

IN BRANDING AND MARKETING

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

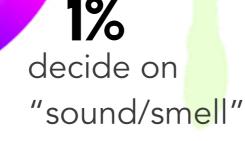


WHEN PEOPLE BUY

93% look at visual appearance

6% look at texture Research shows people make a sub-conscious snap judgment about an environment or product within 90 seconds of intitial viewing. Between

62% and 90% of that assessment is based on color alone.





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

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