

# TYPEFACE AND COLOR; FOCUSED ON TWO-PAGE SPREAD COLOR ADVERTISEMENTS IN WOMEN'S MAGAZINE

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## 여성잡지광고에 나타난 활자체와 색상에 대한 연구

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### Abstract

From women's magazine published between January to June in 2002. Two page spread magazine advertising were selected for this study. Form the findings, standard layout of two page spread advertisements in women's magazine Language are enumerated. It is written in Korean or Korean and English in black roman/serifs or square typeface for headline copy written in same typeface. Two to three color are used for typeface in the most ads. The relationship between product life cycle and all research items shows that there is very strong relationship.

## 1. Introduction

Media selection is the most important area in the process of advertising campaign. Various media are tremendously spewing advertisements out to the consumers everyday. It became worse under such beautiful circumstances with internet. Media mix<sup>1)</sup> is considered as the efficient tools for target audience.

Since various type of magazine advertisements has been adapted to Korean magazines, two page color spread sheet advertisements are frequently used for women's magazines in the past years.

Magazine<sup>2)</sup> has been considered as specialized media supporting traditional media; television, radio, and newspaper. Reasons for this is to appeal reader interests such as automobiles, skiing, money management, photography, or dance etc. These magazines are read as much as for their advertising as they are for their editorial content. Therefore, these magazines often attract readers who purchase the magazine not only for the editorial material, but also for information on the kinds of products advertised. Such media are often referred to as niche media because of their special-interest focus. Thus, advertising products and services for home management, house keeping and personal products has been appeared on the women's magazine frequently. Some women used women's magazine as sources of information before purchasing products and services.

Another advantage of magazine advertising is repeated readership and circulating magazines in turn for long period of time between issues. This advantage dedicates to increase advertising exposure to target audiences.

Tremendous development of printing technology played a significant role to position magazines as a great niche media. High quality of printing of magazine advertisements brought strong impact on readers. According to Korea Advanced Digital Data Inc.(KADD)<sup>3)</sup>, gross advertising billings in 2001 records 4.85 billion US dollars decreased of 2.2%. Despite of the slight decrease of gross billings, magazine advertising billing increased to 5.4% compared with that of the other year. It recorded 243 million US dollars. It means that magazine is continuously selected as supporting complimentary media for advertising campaign.

As the first step to identify the feature of advertisements on Korean women's magazines, this research focuses on the following issues:

- 1) First objective comes to identify typography and color utilized by advertising personnel in present. More detailed, language for whole copy, typeface type for headlines, number of typography type for whole copy are analyzed.
- 2) Color used in headlines, number of color in whole copy, and headline type were secondly researched.
- 3) Finally, significant degree between typography and color and product life cycle(PLC) was tested to identify the relationship.

## 2. Research Design and Analysis

**Data collection:** The data for the present study were collected from monthly magazines for women published from January to June in the year of 2002. Five magazines preferred by Korean women were chosen for this study. Those magazines are Joong-Ang Women's Magazine, Lady Kyung-Hyang, Housewife Life, Dong-A Women's Magazine, and Women Sense. 30 issues from each magazine from January to June were selected for gathering data.

Among various size of advertisements in magazines, two-page spread color advertisements which is ubiquitously used for the latest years were selected as the source of data. Duplicated ads were eliminated to avoid creating biased data.

Finally 299 advertisements disposed on women's magazine were selected for this study.

**Measures:** Research instrument was created based on the following items; language used for copy, typeface type for headlines, numbers of typeface used, color used for headlines, number of color used in typeface, and headline type. Language were classified into Korean, English, Korean and English, Korean and Chinese, and the mixed languages. More detailed explanations about typeface and color used are the following<sup>4)</sup>:

- **Roman/serifs:** These typeface trace their roots to the letters that ancient

Romans carved on their buildings. All use both thick and thin strokes and feature serifs, small cross strokes at the end of main strokes.

- **Sans serif:** Also known as Gothic type, these typefaces are simpler and cleaner than roman, with strokes of equal width and without serifs (sans is French for "without"). These faces are sometimes reserved for display copy, which is copy in headlines and logs and everywhere else except the body. However, even though roman faces are considered easier to read in body copy, sans serif types lend such a clean and uncluttered look that they are frequently used in body copy as well.
- **Square serif:** These faces are a cross between serif and sans serif faces; they have serifs, but the serif strokes are of the same weight as the main character strokes.
- **Cursive or script:** Script fonts generally look like some form of handwriting, either cursive or calligraphies.
- **Ornamental :** This category covers everything else, from typefaces that look like they're made from paperclips to three-dimensional wedge-shaped type.

Recently marketers are strongly interested in the role of color in marketing not only product feature and packaging but also color used in advertising. It means that color became more important to create and to maintain consistency of brand image. Under the ambience of color marketing, understanding color use in advertisements also became more useful to create effective advertisements.

