation, we can assume that it is about donation as well, although without text it is not completely clear.

Yellow. Because this colour stimulates mental activity, it is used in marketing to highlight communication (Snapchat) or speed (DHL, Ferrari). With its attention drawing effect it is used in traffic lights as warning signs, taxis, buses, and road maintenance equipment; it's the colour of buses and taxis in many countries. It is also broadly used in leisure, children's products, and food industries (Mc Donald's, Pringles). Men usually perceive this colour as childish, therefore

it is not good to use it in marketing targeted on men (Becker, n.d.).

Pastel tones (hex code: #FFFFE0) are usually connected to new ideas, joy, lack of confidence, while bright yellow (hex code: #FFFF00) with happiness, superiority, life, and cheerfulness. Golden tones (hex code: #FFDF00) are linked to wealth, luxury, success, and achievement. It is the only colour that does not combine well with black, yet in that case (hex code: #808000) it is creating olive tones, associated with caution, jealousy, sickness, decay (ibid.).

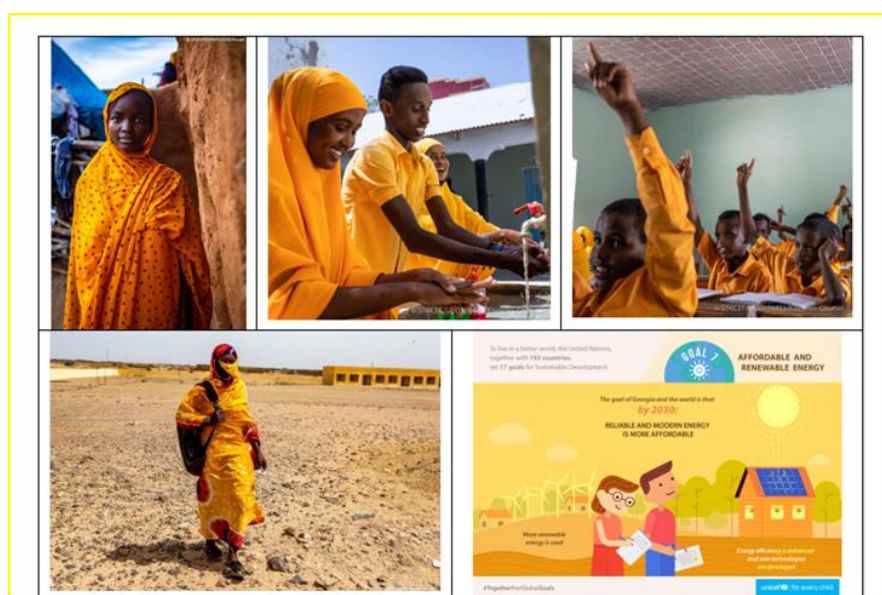
Using various system of codes we can visualize different shades of this colour like this (see)

Figure 13. Visualization of the shades of yellow (after Panasenko, 2020).



Yellow colour is also widely used by Unicef (see Figure 14).

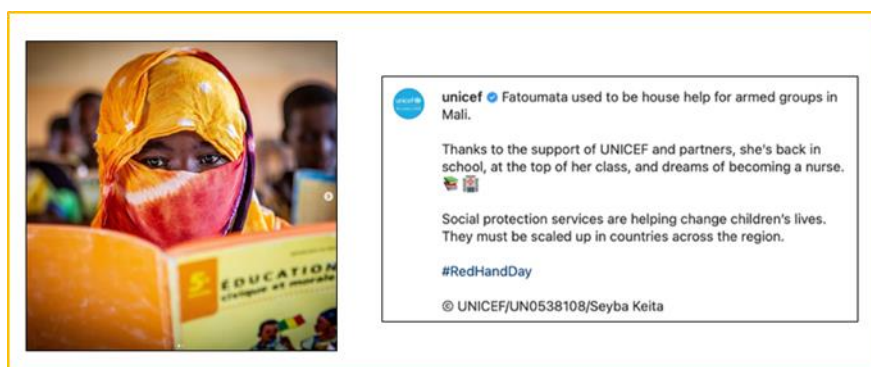
Figure 14. Source: own processing of photos and pictures from Unicef official sites on Instagram and Facebook



In the collage of photos and a poster presented above we see different shades of yellow, though bright shade (happiness and cheerfulness) and golden tones (success, and achievement) prevail. It is mainly the colour of people's dress and school uniform. It is the colour of the sand, very familiar to children who live in the deserts. Yellow in all shades is the colour of the sun and in the poster propagating affordable and renewable energy and solar batteries this colour prevails.

