



THE RESULTS OF COLOURS IN MARKETING



The colours used by a brand can influence a customer:

When buying a product ...

- _____ 1 3 93
_____ % look at the texture of the product.
_____ % only decide based on smell or sound.
_____ % of buyers focus on the visual appearance.

Colour can often be the sole reason for purchasing a product:

- _____ 52 80 84.7
_____ % of buyers claim colour is the primary draw card (= *attrait principal*).
_____ % of customers won't return to a store if they dislike the aesthetic.
_____ % of clients believe colour is responsible for brand recognition.

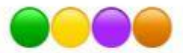
Complete the captions by putting the phrases back into the right order:



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



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Yellow ...

and the trademark « M »

is the colour of

« *I'm loving it* ».

positivity about the brand,

cheeriness and optimism,

used by McDonald's

creates an atmosphere of

as seen in their tagline of

Their Mascot ...

stimulating excitement,

visual appeal to children.

is a clown

energy and a high level of

dressed in yellow and red,



Green:

uses

The only top

green

which

global brand

as its primary colour

Mermaid:

also stimulates

with nature.

a mermaid logo

The use of

the customers' associations

Relaxing:

inviting customers to

promotes

take a coffee break

Using green

a sense of relaxation

and de-stress.

Source: <https://digitalsynopsis.com/advertising/psychology-of-colors-in-marketing/>



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Orange ...

impulsive shoppers

the bright colour

is cheerful and warm,

who are attracted to

and also draws in

Fanta ...

is currently unveiling

their product range

new flavours,

which will boost

of the rainbow.

all the colours

to encompass (= to include)

Favourite :

Fanta Orange is responsible for

Although available

70% of Fanta's sales.

in various colours and flavours

Having multiple coloured cans means a wider target audience.



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Conclusion:

branding

effects

cultural

tested

brands

Although the colours may have different _____ associations, a smart product _____ will take this into account and utilise the known psychological _____ of colour to attract their _____. Already, many of the big name _____ which you use everyday have been studied, tried and _____, in order to create a particular response.

Should you need to revise them, find a list of the linking words on the site below:

<https://www.anglaisfacile.com/exercices/exercice-anglais-2/exercice-anglais-27495.php>