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THE INFLUENCE OF COLOR IN ADVERTISING

The article is sanctified to the analysis of some aspects of design of advertising communication from the point of color in advertising. The psychology of color plays a seriously important role in marketing and advertising, so in this article we will explore how to choose the colors you use wisely, based on your specific marketing and advertising goals.

The most important for effective advertising is light and color. Psychologists believe that the light challenges the person, calls him to action. Shades of lighting cause him different moods. The combination of various lighting elements should provide such a play of light and shadow in order to facilitate the display of goods in a more favorable light, and vice versa, to weaken the perception of its least effective attributes [1].

Psychological studies have shown that a shop window with 800 lux lighting caused interest in 5 out of 100 passers-by, 20 people were “delayed” at 1200 lux lighting, and 25 passers-by attracted the light intensity of 2000 lux. It has been established: the weaker the light source, the thicker the shadow caused by it, resulting in fatigue of the visitor in his efforts to examine the light and darkened sides of the advertised product.

While preparing a poster, booklet or other print advertising, it is very important to think out the design well: arrange the text correctly, find a striking picture and choose the color scheme, against which advertising of the product will be perceived in the best way.

So, red, yellow, orange colors visually approximate an object, increasing its volume and “warming it up” as it were. Blue, blue, purple, black - visually alienate the object, reduce and “cool” it. Attitude to color was determined by the nature of life of many generations, gaining stability, and any manifestation of life activity, in turn,

was always accompanied by one or another emotional state. Therefore, the attitude to color has always been and remains emotional.

In addition, Luscher made another important conclusion for the advertising industry - the color not only causes the person to react appropriately depending on his emotional state, but also forms his emotions in a certain way.

Color advertising, including an elementary ad written by hand, will attract more attention than black and white. Wherein:

- the use of a single chromatic color, in addition to achromatic colors, has little effect on attracting attention;
- two complementary colors significantly increase the level of attractiveness;
- full-color printing attracts 50-80% more readers than black and white;
- light tones attract more than dark tones.

Color effectively contributes to the understanding of the essence of the advertised product or service. How to distinguish mint from orange gum? And which tea contains lemon or strawberry supplement? Of course, mint is green, orange is orange, lemon is yellow, and strawberry is red.

Black and white version of advertising remembers near 40% of the audience, two-color - approx. 45%, full color - up to 70%.

What color comes to mind when you mention brand names: Kodak film packaging; Coca-Cola Can; Street shield "Beeline".

If you called yellow, red and orange, then you are a typical color-oriented shopper. In this you are not alone. Most people are well-versed in color, so they can find the right product without even being able to read. Guided by color memory, we easily navigate the supermarket, pharmacy, airports and train stations. By the power of memory, colors can be arranged in the following order: yellow, red, orange, purple, blue, green [2].

It is noticed that different colors in marketing cause quite definite reaction in people. Awareness about the features of each of them can increase the impact of advertising on the selected audience segment and make it more attractive.

Red is considered the most popular in advertising. It is noticeable and perceived as something aggressive, causing a violent emotional reaction in people, which helps to decide on the purchase of goods.

Yellow is perceived as positive and cheerful. It is strongly associated with people with the sun, light and good mood. Its use on a dark background allows you to more strongly focus the attention of potential buyers on the advantageous qualities of the advertised product.

Green, as already described above, is associated with nature, plant and animal life. It is ideal for advertising of tea and medicinal herbs, as well as any products that focus on a healthy attitude to life.

White color is often used in advertising children's products, bedding and underwear. It can be used to promote any product that is associated with innocence, ease and purity. White and yellow - the colors have to buy.

Black symbolizes rigor, sophistication and aristocracy. It is often used to emphasize other, lighter and more cheerful colors [3].

Results. The use of color in marketing and business can be fine tuned dependent on one's need. Although colors may have different cultural associations, a smart product branding will take this into account and utilize the known psychological effects of color to attract their customers. Already, many of the big name brands which you use everyday have been studied, tried and tested in order to create particular response.

REFERENCES

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