For a detailed analysis we have chosen a photo of a little girl from Mali who due to the campaign organized by Unicef was able to come back to school (see Figure 15).

Figure 15. Back to school



Source: Unicef. <https://www.instagram.com/unicef/>

This post is related to the campaign, Red Hand Day, which helps stop the use of children as soldiers and also child abuse. Though the photo contains mostly yellow colour; we can also see shades of red in the fabric around her face. The hue of yellow chosen for this post is of a golden tone. Yellow is associated with gold, sun, curiosity, creativity, joy, cheerfulness, enthusiasm, and children. Because golden yellow is linked to success, it may be the reason why it is used in the image – for the girl to be back to school and perceive her dreams. Dark skin plays important role as contrast.

At first glance, it may seem the picture is orange, but after evaluating and analysing the palette, we can see that there are two yellow colours included in this generated palette. There is also the red hue from the fabric and brown shade for the skin tones. The second hue in this palette is controversial, but after having a deeper look into technical data, we do consider this shade as orange. Digital attributes of this photo are presented in Figure 16.

Figure 16. Digital attributes of the first shade of yellow



Source: own processing

With 99% of saturation, we can easily say it is a highly saturated colour. Such tones capture attention and are great to use in combination with dark shades to create contrast. It is also quite bright shade, because of its 62% of brightness. We may say the colours used in the photo are well chosen, there is a good amount of contrast and because of its golden tones, it is pleasant to look at. The only thing we would want to address is that it is part of a campaign Red Hand Day, and for this we would imagine more of red being used.

5. DISCUSSION AND CONCLUSION

While making analysis of Unicef fundraising campaigns, we focused on the colour and symbolism as well as colour and psychology, because psychology and marketing are closely tied together and improve the sales. Colours play an important role in marketing, especially when it concerns choosing a correct colour scheme of each brand identity. They have strong culture-specific component and designers should keep in mind that some colours are sacred: orange in India or green for Celts or Muslims. We have analysed most of focal colours described by Berlin and Kay focusing on two warm and two cold colours, because such colours, as orange, purple, black, white, grey, and brown (the rest of focal colours) are not used broadly in the marketing material of Unicef. We should also state that colours combinations are very often found in Unicef's advertisements.

Psychological approach appeared to be very interesting, perspective and subjective at a time. To avoid this subjectivity and to receive objective results, we used a special Internet software, imagecolorpicker.com. We used the system of codes and hex codes, which helps identify such important colour properties, as hue, light and contrast, and saturation.

The detailed analysis of every post confirms that colours are in fact intertwined with the symbolism and intended message. Colour palettes are heavily inspired by symbolism, taking

into consideration the message and the culture as well.

From our results, we can see that the most popular colours in the specified sector and organisation are warm tones. This is because the organisation frequently discusses the issues and poverty of the Third World countries (Africa, Asia, Latin America, Oceania) and the usage of Pan-African colour scheme is commonly used. Blue tones are also often used in advertisements, considering the fact that blue is the most popular colour as well as the corporate colour of the organisation.

Our research demonstrates the significance of colour selection in advertisements. In reality, it is a critical phase and precise planning that cannot be overlooked in the marketing process. This study generated new research ideas as well as new information about online advertisements of non-profit organizations. This research can be used to further analysis of the marketing material variety, as well as future brand development or planning of marketing materials.

By this article we intend to express our admiration and great respect to Unicef for their assistance to the children all over the world. Let us consider our results as a modest contribution into their activity.

Abbreviations

RGB – additive colour model consisting of red, green, and blue

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