

# "Liquid gold" = more profits

and the psychology of color

When people ask what you do, here's a new answer: "I provide Liquid Gold."

As a promotional counselor, you're asked to use INKS – the right colors and designs – to captivate and entice. On the right product, with the right strategy, these inks can indeed become gold.

So what makes the ink so valuable? By knowing how to use it. What colors mean. Why they work. So here are some tips based on the psychology of color and case histories of how other successful branders transformed their knowledge of full color on fabric into marketing marvels.

## Color Case Study 1: BIG fun = BIG color

The promoter of a county fair and festival was tasked to increase attendance at a big new venue targeting families with children. A savvy promotional counselor was invited to the marketing planning meeting as the logo and event materials were planned. After reviewing past logos, promotions and signage designs, the counselor noticed that very few colors were used, and more muted colors to boot. The smart counselor shared a color study done by color psychologists Bottomley and Doyle confirming that fewer colors (and more muted shades) convey products that are SERIOUS in nature. For conveying FUN, MORE colors are needed. (Think carnival colors, right?)

But show producers were worried about extra charges for full color. The counselor discussed the use of full color digital printing which allows short runs with unlimited colors for the same price and no set-up charges. She then listened as they detailed past limitations in printing signage and other outdoor displays that draw crowds. She then explained that one of her favorite suppliers has the ability to "print whatever you want, WHERE you want." If you want multi-color logos, or even multiple logos, it's all the same price.

Therefore, this counselor won the account and helped to design new fun family-targeted logos bursting with color to promote the event. The counselor then visited the new fairgrounds site to recommend outdoor marketing they had not even thought of:



**Fence Banners** in full color promoting activities and schedules. You can print as few as 1 piece!

**Tents** for each part of the pavilion, to keep branding consistent, with multiple areas for sponsor imprints to share cost. Many suppliers push spot color here. Not these, ours are better and lower priced - Full color - Anywhere on the tent!

**Table Covers** for each fair reception station and family activity center, for a professional but fun look.

**Windchaser Flags** lining the streets outside the fair grounds, to create excitement in the surrounding area.

**RESULT: 26% more attendance than previous years, surpassing goal!**

## Color Case Study 2: Promoting bold and fun? BRIGHTS!

A brewery and distillery was expanding their facility, along with an outdoor patio that encouraged patrons to enjoy games while tasting and enjoying their own new brands of spirits also debuting that season. Knowing that the brewery was now selling FUN as well as branding new BOLD-tasting beverages, a smart promotional counselor asked questions about the demographics of the clients she was asked to attract before recommending solutions. Male and female, 21-55, although mostly Millennials looking for a "night out" as a date or with friends. Therefore, conveying FUN was in order, marketing some vibrant new brands, as well as promoting the new physical activities OUTSIDE.

It seemed like a lot to promote. The brewery itself. Many brands. The outdoor area. Sounded expensive to the owners. But this sales pro had other breweries and wineries as clients and knew exactly what to do to gain traffic, promote the new game patio and work wonders with a budget.

Understanding that BRIGHT COLORS promote physical activity, but make the passage of time seem SLOWER (while cooler and softer colors are better for more mental activity and making time fly by) the counselor recommended bold vibrant artwork showcasing the many brand logos. Knowing that there would be lots of logos, he chose his go-to outdoor marketing supplier that he knew could accommodate many different logos for the same price as one, and suggested they rely on co-op dollars to help extend their budget in marketing the new outdoor area. He then had logos turned into free mock-ups by the supplier to show them how they could create one-of-a-kind keg and growler covers to wow customers with the new branding.



**Pennant Strings** waving in the breeze displayed all the beer and spirits logos, relaying a nostalgic feeling of casual fun. Plus they grab attention!

With simple but bold messaging, these **A-Frames**, right at the entrances, tell the story of the new outdoor game area in a colorful way.

**Growler and Keg Covers.** There's no better way to display your new brand than with its own customized fabric stretch wrapper!

Tall **Half Drop Banners** lined breweries to welcome customers while creating excitement and displaying a colorful message. Replacement banners are an ongoing sale for the clients' existing hardware.

**RESULT: The new game patio was packed from open to close. Sales were up 23% the 2nd month after opening!**

## Color Case Study 3: What colors actually convey to buyers

A fleet of automotive dealerships was targeting new car prospects, and a whole new look for its branding.

A seasoned branding counselor asked all the standard questions, but ended with "Which messages are you trying to convey with your look, your design, your colors?" She explained that HOW you design your marketing depends on what you want remembered, and how you design the messages. She then consulted a resource called The Color Psychology in Marketing: The Complete Guide, to give the best advice. Knowing they wanted to relay trust, reliability, high quality and high tech... here's what she found in the Guide:

**Trust:** Most chose the color blue (34%), followed by white (21%) and green (11%)

**High Quality:** Black was the clear winner (43%), then blue (20%)

**High Tech:** This was almost evenly split, with black the top choice (26%) and blue and gray second (both 23%)

**Reliability:** Blue was the top choice (43%), followed by black (24%)

She recommended a campaign touting dealer benefits with outdoor marketing products featuring dynamic contemporary designs in blue, grays and black. She then had her artist prepare some designs in those shades, with free virtual mock-ups of products from her supplier. (Yes, some suppliers offer free mock-ups!)



Every dealership needs a **Giant Flagpole** like this! Sure to catch attention and the residual orders for banner replacements with a new message is a win-win.

**Headrest Covers** were a must-have investment for all cars on the lot to promote the dealer... on test drives and on every ride for new car owners, as every car left the lot with one. *Tip: These have been a hot new item for Uber and Lyft to identify their vehicles and improve their riders' overall experience.*

**Magnetic Car Flags** brought the new look to life, as they waved in the breeze on all cars along the dealership lot, inviting all passers by to stop in.

