

The use of colour in advertising

Colours play a very important role in communication from both a physical and a psychological point of view. Recent scientific studies have shown a close correlation between the characteristics of the basic colours of the electromagnetic spectrum (red, orange, yellow, green, blue, indigo and violet) and their use in the field of communication and in particular of ads. It has been documented that these colours cause excitement; as a consequence, they raise the blood pressure and cause the pupils to dilate. Colours, therefore, are one of the things that advertising experts study. Here's a short **overview** of some colours used in ads and what they mean.

Red. This colour is the attention **grabber**. It is considered the hottest colour with the highest impact for attention and action. It has a strong masculine appeal. It symbolizes energy, power, vitality and vigour. Red is speed, red is the beat, red is the **groove**, this is why the use of red in the motor industry and its associated products is so common. Red is used to **arouse** women, too; it's used in beauty products like **nail polish** and lipstick. Red is the first colour babies can see, the most popular colour among children, its power to stimulate the appetite makes it an excellent tool in food products as well.

Blue. This colour not only promotes serenity and clarity, it also denotes intellect and precision, formality and elegance. and it increases concentration. The cold side of blue is used to show refreshing cool drinks and icy cold mountain water. It is also associated with purity and clarity, which is why window cleaning products, mineral water and glasses are all given blue tints.

Yellow. This colour raises our blood pressure and catches our eye. Yellow embodies life, joy and offers a high-impact visual. But yellow is a two-faced advertising colour: although it is the most eye-catching



colour, yellow can be **fatiguing** to the eye and **overbearing** to the mind. It is a happy, energetic colour, which sometimes symbolizes **rejuvenation**. People tend to associate yellow with sunshine and happiness, so effectively, it remains a good advertising colour **tool**.

Green. This colour symbolizes a healthy lifestyle. Green is often used with health food products, recycling and vegetables. Green is the colour of nature.

In today's world, green has a very strong association with environmental movements.

Orange. This is the colour of **harvest**, the "feast" colour and it evokes strong emotions regarding holidays, home and eating. It is used as an adrenaline power **shot**, often for energy drinks, orange-flavourings and children-associated products. It can be used for low-price things like fast-food and bargains.

arouse: *provocare*

fatiguing: *faticoso*

grabber: *conquistatore*

groove: *esperienza eccitante*

harvest: *raccolto*

nail polish: *smalto per unghie*


overbearing: *prepotente*

overview: *panoramica*


rejuvenation: *ringiovanimento*

shot: *colpo*

tool: *strumento*

1  Answer the following questions.


- a. What colours are used for women, for children and for men?
- b. Which are hot and which are cool colours?
- c. How many are the basic colours?
- d. What colour indicates a healthy lifestyle?
- e. What is the first colour babies can see?

2  Read the passage again and then shorten it to about 200 words.

3  Match these words with their synonyms.

- | | | |
|-----------------|--------------------------|------------------|
| a. overview | <input type="checkbox"/> | 1. renewal |
| b. grabber | <input type="checkbox"/> | 2. crop |
| c. groove | <input type="checkbox"/> | 3. glaze |
| d. to arouse | <input type="checkbox"/> | 4. excitement |
| e. nail polish | <input type="checkbox"/> | 5. tiring |
| f. fatiguing | <input type="checkbox"/> | 6. to stir |
| g. overbearing | <input type="checkbox"/> | 7. stroke |
| h. shot | <input type="checkbox"/> | 8. incarnation |
| i. embodiment | <input type="checkbox"/> | 9. bossy |
| j. shade | <input type="checkbox"/> | 10. catcher |
| k. harvest | <input type="checkbox"/> | 11. general idea |
| l. rejuvenation | <input type="checkbox"/> | 12. tone |



4  Find one or two key words for each colour.

- | | | |
|-----------|---------|---------|
| a. Red | 1. | 2. |
| b. Blue | 1. | 2. |
| c. Yellow | 1. | 2. |
| d. Green | 1. | 2. |
| e. Black | 1. | 2. |
| f. White | 1. | 2. |
| g. Orange | 1. | 2. |
| h. Purple | 1. | 2. |
| i. Pink | 1. | 2. |



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