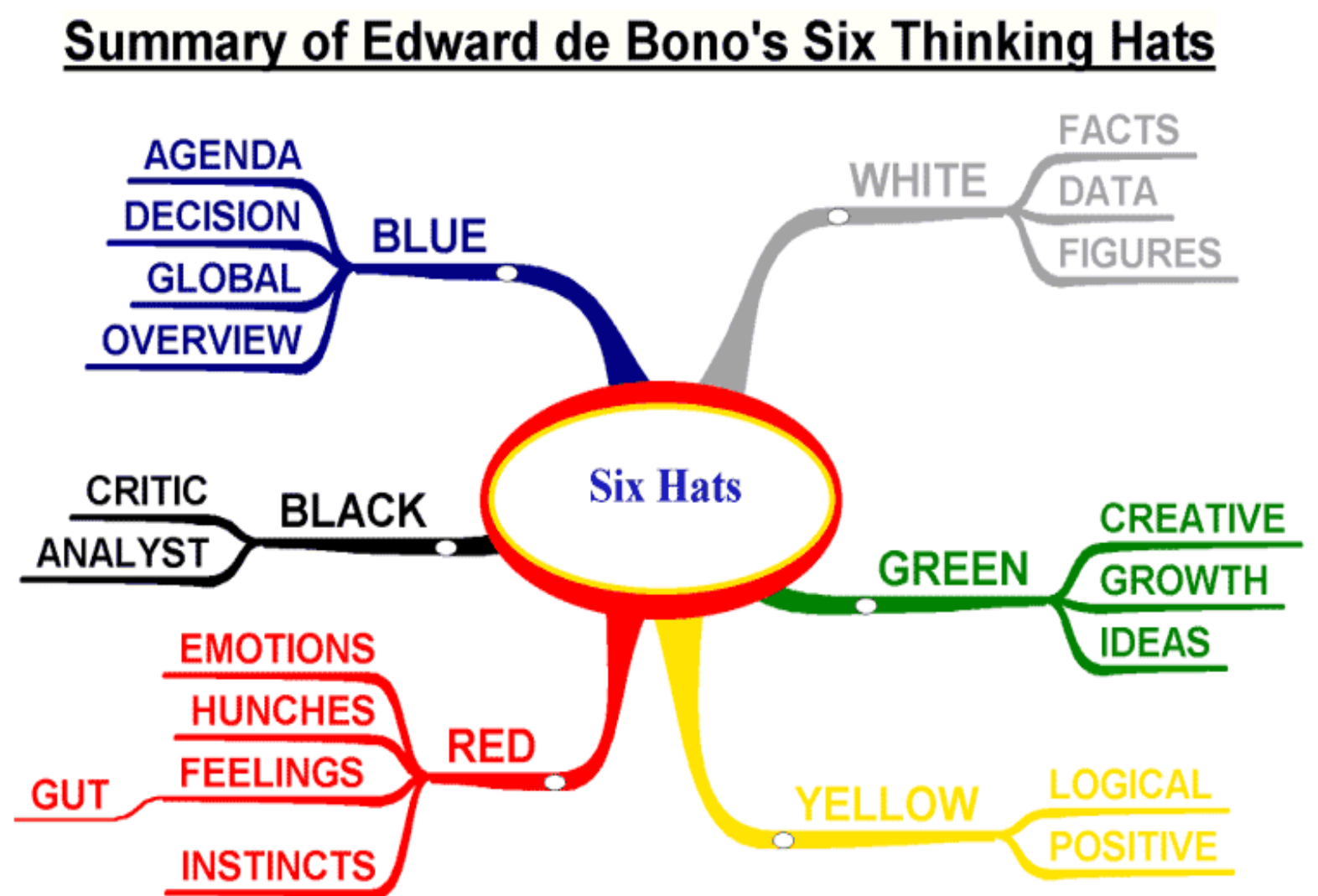


Color in Business

Six Thinking Hats – Business Communication Theory: Used in schooling and in business management.

- **White** Hat looks objectively at data and information. Is neutral and concerned with facts and figures
- **Red** Hat legitimizes feelings and gives emotional view, hunches, and intuition. Red suggests anger (seeing red), rage and emotion.
- **Yellow** Hat is positive and constructive. The yellow color symbolizes sunshine, brightness and optimism.
- **Black** Hat is logical, negative, judgmental and cautious. Is gloomy, suggests why it cannot be done.
- **Green** Hat is about new ideas and creative thinking. Green suggests vegetation and abundant fertile growth.
- **Blue** Hat controls the thinking process. Blue is the color of the sky, which is above everything else. The Blue hat is concerned with control and organization of the thinking process (DeBono, E. 1985. *Six Thinking Hats*)



<http://www.mind-mapping.co.uk/images/large/MM—Six-Hats.gif>

Color in the Marketplace

Color in the marketplace must immediately:

- Attract attention
- Convey the message of what the product is about
- Create a brand awareness
- Help sell the product or service

The meanings of different colors in the marketplace:

RED: Is an attention grabber, it is considered the hottest color with the highest impact for attention and action.

ORANGE: Is the color of harvest and feast, it evokes strong emotions regarding holidays, home, and eating.




YELLOW: Raises our blood pressure a bit and catches our eye; yellow embodies life, joy, and offers a high-impact visual.

GREEN: Symbolizes a healthy lifestyle, and represents freshness.

BLUE: Very versatile because of its many shades, ranging from midnight blue to baby blue, causes different directions of inspiration.

Many companies who deal with the public have long recognized the importance of creating and owning their own colors: Shell Oil's red and yellow; John Deere's green; Coca-Cola's red; IBM's blue; MacDonald's gold.



-  Green Giant® and  Healthy Choice® use green to promote freshness and healthfulness.
-  A&W® is sold using packages created in brown shades to relate to and represent the root beer being sold.
- Total® creates eye-catching appeal with a blue package and a red logo

The benefits of Color in a Marketplace:

Marketing psychologists state that a lasting impression is made within 90 seconds of exposure to a print ad, and that color accounts for 60% of the acceptance or rejection of a person, place, object, or circumstance.

Color ads generate up to 50% more inquiries than black-and-white ads.

Tests have proven that color accelerates learning, retention and recall by 55% to 78%.

Color increases comprehension up to 73%, motivation and participation up to 80%, reduces error count from 55% to 35%, and sells products and ideas more effectively by 50% to 85%.

Who and what effects color in the marketplace:

Climate - People in warm climates prefer brighter colors than those living in the cooler northern hemispheres

Geographies and location - Coastal North Americans are influenced by the oceans and forests and by environmental hues i.e. blues, greens and browns

Culture - Southeast Asians view colors very differently than North Americans. Red is joyful and worn by many brides. White is deathlike

Age - As people age, their cones age as well as the retina. Colors appears more subdued. But if you are very young, bright colors are appealing.

Gender - Most women express color more freely than the average male. Ask a woman her favorite color and you will get many different answers. But ask the same question of a man, and the majority will answer - blue. This is because many men are timid in expressing their likes and dislikes towards color. As well women will describe color differently - mauve, lemon yellow, puce green. Men on the other hand will express color in the basics - brown, blue, green, without descriptive adjectives.

Income level - Higher income earners tend to prefer more classic, traditional and expensive colors.

Economic conditions in the marketplace - When the economy is thriving we tend towards brighter carefree colors, but when times are tough we tend towards more conservative, reliable colors.