**SlimFit Kits** were chosen for all prominent showroom locations and customer waiting areas. These were selected because when it's time for new messaging, you can replace just the graphics and save.

**RESULT: AN 18% spike in new business in the first quarter!**

## Color Case Study 4: Using color to RALLY

A veteran promo planner received new contacts for several local high school sports teams. In a discussion about branding and team colors, booster clubs and alumni supporters, he uncovered that most of the teams' promotional goods were simple white backgrounds. White was the predominant color, not the teams' colors.

He then relayed to the managers these statistics from the **Psychology of Color**:

**Ads and products in color are read up to 42% more often.**

**85% of fans cite color as the primary reason to buy a product. What if those rally products and team signage were IN TEAM COLORS?**

Here's what became colored for these teams and tailgaters:



Looking for unique awards on a budget? All fans love the look of **Authentic Felt Pennants**. Great for booster sales but most enjoyed by players who can hang them anywhere showing colorful team spirit.

The boosters, parents and fans instantly fell in love with **Garden Banners** that slip right over the ground stake and placed in lawns. Team colors popped and instantly focused the spirit to the entire local community.

**Tents** were totally redesigned in bold team colors on the valances and peaks for players, boosters and parents, for instant recognition. Great for traveling teams and tournaments!

**Banners** doubled as awards and this fun and unique banner thrilled the kids and parents alike. The hanging wall banners with individual photos were fun and a definite winner.

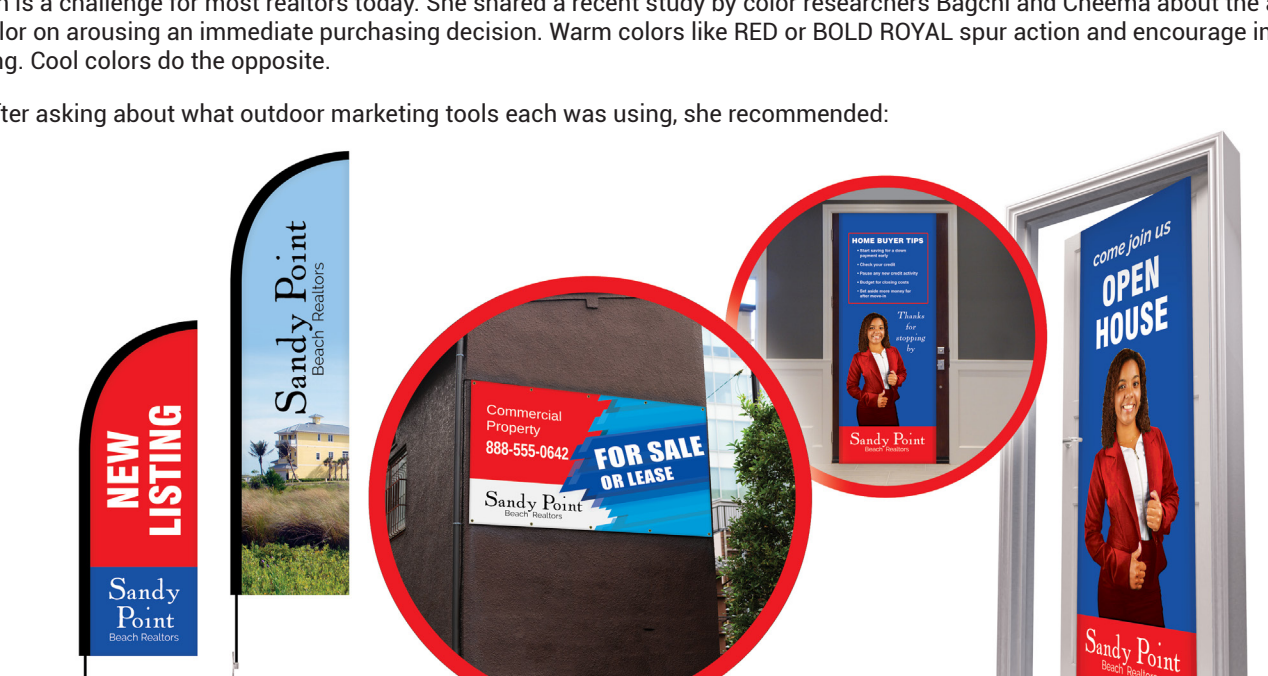
**Team Flags** were created for those cheering in the bleachers then brought home to display on a wall or on a flagpole. Great for booster club sales too.

**RESULT: Fundraisers for the team were up 30% over the previous year because everybody wanted the new team color flags and souvenirs!**

## Color Case Study 5: Go for the close!

An experienced sales counselor specializing in realtors met several for lunch at a real estate conference. When the topic turned to marketing, rather than make a sales pitch, this veteran shared some statistics about color and how it prompts decision-making, which is a challenge for most realtors today. She shared a recent study by color researchers Bagchi and Chema about the affects of color on arousing an immediate purchasing decision. Warm colors like RED or BOLD ROYAL spur action and encourage impulse buying. Cool colors do the opposite.

So after asking about what outdoor marketing tools each was using, she recommended:



**Portable Half Drop Banners** were designed in bolder, brighter shades to signal drive-bys that a hot house was on the market.

For commercial properties, investing in bold large building **Banners** turn every property into a powerful billboard message that says, "BUY ME NOW."

**Stretch Door Runners** were suggested for each of the agents at each office. When they realized they could have full color full size replicas of the agents on the doors to each open house, the group went wild. Photo shoots with the reps wearing bright colors were scheduled.

**RESULT: Open house traffic increased 32% for these realtors. Properties closed even faster than before, both residential and commercial. Recruiting qualified new reps was a surprise benefit too because of the professional marketing approach and design.**

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