Classification of color for this study, 7 colors; red, red yellow, yellow, green, blue, dark blue, and purple were modified and finalized 9 group of color classification ; red/pink, red yellow/brown, yellow, green/green, blue/dark blue, purple/light purple, white, black, and gray. This color classification more focused on the current color trends in magazine advertisements in Korean women's magazines. This modification is more arbitrary than other color system with consideration of color use in advertising production.

Product life cycle is a useful theory explaining the whole procedure of a product from introduction in the marketplace to discontinuity of the product. That procedure is divided into four stage. Detailed characteristics of each stage are followed;

1) Introduction stage: The moment new product is introduced to the market is considered as introduction stage. On this stage, advertising would offer many information of new product to target consumers as possible. Thus, informational advertising which offers much information is frequently used for new product or services.

2) Once new product is introduced and starts to increase sales in the marketplace, sales volume starts to increase rapidly and start to yield profitability to the company. On this growth stage, competitors having similar products start to appear in the market. Comparative advertising is frequently utilized by competitive companies.

3) Third stage in the product life cycle is maturity stage. On this stage those brand surviving in the market after with its competitors can reach this stage and enjoy big profitability. Most of the marketers expect their products or services to stay on this stage as long as possible. Therefore, their products can earn big profitability. Product modification and repositioning and several marketing strategies are often used by marketers. With heavy awareness of products and services, remind advertising or image advertising are useful for products on this stage. These advertising is consistently saying that "Don't forget us and remember me we are still here." Thus, consumers will remember the products and services and repeat buying it.

4) The last stage of product life cycle is decline stage. On this stage, consumers start to ignore products or services and any marketing efforts can't promote it any more. Marketers should decide to remove this product or services and stop advertising and promotion.

Each stage of product life cycle affects on advertising strategy and message strategy of advertising, it will finally affects on advertisement itself.

**Analysis:** Product are distinguished into three stage; introduction, growth, and maturity stage. Decline stage was deleted because no advertising and promotion campaign were implemented. For the products belonging introduction informational advertising is frequently used, while for that in maturity stage, image or remind advertising are usually used. To accomplish objectives of this study, null hypothesis was developed, "There is no significant relationship between product life cycle and typography and color elements of two page spread advertisements appearing

women's magazines."

The data gathered were statistically treated using SPSS 8.0 version, which is a popular statistic software program in social science. Frequency analysis was utilized to get basic figures. At the same time, to test null hypothesis and to identify the relationship between typography and color and PLC,  $\chi^2$  was selected among various techniques in statistical treatments.

### 3. Results

#### 3.1 Language used for copy

Languages used for advertising copy in 2 page spread 4 color advertisement are variously used.

Majority of language used are all Korean language and Korean and English. More than 4 advertisements among ten are used either Korean or Korean and English.

It is surprising that 15 ads recording 5% of all sampling advertisements were written in only English. Among 15 advertisements several are Korean brands. It connotes many aspects of consumer and Korean market. It can be interpreted that many international advertisers are recognizing significant level of globalization in Korea. Probably they believed that Korean can accept standardized international advertising without any reluctance. It is interesting Korean brand also use foreign models and English for their products. Probably advertising strategy for this product might pursue the status of world class brand in clothing product category.

The relationship between PLC and language in copy is significant according the results of statistics. This result is reasonable because offering information of the new products is critically needed to the target audiences.

Table 1. Language used for copy

| Language           | Product life cycle |      |              |      |                |      | Total |      | x <sup>2</sup> | df | Sig. |
|--------------------|--------------------|------|--------------|------|----------------|------|-------|------|----------------|----|------|
|                    | Intro. stage       |      | Growth stage |      | Maturity stage |      |       |      |                |    |      |
|                    | F                  | %    | F            | %    | F              | %    | F     | %    |                |    |      |
| Korean             | 72                 | 42.6 | 49           | 47.1 | 18             | 69.2 | 139   | 46.5 | 13.956         | 4  | .453 |
| English            | 10                 | 5.9  | 5            | 4.8  | *              | *    | 15    | 5.0  |                |    |      |
| Korean and English | 74                 | 43.8 | 47           | 45.2 | 7              | 26.9 | 128   | 42.8 |                |    |      |
| Korean and Chinese | 5                  | 3.0  | 2            | 1.9  | 1              | 3.8  | 8     | 2.7  |                |    |      |
| Mixed Language     | 8                  | 4.7  | 1            | 1.0  | *              | *    | 9     | 3.0  |                |    |      |
| Total              | 169                | 56.5 | 104          | 34.8 | 26             | 8.7  | 299   | 100  |                |    |      |

\* p<.05

### 3.2 Typeface used for headline copy

Six among ten magazine advertisements used roman/serifs typeface having high readability, while three advertisements among ten used square serif. Ornamental typeface is almost not used for magazine advertisements. San serif and cursive or script are partially used in headlines of body copy to emphasize or to get attention of readers.

