

Marketing Link

A quarterly publication of Bells International, Inc.

Q3: 2004

What is the color of success?

In the movie Pleasantville, a pair of 1990s teenagers invade the idyllic-but-bland world of 1950s TV, leaving a trail of color through the town's black and white landscape. After that, things were never the same.

That's the power of color. When Walt Disney filled its program "The Wonderful World of Color" in 1961, it was broadcasting that pledge to an audience who overwhelmingly owned black and white television sets. But the lure to make that rainbow connection was so strong that, by 1966, the entire NBC lineup could be viewed in living color. Color can change moods, induce physical reactions, focus the eye, convey messages and improve productivity.

Color sells. Using color effectively in marketing starts with answering a few questions:

- Who is your target market?
- What are you trying to achieve?
- What media are you using?
- How much time will they spend with your message?
- What's your budget?
- Do you have the necessary expertise to make the most of your color options, or do you need help from a professional?

Color is an impressive targeting tool in advertising, an energy booster in the workplace and an attention-grabbing mechanism in package design. What difference does color make? One publication experienced a readership increase of more than 40% just by using

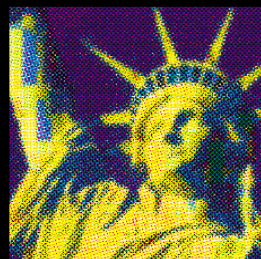
color. A 1976 study by P.J. Farley and A.P. Grant published in the "Journal of Psychology" showed that audiences retain information shown in color at a rate 65% higher than information displayed in black and white. David Ogilvy, the advertising guru and author, noted that color, even at a higher cost, is a bargain since color advertisements produce 50% more inquiries than black and white ads. Business reply cards printed on colored, textured paper have an improved rate of return.

From your workspace, to the products you make, to your signage and logo, color tells your audience something about you. Use it wisely and you're likely to see a lot more

green.



I am passionate, stimulating, and I make you stop. I am red.
How colors communicate
Pg. 2



Nearly limitless color options come from just four colors.
Color Finds Freedom in the Press
Pg. 4



Ever wondered why there are so few blue foods?
Marketing's Color Connection
Pg. 2



Pink is sometimes used in prisons to subdue aggressive tendencies. Check out
Ink Blotter
Pg. 4



Will your logo flake out on the web? The 64,000 color question.
The World Wide Web of Color
Pg. 3

Marketing Link is your link to news, information and advice on issues of interest to businesses, organizations and marketing professionals. The quarterly newsletter emphasizes topics related to marketing, advertising, promotions, communications and corporate culture.



Marketing's Color Connection

Think of a shiny black background in an advertisement or a solid black box on a store shelf.

What's your reaction? **Black** is commonly used in high-end products looking to convey a classic appeal or show quality. **Violet** is used in a similar fashion to portray elegance. By using color, marketers create a highly specific impression. White packaging or backgrounds imply cleanliness, simplicity or a sterile environment (think of the white box often used for adhesive bandages). And while **blue** is a consumer favorite that works well for cleaning products (like Windex®), it has a tendency to suppress appetites. (Ever wonder why there are so few blue foods? **Brown** is the most appealing color in the food category.) Interestingly, blue is also a popular color for businesses that deal with an international audience since it has few cultural connotations that could lead to misunderstanding (in some Middle Eastern cultures, for example, **green** is a sacred color and could cause offense if used in an unflattering way). In general, men prefer the

color blue. Women prefer **red**. Red is also the favorite crayon color among children.

Businesses and organizations use color to:

- Accelerate learning
- Improve retention and recall
- Increase comprehension
- Increase rates of participation
- Reduce errors
- Heighten productivity
- Attract attention
- Sell merchandise or ideas

But rarely does a single color make a promotion. Colors work together to make the right impression. Generally speaking, there is a background color, a graphics color and a text color. Use brighter colors to draw attention to your most important features. Cool colors, like greens and blues, work well for backgrounds. Text colors should contrast the background, but should coordinate with the design scheme and be pleasing to the eye.

The objective is to achieve color harmony – colors that work together and don't compete for attention.

An industry website recommends three approaches:

Analogous ■■■

Use colors that appear beside each other on the color wheel (i.e. yellow-green to yellow to yellow-orange) for an effortless flow from one color into the next.

Complementary ■■

Maximize contrast with colors that appear opposite from each other on the color wheel (shades of red, for instance, are across from shades of green).

Nature Tones

Follow Mother Nature's lead. Think about yellows, reds, greens and blues that appear in nature and use them in a logical manner for a look that's natural and appealing.



How Colors Communicate:

Ever wonder what your favorite color means? Colors convey certain messages in accordance with their shade and the way they're presented. It can be a mixed message depending on the audience and how the color is used (ruby red lips or a strawberry sundae don't exactly say "stop" – but a red, octagonal sign does.)

Red is a **passion** ate color.

That's good and bad. It has the ability to stimulate appetites, promote quick decisions and grab the attention of the eye. It's often used in casinos because its stimulating quality can lead people to stay longer and lose track of time. On the other hand, it can be a confrontational color (it's rarely used as a background color because it competes for attention with graphics) and it is the symbol for "Stop."

Green is most often associated with

nature, and that's advantageous. It's the easiest color to look at and it can have a calming effect (it's little wonder many hospitals use green and that the area where TV talk show guests wait for their interviews is called "The Green Room"). Hunter green is a shade that consistently gets high marks with consumers, as do many other shades of this neutral, natural color.

Black is a **classic** - whether it's a little black dress, a black suit or shoes, black stands the test of time. It represents power and authority and is a symbol of quality. But it has a dark side, so it's important to offset its mournful, somber qualities.

