

I'm not a bot

























For retailers and most outlets, marketing is an art of persuasion. Many different factors influence the buying decision of the shoppers who walk into your store. The most common influences are the subtle and the obvious visual cues around the outlet, from the order of arrangement and colors to presentation and placement of products. When marketing new products, its critical that you consider the impact of colors on the buying decision. Research shows that the proper use of color increases brand recognition by 80%. It also raises the visual appearance by 93%. A further 85% of consumers buy because of color.How Much Colors Influence Consumer DecisionOnce you deal with eh issue of affordability, the visual appeal of an item is the major influence on a consumers buying decision. In fact, the color, make, look and feel of a product affects 93% of the buying decision. This is followed by texture which affects 6% of the buying decision and sounds and smell which affect 1% of the buying decision. Once a consumer starts walking towards an item that has his or her favorite color, the major part of the purchasing decision has already been made. When the four: color, design/texture, and smell are combined, the buying decision becomes powerful. #1. Red in Marketing and BrandingWhen it comes to personality and visual cues, red evokes strong emotions, increases appetite, symbolizes passion and love and increases passion and intensity. In marketing, it is known to increase the heart rates, and its mostly used on impulsive shoppers. Red creates urgency often utilized during clearance sales. It stimulates appetite glands, and that is why its mostly used in lots of restaurants. Its related to survival, alertness, safety and physical self. Its used by Target, Heinz, YouTube and Netflix. 62-90% of shoppers make snap judgments based on the influence of this color.#2. Yellow in Marketing and BrandingThis color stimulates mental process, encourages communication, strains the eyes but also increases cheerfulness. In marketing, it represents optimism, youthfulness, and clarity. Its used to grab the attention of window shoppers. In fact, research shows that its first color that infants react to and that's why its the color used on most baby products and toys. The color has one of the longest wavelength making it one of the most psychologically compelling colors. Its also very visible and draws attention to itself. Too much yellow causes anxiety so you have to find the right balance when using it in your store. Its employed by Nikon, IKEA, CAT, and DHL.#3. Blue in Marketing and BrandingThis color is mostly associated with water, and its the preferred color for men. It curbs appetite and represents calmness and serenity. It increases productivity, and its mostly used in office spaces. It creates a sense of security and trust in a brand. People are 15% more likely to retain your shop if its painted blue. Its also associated with productivity, and its non-invasive. Blues sense of confidence is what makes it the favorite color used by financial institutions. The color is also known to inspire loyalty. The JP Morgan, Facebook, American Express, LinkedIn, and Dell use this color on their brands.#4. Orange in Marketing and BrandingIt reflects enthusiasm and excitement and shows warmth. Its also the color of caution. In marketing it signifies aggression, and its used to influence impulsive buyers. Brands with orange are viewed as cheerful and confident. Its used to create a call to action i.e. subscribe, buy or sell. The color is associated with affordability and good value. Thats why it is used in thrift stores like Payless and Home Depot. Amazon, Nickelodeon, Hooters, Mozilla and along with some coupon sites like Coupon Cabin, Domain Promo, FatWallet also use orange in their brands.#5. Green in Marketing and BrandingIt signifies health, serenity, and tranquility. It denotes nature and alleviates depression. The human eye is able to designate the most shades of green. It represents new growth. In marketing, it is used in stores to create a relaxed feeling. It is associated with the wealthy. It has long been a symbol of fertility. Also in the color green, often linked to feelings of optimism and risk-taking, is strategically used in casino marketing to encourage gambling behavior. Marketers use it to attract eco-friendly clients to their stores. Green used to be the preferred color of wedding gowns in the 15th century. Spotify, Holiday Inn, Clash of Slots, Land Rover, John Deere and Whole Foods use this color on their brands. This color is the perfect blend between the stability of blue and the energy and power of red making it the most common color in luxury brand items. Its the most used color in the creative industries since its the color creativity, mystery, and regeneration. Marketers have to keep in mind that too much purple invites distraction and introspection.#7. Black in Marketing and BrandingThis is the color of sophistication, mystery, power and control. Its the color used to sell sleek items, and brands sold to those who like reserved brands. It mostly dominates the high-end cosmetic packaging industries, especially upscale lipstick and blushes. When used too much it can be subliminally repulsive as it will denote negativity and oppression. This is also a great color to use as it draws attention in a subtle and subsumed way. It is a prominent and internationally recognized color, and its best used when you want to create a sterile or institutionalized feeling in your store. Gucci, adidas are among the brands that use black color.