The results shows that those product on introduction stage utilized more various typeface compared with products on maturity stage. It can interpreted that products on introduction and growth stages like to use to varied typeface to get attention from target consumers. However products on maturity stage are enjoying firmly builded brand image with very simple copy. Thus, simple and popular typefaces which are easy to read were also selected.

High relationship between PLC and typeface are shown on x<sup>2</sup> analysis. This means that typeface might be slightly changed according to the stage of product life cycle.

Table 2. Typeface used for headline copy

| Typeface          | Product life cycle |      |              |      |                |      | Total |      | x <sup>2</sup> | df | Sig. |
|-------------------|--------------------|------|--------------|------|----------------|------|-------|------|----------------|----|------|
|                   | Intro. stage       |      | Growth stage |      | Maturity stage |      |       |      |                |    |      |
|                   | F                  | %    | F            | %    | F              | %    | F     | %    |                |    |      |
| Roman/serifs      | 88                 | 52.1 | 72           | 69.2 | 21             | 80.8 | 181   | 60.5 | 14.319         | 5  | .074 |
| San serifs        | 5                  | 3.0  | 1            | 1.0  | *              | *    | 6     | 2.0  |                |    |      |
| Square serif      | 59                 | 34.9 | 24           | 23.1 | 4              | 15.4 | 87    | 29.1 |                |    |      |
| Cursive or script | 15                 | 8.9  | 7            | 6.7  | 1              | 3.8  | 23    | 7.7  |                |    |      |
| Ornamental        | 2                  | 1.2  | *            | *    | *              | *    | 2     | .7   |                |    |      |
| Total             | 169                | 56.5 | 104          | 34.8 | 26             | 8.7  | 299   | 100  |                |    |      |

\* p<.05

### 3.3 Number of typeface used for headline copy

Table 3 shows that number of typeface used one advertisements. Most of magazine advertisements are written with one typeface. 80% of advertisements have headlines written in same typeface in ad appeared on women's magazines. Almost all advertisements used one typeface or two kinds of typeface for their headline copies.

Using same typeface is effective to increase readability, while varied typeface of headlines may get attention from readers.

Just like other research items, products in maturity did not vary typeface used in headline copies. Probably, those products on introduction stage need to be paid attention. Thus their headlines are written more varied typeface.

More depth studies are recommended to know which typeface is efficient to grab reader's attention in magazine advertisements. Just like to other research items, there is relationship between PLC and number of typeface used for headline copy, too.



Table 3. Number of Typeface used for headline copy

| Total number of typeface used | Product life cycle |      |              |      |                |      | Total |      | x <sup>2</sup> | df | Sig. |
|-------------------------------|--------------------|------|--------------|------|----------------|------|-------|------|----------------|----|------|
|                               | Intro. stage       |      | Growth stage |      | Maturity stage |      |       |      |                |    |      |
|                               | F                  | %    | F            | %    | F              | %    | F     | %    |                |    |      |
| 1                             | 141                | 83.4 | 81           | 77.9 | 18             | 69.2 | 240   | 80.3 | 9.838          | 4  | .277 |
| 2                             | 23                 | 13.6 | 20           | 19.2 | 8              | 30.8 | 51    | 17.1 |                |    |      |
| 3                             | 2                  | 1.2  | 2            | 1.9  | *              | *    | 4     | 1.3  |                |    |      |
| 4                             | 3                  | 1.8  | *            | *    | *              | *    | 3     | 1.0  |                |    |      |
| More than 5                   | *                  | *    | 1            | 1.0  | *              | *    | 1     | .3   |                |    |      |
| Total                         | 169                | 56.5 | 104          | 34.8 | 26             | 8.7  | 299   | 100  |                |    |      |

\* p<.05

### 3.4 Color used for headline copy

Around 3 to 4 among ten two-page spread advertisements of women's magazine are used black color, while 2 to 3 advertisements are utilized more than two color. White also more frequently employed for 1 to 2 among ten ads by products and services on the stage of product life cycle. Frequent use of black and white means that these colors are the most useful for the background for printing advertisements, because they make a things look better with an achromatic color.

The other colors are quite variously employed by many products and services.

Probably critical research is also needed the result of messy color arrangement in magazine ads to know whether simple color combination is efficient or many color combination is effective. It is also interesting that colors used for headline copy for products on maturity stage are not so varied compared with that of introduction and growth stage. It can be interpreted that layout pattern of image and remind advertising affects on color used for headline copy for the product on maturity stage

Strong relationship are shown between PLC and color arrangement in the ads just like other research items.

