

From the Hope of a Yellow to the Anguish of a Gray: What Message about Your Product do You Want to Transmit?

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Abstract

A long time ago, the ability to coat drugs with gold foil was used for the purpose of highlighting and embellishing the product to be administered or sold. Today, we use colors for this. Each one has a psychological meaning and brings out an impression or feeling. Color is the most important visual element of a packaging, so the psychological effect of colors influences the purchase decision of a drug, food or cosmetic. Currently, auto services are prevalent in the routine of thousands of people and therefore the sale becomes visual, so the importance of colors is essential. There are 3 strategies for the success of a packaging, the emphasis on the Brand, the emphasis on the Product and the emphasis on the Consumer. In all of them the colors are active. Colors play an important role in aspects of human behavior. Thus, red, orange, pink, yellow, green, blue, violet, white, black, gray and brown were associated emotionally in evaluating the packaging of a product.

Keywords: Colors; Psychological Effect; Success; Strategy; Packaging

Introduction

A Persian philosopher, named Avicenna, who lived between the years 980 and 1037 used gold and silver sheets to coat tablets. Although this effect did not influence the taste of the tablets, they looked more beautiful. After this episode, many pharmacists adopted the same strategy to better sell their tablets [1,2].

Color is the most important visual element of a packaging. It is the fastest stimulus that arrives at the brain and reaches the subconscious. "Look" a color is an active phenomenon and influence on the purchase decision of a drug, food or cosmetic [3].

This is an original theme, interesting and contemplates a multidisciplinary public.

The effect of colors

Colors are responsible for effects on the human psyche, creating positive or negative associations and feelings. The psychological effect of colors influences the purchase decision, where what is expected of a good packaging is the creation of positive associations, avoiding the cognitive dissonance, in which what one sees does not correspond to what one feels [4-6].

Contrasts and harmonies between colors are also important in making buying decisions. Contrast is obtained by opposite colors and Harmony is obtained by neighboring colors. This game is fundamental to the good visibility of the product, which together with the legibility of the letters, determine the impact of a packaging and its performance on the shelves [7].

The speed of the eyes reaches 100 Km/h on the shelves. However, some packaging exposed in supermarkets cannot be seen and therefore will not be sold because of their position. Thus, it is not enough to study and choose colors carefully, but also their positioning.

Currently, auto services are prevalent in the routine of thousands of people and therefore the sale becomes visual, so the importance of colors is essential.

The strategies of colors

There are 3 strategies for successful packaging [7-9].

Emphasis on Brand. Big brands have packages that have become icons and are usually monochromatic. Unlike the colors used in fashion, as the packaging is durable, the choice of colors is not subject to fads. Some examples are the red cans of Coca-Cola™, the green cans of Heineken™, green packaging of Activia™ functional yogurts, dark blue of Nivea™.

Emphasis on Product. Colors should reflect product type. Dissonances should be carefully avoided. As an example we have most of the mineral waters that are blue or light green.

Emphasis on Consumer. The colors identify whether the product is unisex, male or female, as well as whether it is intended for infants, children or young people. A misunderstanding of colors can destroy a product.

The colors

Colors are strongly present in our lives and play an important role in aspects of human behavior. So, red, orange, pink, yellow, green, blue, violet, white, black, gray and brown (Figure 1) were emotionally associated [10-14].

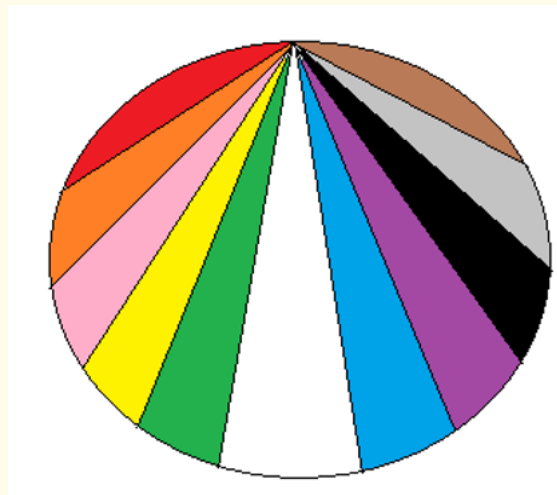


Figure 1: Red, orange, pink, yellow, green, blue, violet, white, black, gray and brown color.

Red

The red color is associated with dynamism, energy, strength, passion, courage as well as woman, blood, fire, cherry, ruby.

Orange

The orange color is associated with the same applications of red, but with more moderate results.

Pink

The pink color is associated with shyness, romanticism as well as intimacy and femininity.

Yellow

The yellow color is associated with lighting, alertness, hope, comfort as well as straw, sunflower and it is visible from a distance.

This color combined with black has greater visibility and with green provides sick tone.

Green

The green color is associated with well-being, rest, health, nature, hope, equilibrium (it does not contain any element of happiness, sadness or passion), serenity as well as olive oils, vegetables and forest.

Blue

The blue color is associated with faith, space, travel, cold, meditation, infinite as well as sea, sky and ice.

Light blue causes a sensation of freshness and hygiene, especially with white. The turquoise blue transmits great force, expressing cold.

Violet

The violet color is associated with mystery, magic, spirituality, depth, melancholy as well as night, church, dawn, dream.

White

The white color is associated with peace, purity, cleanliness, order, optimism as well as baptism, marriage, snow, cloud, lily.

It evokes disinfectant action, especially with blue.

Black

The black color is associated with classic, elegant, seriousness, death, mourning as well as night, shadow and charcoal.

It is the color most devoid of feeling, but it confers nobility, distinction and elegance if it is brilliant and with gold it evokes luxury.

Gray

The gray color is associated with misery, pessimism, sadness, pain, anguish as well as machines, rain and mouse.

Dark gray is the color of the dirty.

Brown

The brown color is associated with solidity, utility as well as daily work. It is the most realistic color.

In addition to the colors it is also possible add transparency and glitters to create the look of a packaging.

Conclusion

Colors are strongly present in our lives and play a crucial role to buy or not a product, medicine, food or cosmetic. The game of colors, contrasts, associations, glitters and highlights can leverage sales and win the competition. All this depends on the colors chosen; they range from the hope of a yellow to the anguish of a gray.

Declaration of Interest

The authors report no declarations of interest.

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