

The **Power** of *Color*

Understanding the connection between color perception, human emotions and consumer behavior is a **powerful marketing insight** for brands.



The *Meaning* of Colors

People around the world have similar reactions to warm and cool hues, and societal and cultural influences tend to shape the meanings people associate with individual colors.

Warm hues

arouse emotional reactions and inspire physical activity around the world, but individual colors may convey very different meanings geographically.

Red
Energized → Angry

Orange
Warm → Hungry

Yellow
Cheerful → Unstable

Pink
Nurturing → Immature

Brown
Secure → Boring

Sources:
Journal of the Academy of Marketing Science, Journal of Business Management,
Color Psychology in Marketing

Cool and neutral tones

tend to be associated with human characteristics and trigger mental reactions universally, but individual colors may convey different meanings geographically.

Blue
Trustworthy → Cold

Green
Natural → Envious

Purple
Courageous → Mysterious

White
Pure → Lonely

Black
Sophisticated → Evil

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Colors Trending *Globally*

Pantone® Color Institute has announced its **2022 Color of the Year**, a vibrant hue named Very Peri it describes as “a new Pantone color whose courageous presence encourages personal inventiveness and creativity.” Pantone regularly forecasts color trends impacting a wide spectrum of industries. For example, London Fashion Week Spring/Summer 2022 colors are:



- Cascade**, “connected to cleansing waters, cools and refreshes”
- Coral Rose**, a floral tone “whose energizing presence brings a sense of excitement”
- Super Sonic**, “electric in intensity”
- Popcorn**, a bright and cheery yellow hue that “radiates warmth to all who embrace it”
- Potpourri**, a “lighthearted and carefree fresh pastel pink”
- Bubblegum**, “sends a message of playfulness and positivity”
- Sudan Brown**, a “naturally rich earth-baked brown tied to the great outdoors”
- Fragile Sprout**, “sharp and acidic, visually arresting”
- Orchid Bloom**, “reminiscent of our heightened love for nature’s florals”
- Coffee Quartz**, a “flavorful brown that touches on both the basic and the glamorous”

See more color forecasts and insights at www.pantone.com.

93% of shoppers base purchasing decisions on visual appearance
Source: KISSmetrics

85% of consumer purchasing decisions are influenced by color
Source: Journal of Business Management | University of Loyola, Maryland

60-90% of people's initial impressions are based on color
Source: University of Winnipeg

Color Insights

Most purchasing decisions are influenced by shoppers' emotions and perceptions. Color can differentiate brands, influence how people feel and shape the way consumers shop.