Table 4. Color used for headline copy

|                     | Product life cycle |      |              |      |                |      | Total |      | x <sup>2</sup> | df | Sig. |
|---------------------|--------------------|------|--------------|------|----------------|------|-------|------|----------------|----|------|
|                     | Intro. stage       |      | Growth stage |      | Maturity stage |      |       |      |                |    |      |
|                     | F                  | %    | F            | %    | F              | %    | F     | %    |                |    |      |
| Red                 | 5                  | 3.0  | 8            | 7.8  | 2              | 7.7  | 15    | 5.0  | 11.979         | 9  | .848 |
| Yellow              | 10                 | 5.9  | 4            | 3.8  | *              | **   | 14    | 4.7  |                |    |      |
| Red Yellow/Brown    | 5                  | 3.0  | 2            | 1.9  | *              | *    | 7     | 2.3  |                |    |      |
| Yellow Green/Green  | 10                 | 5.9  | 4            | 3.8  | *              | *    | 14    | 4.7  |                |    |      |
| Blue/Dark Blue      | 13                 | 7.7  | 8            | 7.8  | 2              | 7.7  | 23    | 7.7  |                |    |      |
| Purple/Light Purple | 2                  | 1.2  | 1            | 1.0  | 1              | 3.8  | 4     | 1.3  |                |    |      |
| White               | 28                 | 16.7 | 12           | 11.5 | 5              | 19.2 | 45    | 15.1 |                |    |      |
| Black               | 59                 | 34.9 | 41           | 39.4 | 9              | 34.6 | 109   | 36.5 |                |    |      |
| Gray                | 2                  | 1.2  | 1            | 1.0  | *              | *    | 3     | 1.0  |                |    |      |
| More than 2 color   | 35                 | 20.7 | 23           | 22.1 | 7              | 26.9 | 65    | 21.7 |                |    |      |
| Total               | 169                | 56.5 | 104          | 34.8 | 26             | 8.7  | 299   | 100  |                |    |      |

\* p<.05

### 3.5 Number of color used for typeface

Two kinds of colour record the highest frequency, which more than three advertisements have typefaces written in two colors. Typeface written with three kinds of colors comes to the second. This findings can be interpreted that using two to three color is fairly secure to be successful magazine advertisements, since six ads among 10 are using two to three color for typeface.

When products reach to maturity stage, one color used for typeface gradually increased, while more than five color used for typeface less and less decreased when products reach to maturity stage.

This findings also shows very much similarity to other research items between introduction/growth and maturity stage. Those products on introduction and growth stages have employed two to three colors for its typeface, while products on maturity stage have be used one to two colors for its typeface. This also shows that advertisements for products on maturity stage has been built consistent brand image, so advertisements tried to remind readers the brands.

Analysis of relationship between number of color used for typeface and product life cycle shows it is significant.

Table 5. Number of color used for typeface

| Total number of color used | Product life cycle |      |              |      |                |      | Total |      | x <sup>2</sup> | df | Sig. |
|----------------------------|--------------------|------|--------------|------|----------------|------|-------|------|----------------|----|------|
|                            | Intro. stage       |      | Growth stage |      | Maturity stage |      |       |      |                |    |      |
|                            | F                  | %    | F            | %    | F              | %    | F     | %    |                |    |      |
| 1                          | 13                 | 7.7  | 21           | 20.2 | 8              | 30.8 | 42    | 14.0 | 14.321         | 4  | .684 |
| 2                          | 58                 | 34.3 | 34           | 32.7 | 9              | 34.6 | 102   | 34.1 |                |    |      |
| 3                          | 42                 | 24.9 | 31           | 29.8 | 5              | 19.2 | 78    | 26.1 |                |    |      |
| 4                          | 32                 | 18.9 | 13           | 12.5 | 4              | 15.4 | 49    | 16.4 |                |    |      |
| More than 5                | 24                 | 14.2 | 5            | 4.8  | *              | *    | 29    | 9.7  |                |    |      |
| Total                      | 169                | 56.5 | 104          | 34.8 | 26             | 8.7  | 299   | 100  |                |    |      |

\* p<.05

## 4. Conclusion

Two page spread magazine advertising is frequently used in women's magazine. Language most frequently used for this kind of advertisements are Korean or Korean and English.

With high readability, roman/serifs, and square serif are the most popular typeface for headline copy in two page spread magazine advertisements. For total number of typeface used for headline copy, around 8 ads among ten are written in same typeface.

Color used for headline copy shows that various color are used except black, which the basic color for copy. Two to three color are used for typeface in the most ads.

The relationship between product life cycle and all research items shows that there is very strong relationship.

Study on the relationship between product category and layout elements, and more specialized research designs can be utilized for the future studies.

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