#8.White in Marketing and BrandingIt denotes cleanliness, purity, and safety and can be used to project neutrality. White is mostly used to add breathing space and open up a crowded area. Its the most common color used by marketers when advertised coupons and price discounts. White is the best color to use when you want to create contrast on your shelves and aisles in an outlet. In fact, some of the biggest global brands like Google use white to create contrast on their home pages. White is the color of clarity, freshness and used to spark creativity. Thats why its the most common color in office blocks.Practical Use of Color PsychologyMost tech firms use color value or green which creates a sense of liveliness, calmness, and refreshment. This, in turn, drives higher face-time of the social media platforms. Financial institutions use blue to create a sense of trust, security, and dependability. Meanwhile, most retail outlets use orange or green as their brand colors to drive a sense of cheerful optimism and stability. Lots of food outlets have shades of red in theory logo or stores because of the perceived ability to whet peoples appetites.Final ThoughtsThe markets have become more competitive, and product cycles have shortened, and therefore every marketer has to exploit each rule in the book in order to generate sales. Utilizing the psychology of color is common in many industries including retail sales, real estate, fishing, military, auto-manufacturers, and restaurants. Subtle changes in color schemes, distribution, and arrangement can influence both sales, brand loyalty, conversion, and reliability. At the end of the day, every firm has to think through how their brand colors affect customer reaction and the eventual sales.More Resources:1) Hubspot: Colors in Marketing2) Entrepreneur: How Colors Impact Customer Engagement3) Psychology Behind Developing Brand Loyalty4) Berkeley: How Emotions Influence Color Preference Benefits Q&A on PPC advertising Get expert advice Great PPC discussions Stay updated with PPC news Quick support on tools Discounts and special offers To help you stand out with the design of your billboards and other print advertising we have compiled a guide to how colour psychology is used in advertising.Colour is an integral part of your advertising design. By using different colours, you can direct the viewers eye, emphasise important aspects of information, and strongly or subtly influence your audiences reaction. Your colour choices set the mood of your print advertising and are a complex, but very accessible, tool for evoking a range of emotions in viewers.Learn the basics of colour theory and how to trigger emotional responses with your advertising design by adding a layer of feeling through colour, tones and hues.BTW! If you like my content, here you can see an article I wrote that might interest you: 40 free Google tools 2023Before delving into how colours connect with emotions, it is important to understand the basics of colour theory. Colours can be divided into three levels: primary, secondary and tertiary colours.Yellow, red and blue are the three primary colours. Mixing two of them half and half gives the secondary colours purple, green and orange. On the colour wheel, these are among the primary colours. Tertiary colours are created by adding more of one primary colour than the other. This results in something closer to the primary colour and names like blue-green or red-orange.Colour wheel with the primary colours yellow, red and blue at 12, 4 and 8 o'clock. Secondary and tertiary colours are between (image source)Primary, secondary and tertiary colours are highly saturated and are called pure colours or hues. Look at their intensity and brightness.Pure>Pure colours or shades/Other additives to the pure colours create tints, shades and tonesMatiz: lighter, paler, less intense colours created by mixing a pure colour with white. The tints are often called pastel colours.Shade: darker, duller colours created by mixing a pure colour with black Hue: the addition of black and white, and therefore grey, to a pure colour creates a hue. Adding different levels of black and white quickly reduces the intensity of a colour.Watch the impact of colour temperature on these images. If youre still wondering how colour psychology is used in advertising, take a look at these aspects.Colours on the right side of the colour wheel are generally perceived as warm. Yellow, orange and red can add warmth to your design. The blue and green colours on the left are cool colours and can add a chilling effect to your printed poster.Colour Temperature DifferenceWe all have different reactions to certain colours, just as we all have different preferences. However, there are generalities about how colour stimulates us and, whether we realise it or not, we associate key concepts with certain colours. Therefore, in your poster design you can provoke an emotional response through your choice of colours. This will answer your question of how colour psychology is used in advertising.We associate vitality, warmth and energy with the stimulating colour red. It is powerful, dynamic and physical, and the sight of pure red can increase arousal and blood pressure. Red makes us think of love and affection, but also of blood and fear. You can use red to create an energising and warming effect, a powerful presence or to attract attention. However, this colour is also a stop sign and can communicate