



PSYCHOLOGY of color

IN BRANDING AND MARKETING

84.7%

Of consumers cite color as the main reason why they buy a certain product



WHEN PEOPLE BUY



93%

look at visual appearance

6%

look at texture

1%

decide on "sound/smell"

Research shows people make a sub-conscious snap judgment about an environment or product within 90 seconds of initial viewing. Between 62% and 90% of that assessment is based on color alone.



80%

believe color increases brand recognition

52%

of shoppers did not return to a store due to overall aesthetics

Ads with color are read up to
42% MORE OFTEN
than the same ads in black and white

SMILE media
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