

## ABSCHNITT IV. MARKETING UND LOGISTIK-AKTIVITÄTEN

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### THE ROLE OF DESIGN IN MARKETING

**Kostina Anastasiia**

Bachelor's student at the Faculty of Design  
*Kyiv National University of Technologies and Design*

**Gorlatova Elena**

Senior Lecturer  
*Kyiv National University of Technologies and Design*

*UKRAINE*

Original design is an important part of marketing in any company. The development and coordination of the design of any materials, logo, product design - is in itself, part of marketing. If you pay attention to the market leaders, the clue element of their success is excellent design. The importance of design manifests itself in the fact that sellability to 86% depends on the visual perception of the buyer.[1] Proper advertising, pleasing packaging design, originality and recognizability attract attention and increase the likelihood of purchasing goods or services.

Packaging is one of the most "selling" components of a product. There is no other marketing tool that reaches all category buyers at once right in the store, where 70% of all purchasing decisions are made. According to Nielsen research, millennials are the most promising generation in terms of consumption, because they are 3 times more likely than others to switch from a familiar product to a new one because of attractive design, 68% of millennials buy a new product only because of the packaging. At the same time, Nielsen Packaging Sells research shows: when packaging design is done right, visibility and willingness to buy increases by 30% and sales increase by an average of 5.5% across categories.[2]

Nowadays such direction in design as minimalism is very popular. Minimalism - the art of delivering information and at the same time cutting off everything unnecessary, leaving only the most important and making everything very simple and clear. Marketers often want to show all the advantages of goods, to make it interesting and distinctive, using colors, logos, and other additional information, without separating the main thing from the superfluous. Such a solution makes the composition overloaded and heavy for the perception of the buyer. Manufacturers should not forget that the decision to buy customers do not spend more than 6-8 seconds,[2] so the use of a simple and at the same time unusual message will allow consumers to quickly and easily absorb the necessary information. In minimalist design, composition is of great importance, where there is nothing superfluous, and therefore each element is important. The content of a brochure, advertising poster, business card or package must be such that the consumer quickly and easily finds the necessary information.

Graphic design includes many elements, including shapes, symbols, numbers and words. But the number one visual component that people remember the most is

color. According to some reports, color increases brand recognition by up to 80%. Colors and contrasts can complement a minimalistic design and increase its visibility on the shelf. For example, when analyzing the effectiveness of packaging in the chocolate and pet food categories, Nielsen found that a bright design on one or two contrasting colors helps the package stand out on the shelf and increases the chances of the product being purchased. For example, a brightly colored Whiskas package in purple attracts 1.5 times more attention than other, less vibrant designs from other cat food brands, according to Nielsen research.[2] But brightness of color is not always enough to make a good decision. The choice of colors also plays a big role. The colors should match their brand and set the right mood for the style. For this it is important to understand for what target audience it is intended, what tasks should perform and what information should be conveyed. It is worth considering that every color in different countries are perceived differently, so the choice should be approached carefully.

Thus, the visual component of the product quite strongly influences the desire to buy goods, because by means of color, material and form the consumer's attention is drawn to the product, and this is the purpose of "promotion". Hence we can say that graphic design is the art of transforming the senses into visual images, in order to communicate between the manufacturer and the consumer. And properly executed design will contribute to both the qualitative and quantitative growth of sales.

#### References:

- [1] <https://www.e-xecutive.ru/management/marketing/1989367-dizain-kak-chast-marketingovoi-kommunikatsii>
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