aggression, warning and danger.The most cheerful colour of the spectrum, yellow triggers a range of emotions. We associate sunshine, warmth, welcome, joy, energy, happiness, brightness and intellect with yellow. It symbolises creativity, as well as optimism, joy or enlightenment.Yellow has a long wavelength, so it is very visible and easy to see. You can use it to instil confidence, inspiration, happiness, self-esteem, creativity, kindness and generally to lift the spirit of things. However, too much yellow can lead to irritation, anxiety, anger or frustration.Notice how the use of the colour blue provokes a sense of loneliness, coldness, and anxiety. Movie poster for Gravity. Blue represents tranquility, security, trust, reliability and peace. We associate the colour blue with loyalty, calm, intellect and other masculinity. Blue has a calming effect and evokes a much more intense mental response than red. It makes us think of water, freshness and air, and helps us to concentrate and focus. Unfortunately, feeling blue doesnt have a great connotation and connotes distance, loneliness and coldness, so avoid too much blue in your design.Welcoming and stimulating, orange combines the strength and energy of red with the cheerfulness and positivity of yellow. Our response to this colour is full of warmth, motivation, enthusiasm, fun, freedom, courage, kindness and success. Use it to stimulate and infuse freshness, joy, sensuality and energy. Too much orange can be perceived as bland, ignorant or lazy.Green fuses the yellow of the sun with the blue of water in a colour we associate with balance, harmony, nature and growth. It also balances both the emotional and the logical and is the colour that appears most often in nature. The sight of green is calming, restorative, soothing and refreshing to the eye. Green comforts us and allows us to calm down or relax. Green can represent health, freshness, the earth and the environment, healing and hope. However, negative connotations include envy, jealousy, guilt and greed.You can create dramatic effects with purple: it symbolises luxury, royalty, nobility, wealth, ambition and loyalty. It also combines the physical and the spiritual and can provoke thought, contemplation, creativity and imagination. The energy of purple is soothing, but it focuses attention inward, on wonder and introspection. It is the colour of magic and mystery, but the wrong shades can look cheap. Dont overdo purple.The pink is a tint of red and therefore also has a physical effect, but is more calming than stimulating. This lower intensity can evoke compassion, happiness, warmth and tranquility. We associate love and intimacy with pink, but it is also an overused color in pop culture. Too much pink can seem immature and embarrassing. Use pink appropriately to show affection, understanding and compassion. We often think of wholesome, sweet and playful things when we see pink.Although brown does not stand out in this advertisement, its perfectly well used. It is a color of reliability, trust, and security. Brown makes us feel serious or belonging and invokes reliability. On the negative side, brown can appear reserved, dogmatic or conservative.It is quite easy to create strong contrasts with black and evoke strong reactions through dramatic effects. Black can introduce elegance, sophistication, seriousness, control or even independence. Use black for high contrast, high legibility and strong contours. You can convey authority, power, class, formality and strength with black, but too much can overwhelm, depress and create sadness or emptiness. Remember that black is very reserved because it is the absence of all colours. Black speaks powerfully in comforting enclosures and as professionalism, but avoid associations of melancholy or death.In poster design, white areas lack printed colour. Use white to de-clutter, bring mental clarity, clean surfaces and a sense of purity, freshness, innocence or goodness. We associate cleanliness, peace, new beginnings, refreshment, air, open space and health with white. It can create balance, equality and simplicity, highlighting a concept or idea. Too much white space can create ideas of isolation, emptiness, loneliness or unthought out design.To find out a little more about how colour psychology is used in advertising visit our colour psychology section and go through each of them.When you have a clear concept for your print poster design, it would be fairly straightforward to choose a colour that best matches the type of emotional response you want to elicit from your target audience. Combining individual colours can be a little trickier: you need to contrast, balance or harmonise the colours appropriately, so that they contribute to the overall effect, while still standing out with your poster. In general, high contrast is a good idea for grabbing attention, but keep in mind that if everything is high contrast, nothing can stand out. If you're using a lot of red, you have to learn to master the art of creating a colour scheme that is visually appealing, while still keeping things a minimum. The colour wheel is your starting point for building a poster colour palette. Keeping colour schemes simple is a safe bet, so choose 2 or 3 colours. This is one of the pillars of knowing how to use colour psychology in advertising.Two colours with opposite positions on the colour wheel create complementary colours. Their missing part is on the other side of the wheel, thus creating an attraction. 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