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# MASTERING MARKETING



## Marketing and Branding — Color it “SOLD”

Color is present everywhere and in many places simultaneously. People make up their minds about people or products within 90 seconds of their initial interactions with them. About 62-90 percent of the assessment is based on colors alone. So, prudent use of colors can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively – and therefore, to attitude towards certain products. Given that our moods and feelings are unstable and that colors play roles in forming attitude, it is important we understand the importance of colors in marketing.

Satyendra Singh, "Impact of color on marketing", Management Decision, Vol. 44 Issue: 6, pp. 783 - 789

### THE USE OF COLOR IN PACKAGING

University of Maryland Extension offers a Food for Profit workshop for budding food entrepreneurs. During this workshop we emphasize that before choosing your package color scheme you need to determine what type of message the package/product should give. Based on the message, a color scheme that represents this message is chosen. This is why basic research is necessary, whether it's using case studies or having a focus group. Not only should the color “make sense” related to the product message, but it should also “create an attention” to the product – so that it is easily noticeable to the consumer. In order to be one step ahead of the competition and consumers, a color scheme should be researched, in relation to the demographic of the target market. By determining the consumer demographics early in your process, you will be able to select appropriate colors for your package and gain an advantage over the competition.

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**COLORS ASSIST IN:**

- ✓ Creating readable /recognizable text.
- ✓ Attracting customer attention among the “clutter” and reinforcing a “brand.”
- ✓ Conveying a special meaning to a customer.
- ✓ Tapping into a memory or associated feeling with certain colors.

Consider how these “brand name” companies utilized color in their logos. What emotions or messages are they trying to connect with customers?

**COLORS USE IN DISPLAYS AND PROMOTIONAL GRAPHICS**

Remember that customers buy “with their eyes”. So, use colors and graphics that tap into established customer perceptions related to holidays and special events. The social media tool Pinterest is another good resource for color “ideas”. Search the pin boards on that site with holiday titles for display and color combination ideas. Below is a list of holiday color sand associated graphics that Penn State Extension Agent John Berry shares in his retail marketing school. Ideas abound in this list.



Image credit: The Logo Company

**HOLIDAY PROP/DECORATION IDEAS**

DATE	DAY	COLOR	GRAPHICS
Jan. 1	New Year's	apple green & white	father time, baby, hourglass
Feb. 12	Lincoln's Birthday	red, white, & blue	shields, flags. portraits
Feb. 14	Valentines day	red & white	hearts, cupid, arrows
Mar. 21	1 <sup>st</sup> day of spring	coral & apple green	birds, flowers, butterflies
Varies	Easter	violet & white; purple & white	chicken, rabbits, flowers, birds, butterflies
Apr. 1	April Fool's day	yellow & red	jester, foolscap, bells
May 1	May day	any pastel	may basket, maypole
Varies	Mother's day	red & white	carnations
May 30	Memorial day	red, white, & blue	flags, wreathes
June	Bridal season	white & Nile green	bells, rings, confetti, bride & groom
July 4	Independence day	red, white, & blue	flags, shields
July	Vacation	cool pastels	baggage, beach scenes
Sept.	School opening	school colors, fall colors	blackboard, slate, books
1 <sup>st</sup> Mon. in Sept.	Labor day	red, white, & blue	various artisan's tools
Sept. 21	Autumn	reds, browns, & yellows	leaves, mums
Oct. 21	Columbus day	red, white, blue combined with green, red, & white	ships
Oct. 31	Halloween	orange & black	witches, cats, bats, owls
Nov. 11	Veteran's day	red, white, & blue	flags, of allies, poppies
Last Thurs. in Nov.	Thanksgiving	red, burnt russet, orange	horn of plenty, turkeys
Dec. 21	1 <sup>st</sup> day of winter	white	icicles, snow covered branches
Dec. 25	Christmas day	red & green	Santa Claus, holly, bells, candles