

Marketing Colors

Mohammad Abdulkareem
Abdulwahab

INTRODUCTION:

- Color plays an important role in how your brand is perceived.
- Fashion brand\youthful audience or a medical supplies store\strengthen customer trust,
- We can study color meanings to help us better attract and connect to your ideal customer.
- Color psychology can be used to help build a strong, relatable brand.

Color Psychology:

- *Color psychology is the study of hues as a determinant of human behaviour...*
- *Color can indeed **influence a person**, however it is important to remember that these effects **differ between people**. **Factors** such as gender, age, and culture can influence how an individual perceives color.*

First Impressions Are Important:

- While color is not the only important ingredient in your marketing,
- It is the first thing that hits people and ***it can leave a lasting impression*** -
- Don't underestimate the power of that first impression.
- And don't underestimate ***the power of the subconscious messages that colors send to your market.***

Colors and BIG CORPORATIONS

RED AND YELLOW
ARE MOST APPEALING
TO CHILDREN



i'm lovin' it



Red

is use to increase appetite and to create a sense of urgency, thereby getting customers to order in a hurry and leave faster

Yellow

is the color of cheeriness and optimism, and the trademark "M" used by McDonald's creates an atmosphere of positivity about the brand, as seen in their tagline of "i'm lovin' it"

Mascot

Their mascot, Ronald McDonald, is a clown dressed in yellow and red, stimulating excitement, energy and a high level of visual appeal to children



STARBUCKS



Green

The only top global brand which uses green as its primary color

Mermaid

The further use of a mermaid logo also stimulates the customers associations with nature

Relaxing

Using green promotes a sense of relaxation, inviting customers to take a coffee break and de-stress

Green Marketing

« The holistic management for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way » (Peattie, 1995).

Late 1980s: Green marketing beginning 1987:
sustainable development concept (United nations) 1992
& 1993: green marketing reference books by Ken
Peattie then Jacquelyn Ottman

Pink Marketing

In using pink in business applications you need to understand the traits, qualities and mood of the color along with the psychological meaning. The messages the color sends to your customer base can have a major impact on your business success.

It is feminine and youthful in its softer shades, with more passion and energy in its deeper shades.

Pink is inspiring, warm and comforting, suggesting hope for the future.

This is a color usually used in businesses relating to the female market such as cosmetics, fashion, beauty and romance. Combining it with darker colors gives it more sophistication and strength.

Tips for Using Colors:

1. Work with a great designer.

Choose someone who understands color associations and how (and when) to make use of them.

2. Avoid bringing color into the process too early.

You want to use it to build on a solid visual expression, not the other way around.

3. Consider the context of your competitive landscape.

Coca-Cola “owns” red in its industry, but in social media, both Twitter and Facebook use blue. Where do you fit?

Conclusion:

- Like everything related to your brand, using color successfully requires both thoughtful strategy and bold risk taking.
- While there are definite trends that show how color affects our choices, the research also tells us that humans' relationships with color are too personal to be predictable.



THANK YOU!