One Color Extraction Method in Marketing Video Production

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Abstract. In this paper, it aims to get an effective marketing strategy in terms of business by introducing combined social video marketing and color marketing technique. The research method was 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 brand's social video marketing 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 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 brand's core message.

Keywords: Social Media Marketing, Color Marketing, Color Communication, Brand Image, Video representation

1   Introduction

Real-time communication environment where we can share the video by the conversation in the image by exchanging e-mail in real time has been made, but because the speed of the flow of information in the social network is enormously fast and it has flexible characteristic that it difficult to make a social media marketing strategy for business. Company that operates the social media channel has increased gradually, but lack of realistic awareness of SNS, interior environmental factor in company and incompetency make social marketing not practically utilized enough. Research of content representation techniques of video marketing, especially, it is necessary to study a new approach to marketing techniques and effect of video editing user-centered social media marketing which is on the rise recently in particular. In this research, it aims to get an effective marketing strategy in terms of business by introducing two combined marketing technique. Also, through the synergistic effect of the social video marketing and video extraction technique of one color, this paper

is trying to present the expected effect of efficient marketing from public relations image of the future. The research method is to implement black and white video combined with new technology using extracted color, and the range of research in detail is to analyze the particular process. For this investigate, this paper investigates the marketing promotion video based on existing color and makes it as a preliminary as analyzing it. A specific Research method is to produce a video with a premium and extract core color with the background of black and white. Using these methods, this paper would like to cause inducement of user in video contents and propose new classification of video content.

2 Analysis of Social Video Marketing and Color Marketing

2.1 Social video marketing

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 Csikszentimihalyi, 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 [3]. 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 [4].

2.2 Color marketing analysis

As a marketing tool, color attracts consumers and can shape their perceptions [5]. Themeaning 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 [2]. 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, ispossible 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 forma brand image, and significantly affect the selling, creating added value [6].

3 Extract One Color Imaging in Video Techniques

3.1 Video representation technique

While in the background a black-and-white image, extraction technique of one color is progression story about a subject that has been color extraction. At this time, it is possible that it is possible to emphasize a close up of the important scenes, to give a synergistic effect with the proper sound. The core of the video technique is to emphasize the brand colors of black and white image, and to recognize the brand image visually, repeatedly, to maximize the effect of publicity marketing to the public a particular color.

In this paper, 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, I can be necessary to set the Scale to Frame Size to work in Full Frame.

3.2 Video techniques implementation

First, Set the "Video Effects -> Image Control -> Color Pass ". That way, the entire video is changed to black and white immediately. Function of color pass is to monochrome all but a specific color. At this time, assignment of specific color using the Effect Controls is needed. It is possible to set Color Pass function concretely entering Effect Control. This function can make particular effects by adjusting two sectors; firstly, one needs to assign color and will be able to see assigned color from whole black and white processed video. At this time, taking color from video directly using eyedropper tool is the most efficient method. At this time, it is possible to obtain a desired color by specifying only the range of colors by adjusting the value of Similarity. The color of similar color as the color of the reduced From the given values significantly number resurrection If all is given to 0 Similarity, it is possible to produce a black and white color thereof even disappear. Further, it is possible for the same effect by applying it in accordance with the passage of time, as each different via the Add Key Frame using the Toggle Animation. At this time, achieve different effects further.

This function can make particular effects by adjusting two sectors; firstly, one needs to assign color and will be able to see assigned color from whole black and white processed video. At this time, taking color from video directly using eyedropper tool is the most efficient method. You can get the effect which provides specific color gradually black and white video as shown by using Toggle Animation.

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

Fig. 1. The implementation results of the extraction method of one color

4   Conclusion

This video is an experimental video that implements the extraction technique of the one-color and black-and-white image. The method of implementing is to extract particular color from black and white video using premier provided before, and it implements and vanishes 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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