

Minimalism: A Marketing Approach of Creativity and Simplicity



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Abstract

When people want to simplify their lives, they just eliminate the elements they do not need. That means less elements create room for greater and more creative expression. There is a kind of emancipation in limitation. Less decisions have to be made. People begin to focus inward more, on that organic creativity within the shell, and that is where the pure element is. Minimalism represents a proper reaction to complexity whereas simplicity relies directly on understanding the convolution and this is an important difference. One is about the surface, about the stuff and the other is about our experience and requires a deep appreciation of how things work so as to make them just simple enough to understand. The “less is more” motto revival in today’s world isn’t just happening in marketing. It is everywhere and that should not come as a surprise: the same need for seamless experiences and a fast and simple path to the information people want expands into all domains where they are involved and that is everywhere indeed — in an increasingly digital and very connected surrounding.

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Minimalistic marketing is an approach where unnecessary marketing practices and elements are eliminated and marketers focus on the mandatory things which are important. This marketing approach means to work on the ultimate marketing objective which is necessary for that product. Here the marketers need to understand the human nature and according to that they design the advertising campaign and logos to capture the attention of the audience. “Less is more” is the motto of minimalistic marketing. Marketers’ main concern is to provide greater quantity of information, articles, posts, tweets, impressions but at the same time their motto “less is more” will not be diverted according to the context. Minimalistic movement is taking away all the unnecessary elements and focuses only on the exact needs.

What actually “simple” means from the consumer’s point of view can be very difficult to understand, but people nowadays demand it. Simple does not mean lack of information. It means being creative, innovative. It means customer-centric with precision and it means smart with trend as in thinking out of the box, understanding what the customer wants and using smart data in an actionable way.

Significance of minimalistic marketing

Minimalism can be described as the removing of all unnecessary elements and focusing on what needs to be there and is essential. In this sense, minimalism marketing encourages the exact purpose. While minimalism at first sight appears simple on the outside but a lot of thought, practice and time goes into the production and actually development of a minimalistic idea.

Brand identity plays an important role in minimalism, a minimal brand can be incredibly useful when it comes to creating a unique brand identity. By keeping the logo simple and the colour palette very minimal, it can become flexible and easy enough to be used throughout the rest of the other branding seamlessly, creating a consistent and very attractive and memorable brand.

Minimalism also allows for the spatial relationship of your design in a way you might not have think before. Consider how your design interacts with other elements of other brands and to create a wider design, just as these business cards designed by Trevor Finnegan do when they precisely lined up.

Minimalism has continuing to stay a significant trend throughout 2018 and 2019 in additional ways than one. Artistic movement influences wardrobe, home style and regular

lifestyle wherever there is minimalism, there's deliberation, clarity and purpose. A simple approach will be compelling thanks to advertising and captures the audience's attention. In design, artistic movement concentrates solely on the necessities by keeping the arrangement clean and straightforward.

Four important areas to consider when simplifying Personalised ad design

1. **CUT THE CLUTTER** It is critical just not to overwhelm viewers with too much information in a packed space. Keeping in mind that minimalist approach means “less is more” which include the only essential information the audience needs to know about the service or product. After captured the attention of the viewer, the company only has a particular amount of time before the customer will move on to the next eye-catching ad.

2. **LIMIT THE COLOUR PALETTE** Limiting the amount of colours used in an advertisement will help with avoiding visual noise. Fewer colors will cause less mental overload which can draw the eye of the viewer to the most important content within the advertisement.

An example would be a monotone colour palette also and can be different. Using a single colour, followed by tints and tones of that colour creates an attractive composition that is simple for the viewer to understand.

3. **STRAIGHTFORWARD TYPOGRAPHY** Similar to the way touse-in advertising, the same goes for typography. A vital rule of thumb is limiting the ad to just couple of fonts. This will communicate the message in a way that is eye catchy, effective and easy to read by audience, all in a particular time frame.

4. **WHITE SPACE** it plays a role in the way your advertisement is received, the insufficient white space can end in associate unbalanced style and visual litter. Each component is ought to operate along to avoid competitors for visual attention.

Composing the text and image content fittingly with white space in mind can highlight the necessary items of the style. Same like the colour selection and placement of visual components generate a chance for a powerful focus and the attention which gravitate towards the brand, so every part of the style desires a touch space to breathe.

Where Did the Minimalist Design Trend Come From?

Minimalism was a rejection of the extraordinarily subjective styles and works of abstract expressionism. By distilling a product, painting or subject all the way down to its clean necessities, minimalists needed to showcase its true kind.

Action painting is associate degree approach to style that mixes self-denial and emotional intensity, that produces styles that some see as chaotic, rebellious, and even school of thought. Unsurprisingly, naturalness (or a minimum of the impression thereof) is that the main feature of action painting. Minimalism, in stiff distinction, takes form, colour, and area that reduces them to such simplicity to attain their essential nature.

Conclusion

Minimalistic Marketing is sequential. It is a team work where everything is organised and simple so that work accomplish easily. It represents the crux of marketing through logos, design, branding elements etc. which tend to capture the attention of audience.

Marketers want to attract the attention of viewers for a fraction of a second on each element so that they can deliver the message or maket impact on their mind which enables the recall of the brand later. Visual perception will enhance the marketing of that brand so marketers should understand the customers of that product first and gather information for that brand after that they provide information and awareness about that brand in their marketing strategy.

Minimalism isn't just about complete lack of explicative elements, but rather it is a careful choice of where and when to use them effectively by working an illustrative element that relates directly to the brand name into a unique logo, similar to the way most of companies have done with their brands, we can create a very visual, and yet with very minimal design.

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