

Multiple choice

I can understand a text about how colours are used in advertising

1 Look at the colour chart and tell your partner about:

- colours you like,
- colours you don't like,
- colours you associate with the words in the box.

ecology elegance energy
royalty loyalty passion
fun young girls young boys



2 Read the text. Which colour associations are the same as your ideas in Exercise 1?

3 Make questions from beginnings 1–6 and endings a–f.

- 1 What do you have to pay attention
- 2 Which colour would you use to attract
- 3 How can you get customers to trust you
- 4 If you don't use purple with
- 5 If you want to focus
- 6 Why is it no
- a with their credit card details?
- b care, what can happen?
- c surprise that Amazon use the colour orange?
- d to in today's market?
- e on pre-teen girls, which colour is best?
- f somebody's attention?

4 In pairs, answer the questions in Exercise 3.

Colours and the Consumer

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In today's competitive market, shops need to pay attention to the colours they use to attract customers. All colours are associated with different emotions, so they have to choose them carefully. Here's a brief outline of the effect of different colours on the typical consumer.

Red

Red is the colour of extremes and strong emotions: passion, danger and anger. It's associated with speed and excitement, so it's no surprise that red is the most popular colour for sports cars. It is the most noticeable colour in the spectrum, so it's used for everything that wants to attract our attention in a hurry, such as warning signs on the road and fire engines. This is why you often see 'SALE' signs in red. The colour red makes your heart beat faster, and attracts people who buy things on impulse.

Blue

Blue is the colour of security, loyalty and honesty. This is why it's used by so many banks. If blue is used on a website, customers will trust the site with their credit card details. Blue is a calm, relaxing colour, often used to attract careful customers rather than impulse buyers. When blue lighting was installed on the streets of Glasgow, crime fell dramatically.

Green

Green has always been the colour of growth and nature. Now it has become the symbol of ecology and the environment. This is why it's often used on food packaging. There are different shades of green and it's a colour that has to be chosen carefully. Light green is fresh and eco-friendly, while dark green may be associated with negative emotions such as jealousy and greed. In Western cultures, green is a lucky colour.

Purple

Since Roman times, purple has been associated with royalty. It suggests magic and mystery, wealth and luxury. Expensive anti-ageing beauty products are often packaged in purple, especially to attract the older and wealthier customers. Shops must use purple with care – it can easily look old-fashioned.