THE WONDERFUL WORLD WIDE WEB OF COLOR

The world wide web has changed everything – including color. Your logo and marketing materials are finding their way into homes and businesses through cyberspace. You have millions and millions of color options. What will you do with all that color?

In most cases, ignore it. Subtlety is lost on the web. It's not because the capability isn't there – it's because the control isn't there. Most modern computer monitors allow you to set viewing at 16 million colors, but, as a matter of practicality, most users choose a setting of 64,000 colors or less, which provides near-photo quality images.

Still, 64,000 colors provide a lot of choices – if only you could use them all. You're free to design anything you like, of course, but once it hits the Internet, it's out of your hands. You can use thousands of colors, but you can't

control what it will look like when it reaches the monitor of another user.

You can come close, but there's a compromise. You'll need to limit your design choices to the 216 "websafe" choices that maintain their consistency on most computer monitors. There are exceptions: a jpg has greater cross-platform color stability than a gif, for example, and there are strategies that improve your chances of color consistency. But sticking with the palette of 216 colors allows you the most color control over the widest possible web audience.

As for the look of your web page or online graphic, many of the rules of print design apply. Use a background color that does not compete for attention, use brighter colors for your most important features, use a contrasting, easily readable text color and aim for color harmony.

One advantage of using online media is cost. Not only is it paperless, but there are no printing charges. And since web color is created with light instead of ink, nobody will be charging you for bleeds to the edge of your page.

Speaking of the world wide web, find more information about this newsletter, view previous issues, or sign up a friend to receive marketing link by going to www.bellsintl.com/m-link

White is the color of purity and freshness. It leaves a

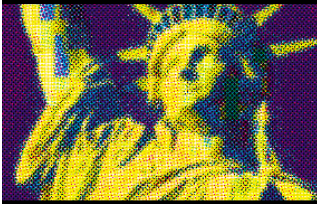
clean and sterile impression, which is one reason it is the traditional color of nurses' uniforms and lab coats. There is also an expectation of flawlessness carried in white packaging. Understandably, it's a very popular background color for getting strong contrasts.



Blue is a cool color that depicts **trust** and loyalty. It's a popular choice among business people and a favorite suit color on the job interview scene. American consumers love blue. The right shade of blue in an office setting can spur productivity (one study shows that weightlifters perform better when they lift in a blue room). It's generally a poor choice for food packaging (blue is an appetite suppressant) and you have to consider the shade you use carefully – darker blues can jump the line between peacefulness and depression.

Yellow is bright, cheery and powerful – but your success depends largely on how you use the power. It is the most eye-catching of all colors on the scale and it can be **tricky**. Too much yellow can lead to eye-fatigue (think about looking into the sun too long). It can improve creativity and increase metabolism, but yellow may reduce productivity. Studies show that people are quicker to anger in a yellow room and babies cry longer and more frequently in a yellow nursery. More muted shades of yellow are easier on the eye and still convey a positive tone, and even bright shades are very effective in spot graphics or as an attention-grabbing device. Yellow is a good thing – but you know what they say about too much of a good thing...

Color Finds Freedom on the Press



Look in any newsstand, grocery

store aisle or mailbox and you'll see a lot of printed color. It's in our newspapers and magazines, on boxes and labels and on coupons and advertisements. It's easy to find – but getting it there is a little more complicated.

Most full-color printed materials are produced using a four-color process. That means the colors on the page are a mixture of the four process colors of printing – cyan, magenta, yellow and black (CMYK). The right combination of CMYK can produce any two-color, three-color or full-color graphic. To control costs, ask your printer about its capabilities – it's surprising how much printing equipment and charges can vary.

Recent computer enhancements and improved graphics software now allow color separation to be performed internally. And don't discount the value of your color printer or color copier for internal or small-run projects – the reproduction quality, while not comparable to a printing press, is improving with each new generation of technology.

The use of color in print materials provides extraordinary control over the final look of your project. Colors that appear on the page should be consistent in any printed medium (as opposed to online color, which can vary depending on the age, manufacturer and capabilities of your target user's computer). Print design allows artists to use subtle gradations and screens to achieve a precise effect that doesn't necessarily translate into web-designed or broadcast graphics. Still, your capabilities can be restricted by your choice of material. Paper is a reliable surface, but you might need to alter your color choices or screens when printing on materials like cloth, plastic, metal or wood.

The advantages of color are obvious, which explains why it's so pervasive in consumer media. Keep that in mind before you rule out the possibility of creating a powerful black-and-white or one-color piece. The lack of color and stark contrasts can be surprisingly effective and help you stand out in a crowded color landscape.

Marketing Link

Marketing Link is a publication of Bells International, Inc., an Austin-based corporation offering advertising, promotional products, new media, event fulfillment, online store development and marketing services for clients across the U.S.

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Inc. BLOTTER

In L. Frank Baum's book "**The Wizard of Oz**", the slippers Dorothy wears are silver. It was changed to red in the 1939 film so they would stand out more in Technicolor.®

The first coast-to-coast color television broadcast was the "**Tournament of Roses Parade**" on January 1, 1954.

Researchers say producers have been coloring **butter yellow** since the 1300s.

When exposed to oxygen, a **spider's blood turns blue**.

The famous **NBC Color Peacock** was introduced in 1956 as a color slide. The animated version made its bow during an episode of "Your Hit Parade" in 1957.

Cochineal red dye, prized by western nations since the 1600s, comes from the **cochineal beetle** and was a creation of the Aztecs. **It took about a million beetles to create a pound of red dye** - Aztecs considered it more valuable than gold.

Half the threads in "**blue jeans**" are blue. The other half are white.

The first color wheel was developed by **Sir Isaac Newton** in 1666.

The color pink can subdue **aggressive tendencies**. For that reason, it's sometimes used in prisons.

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