

appeal by sharing videos of real users demonstrating the product, showcasing its ease of use and highlighting its benefits. One of the most effective ways to capture the attention of kinesthetic learners is through product sampling – offering free samples online or in-store, or including samples as bonuses with other purchases. This strategy is commonly employed by manufacturers of affordable consumer goods.

These three strategies are effectively integrated into the McDonald's brand. The prominent use of yellow and red in their campaigns evokes feelings of energy, boldness, and warmth, making the brand instantly recognizable. Joyful music in McDonald's restaurants improves the customer experience, boosting moods and encouraging purchases. McDonald's has introduced the Happy Meal, which resonates particularly well with kinesthetic learners. This product offers a yummy meal and also includes toys that are fun to play with. McDonald's often hosts events that invite kids to participate in hands-on activities, therefore children connect with the brand. It demonstrates how understanding consumer perception can boost sales and foster brand loyalty.

To conclude, successful advertising must appeal to the three perceptual types of consumers – visual, auditory and kinesthetic. Combination of using color theory, selecting suitable music and providing hands-on experience attracts a broader audience and increases consumers' purchasing power. This approach can help brands create engaging and effective advertising campaigns, making them stand out in a crowded marketplace.

**U. Tomanova**

**У.Н. Томадова**

**БГТУ (Минск)**

*Научный руководитель А.Ф. Круталевич*

## **COLOR PSYCHOLOGY IN ADVERTISEMENT**

### **Психология цвета в рекламе**

Color is an important source of information. We usually form our opinion of something during the first 2 minutes, and 60 % of it are based on colors. Marketers know this and, of course, use as an instrument to influence the consumers. However, different people have different associations with colors. First of all, it depends on our place of living and our culture. On the other hand, we perceive colors differently according to our mentality and living conditions. Even small factors can influence our perception of colors. In this research I want to study popular examples of color usage in advertisement and how it influences the audience.

In an advertising message, color is a connecting link that affects the audience's perception of information. Directly in advertising design, color is the most effective means of transmitting information. It helps to attract the attention of the target audience, increase

the memorability of advertising, improve understanding of the information we're trying to tell, and emphasize important points. Researchers also say that colorful design has higher sales than colorless and monochrome. But what colors do we need to use? It depends on what product you're trying to promote. Let's take a look at popular examples.

**Red.** It is often used to attract consumer's attention. This bright, dynamic color is good for highlighting main points in advertisements. But too much of it can disturb and irritate. Popular example of red usage is Coca Cola. Also it is associated with New Year because red is the color of Santa's costume. **Orange.** It is something between red and yellow. Kind, warm color, usually used to inspire and give positive emotions. Sometimes orange can look cheap so it is also used for inexpensive things. Popular examples are MasterCard, Nickelodeon, Amazon and Fanta. **Yellow.** It is connected with sun, warmth, travel and kids. Good example of yellow usage is sunscreens. Their packaging often includes this color to give an association with sun. **Green.** This is color of nature, ecology and medicine. A lot of pharmaceutical, cosmetic and food enterprises use this color for their logos and products. For example, pharmacy's banners are often green so that people can recognize them. Also Lipton and Nestea use green in their ads to show freshness of their products. **Blue.** This neutral color symbolizes not only peace and reliability, but also sky. There are a lot of companies connected with aviation that use blue: Boeing, Belavia, Aviasales. Another sphere of usage is IT. Good example is Samsung that often uses blue and dark blue in their advertisements to make an association with space and future. **Purple.** The color of creative and unique ideas. It can also be used to represent playfulness, tenderness and charm. For example, German chocolate brand Milka has advertising campaigns «Don't afraid to be gentle» and «Tenderness inside». **White.** It symbolizes cleanliness. Such companies as Laska like to use white, because they are connected with cleaning clothes. **Black.** A rich color, that is often used in ads of expensive perfume, clothes and jewelry. Take, for example, Coco Chanel or Gucci. They use it to higher the status of their products.

It is important to know not only the meaning of colors, but how to combine them. Because too much colors can make user leave your website, close add or ignore your product in shop and lack of them can be too boring and unmemorable.

To conclude, we can say that studies conducted over the years have found patterns in how people relate to individual colors and shades. When choosing colors for company symbols, products and advertising, we can use the results of these experiments, as well as conduct tests on our target audience. At the same time, it is important to remember that the perception of color remains an individual reaction, which is often based on the personal experience of the client. And the color itself is just one of the channels through which customers receive information about the brand. It can help in shaping the company's image, but it will only work in connection with other marketing tools.