

Colour on the market

How to use the strength of colours.

Every year the largest companies and the smallest manufacturers spend millions of dollars and thousands of working hours to find out what colour will draw the customer's attention to their products. It is the companies that manage to influence customers by means of colours that gain success on the market.

We all being customers, the manufacturers' attention serve our interests.

When a new company appears on the market or a large firm plans the issue of a new product, the colour of a trademark is one of the most responsible marketing decisions. This stage requires the colour which will help to attain the objectives. However, when it comes to trademarks big companies avoid critical decisions. Most modern marks are based on the colour moderate palette. Owing to it a considerable amount of customers are attracted, and the colours from this palette will hardly scare away many people. Trademarks are rarely to be performed in ultra-fashionable colours. Think of the basic colours and colour combinations. Red and blue have attracted such giants as 'Coca', 'Pepsi', 'IBM', 'Philip Morris' and 'Mobile'.

Emphasizing Particular Properties.

Manufacturers use colour signals to help customers to find the way in the world of products with different properties and different prices. This approach of colour emphasizing particular properties definitely makes the process of buying easier. Particular colours attract particular customers.

Emphasizing important properties saves customers time and helps to avoid crush in narrow aisles between shelves. Remember your last visit to supermarket and you'll understand everything - you are certain to recognize without reading a label vegetables under cheese sauce, mint or children's toothpaste, etc..

But colour emphasizing properties is useful not only in supermarket, the same stands for all production. Let's drop in a household shop. Suppose you want to buy a vacuum cleaner. Usually people prefer buying the lightest model, so that it was easy to carry. And vacuum cleaners manufacturers have long ago understood that the customer believes that light objects weighs less than a dark one. That's why vacs are very often white, beige or other pastel colours. And they really seem lighter, that's how the colour influences our brain. The other important characteristic is power. If you want to buy a vac for a car and a garage, you will want it to be sound though not very big. Graphite-gray, dark-gray and red are the colours that arouse respect and confidence in reliability and powerfulness of the device.

Do you need sports goods? Note how often there are neon-bright orange and yellow strips on sportswear and sports footwear. Why? Because these colours emit energy - that's what we go jogging or training. Manufacturers of sports goods know perfectly well that new clothes won't add strength but will mobilize our mind. Certain colours and hues supplies us with energy and one glance at bright colours makes eye movements faster and improves

reaction.

Many firms possess a great variety of resources for emphasizing goods properties especially important for customers. And then they do all they can to make customers believe that their products have these properties. They often use for the purpose colour signals not only in the products themselves and in packaging but in the advertisements too.

If you are interested in the company not only as a customer but as an investor, then it'll be interesting for you to know that emphasizing particular properties is also used in annual reports. The companies that want to produce an impression of serious business-like and reliable firms, use for their reports black, blue and dark gray colours. White and yellow testify the production of something new. The palette of colour leader is rarely used for this kind of purposes.

When it comes to emphasizing certain properties you need to be very careful or you can make a mistake, which can bring about more mistakes. For example, if you change the packaging of cheap popular product to more advanced in respect of colours, customers will stop feeling that they have bought what they need.

So, when it comes to colour, make sure that your signals are perceived rightly.