

MARKETING'S SILENT LANGUAGE

LEARN COLOR SECRETS TO
LIGHTNING SPEED MARKETING

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FORWARD BY ROBERT G. ALLEN

Imagine a language that is silent, yet so profound that every person from young to old, including all your customers, use this language nearly every day when making buying decisions. Wouldn't it be to the advantage of any business to understand and know how to use that language?

Get your Masters Degree in color marketing by reading *Marketing's Silent Language*.

This is not your ordinary marketing book. In fact, I have never seen this subject tackled so completely in any marketing book before. Marketing is the heart and core of business. If you already have a business or are just starting a business, you must market the business and its products or services or it will shrivel and die.

We are in a new visual age. More decisions are made today from what we see instead of what we think or hear. Get into the mind of your customer and stay there with color.

For years and years, how color was used to market products and services has been left to people who don't know your market or your product. Marlene and Renae have made

it easy to understand, through all phases of marketing, how this Silent Language can be harnessed. If you don't understand the physiology behind this subject or are like me, who wouldn't know what color to paint a house to maximize the sale, this book is for you. They will take you systematically through the Color Centric System™ process and teach you how to apply the system to marketing your product or service. This Silent Language and the Color Centric System will put you eons ahead in the new millennium.

With my five best sellers Nothing Down, Creating Wealth, Multiple Streams of Income, Multiple Streams of Internet Income and my newest one co-authored with Mark Victor Hansen, One Minute Millionaire, we understand that marketing has to be an on going process for the books to sell. In our enlightened millionaires challenge, we teach marketing to each student because we know that regardless of what stream of income they decide to take, they will need to understand marketing. Understanding the color secrets in marketing through Marketing's Silent Language will truly put them on the fast track to success.

Robert Allen
Author

FORWARD BY DR SAKAMOTO

The Japanese and global markets teach us the need for quality and excellence in how we present our businesses. Japan and the United States have very few differences when it comes to excellence in service, quality, trust, and caring for those you serve. In my opinion, business is the same on both sides of the ocean. The principles that govern life and the laws of nature are the same, and how we use these principles will determine the final outcome of what we are trying to accomplish in our professional lives.

I am a great believer in the power of color in our lives and the affect it has on each individual. In Japan, it is my goal to use my influence in medicine, educational schools, the government, and other areas of business to serve my people through further education in the color system and principles that I learned from Renae Knapp in the United States.

The powerful lessons you will learn from *Marketing's Silent Language* can change your business life forever. You can rise to a new level of competition and customer loyalty by implementing the color principles set forth in this book. I have seen powerful results in Japan.

The forces that drive our economy today need to be aligned with the mind-set of interdependency between goods sold and consumer satisfaction. In the medical fields that I consult with and work under, I feel that the interdependency between patient and color is paramount. In Japan, we are very aware of the importance that color plays on each patient. Renae Knapp has brought tools and concepts to Japan that are used consistently in all aspects of healing.

Regardless of the usage, you will find *Marketing's Silent Language* a valuable tool and a driving force for consumer satisfaction and sales in any business. I am very excited this book has been written. It has long been needed in all markets.

Dr. Noriyasu Sakamoto
Doctor of Medical Science, Japan
Executive President, Aiwa Medical College
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Health, Labor, and Welfare Ministry Certified

PREFACE BY KURT MORTENSEN

It has been said, “What you don’t know will hurt you.” This book and research screams color *does* matter. We know colors can trigger certain moods, predict actions, suggest attitudes, and affects hunger. Color also grabs our attention. It can attract or distract your potential customer. We all have color triggers and uncovered feelings and reactions towards certain colors and color combinations. We are not aware of our color triggers because these triggers happen at a subconscious level. We use color for many reasons. Color is an important part of our lives, whether we realize it or not. Colors and their triggers affect our ability to persuade and influence.

I have spent the last 15 years analyzing and researching the power of persuasion and influence. I have discovered new and traditional pieces to the puzzle of persuasion. One of the puzzle pieces is the use of color in marketing and sales. This use of color dramatically affects every aspect of your life. Color impacts our thinking, our actions, and our reactions. Armed with this knowledge, we must take into account the association of colors in our persuasion and marketing efforts.

In my exhaustive research in the field of persuasion and influence I have learned many things. One thing I have learned is that persuasion is all about involvement, connecting with your prospects, and triggering the right sub-conscious triggers. This is exactly what color creates. Color involves every aspect of our lives. Color is not something you can turn off, decide to go without, color is everywhere. Color is even part of our language. You will hear. Are you feeling blue? “My company is in the red.”

Color has power. The use or misuse of color can make or break your sales and marketing. Marlene and Renae have cracked the color code. This is the most complete, comprehensive work on color and influence I have ever read. This book is based on true-life examples and exhaustive psychological and sociological research. Read and reread this book. Mark up the pages and implement this color science in your marketing and retail stores.

Quit hoping your marketing will work. Fine tune your advertising by using the knowledge gained in this book. Use the right colors and watch your marketing, your sales and your results explode. Marketing’s Silent Language and use of the Color Centric System will equip any marketer with the tools necessary to increase their effectiveness. It is now time

to stop relying on luck, intuition or someone's opinions. Use the proven science of the Color Centric System.

Kurt Mortensen
Author Magnetic Persuasion
www.magneticpersuasion.com

I

WHY COLOR WITH MARKETING?

A VISIT WITH COLOR

It assaults your senses, envelopes your every waking moment. It pulls, pokes and prods you, and has a profound effect on your emotions. It stops you in your tracks, makes you want to buy, and can even make you hungry. It moves at the speed of light and helps program the brain to accept or reject the spoken or written word. Products are bursting out in it. It leaves a lasting impression. We have seen the best and the worst uses of it. The silent language of marketing is truly color. It is an incredibly powerful business tool.

Yes, color is a business tool. Used correctly, color can make you memorable. Used incorrectly, it can cost you the

sale. Marketing is a battle of perception of product or service for sales. Making sure the customer sees and remembers the perception of your product or service over the competition can be an up hill climb, until the phone starts ringing. What causes the customer to notice one product or remember one service over the other? The customers' mind. The customers' mind takes precedence over the marketplace. Getting to the mind first and making sure the message sticks is one goal of marketing. What gets to the customers' mind first? The visual aspect of marketing. What is the fastest road in the visual aspect of marketing? Color!

PEOPLE THINK IN COLOR

Almost everyone recognizes the effect that color has on our lives. From the clothing that we wear to the message that calls out to us from the supermarket shelf, color is an influential mode of communication. It is an incredibly effective tool that can be energizing or calming; entertaining or boring; soothing or aggressive. But not everyone understands how to take advantage or control this tool!

Color in the marketing mix is an element that can play on the senses to make your message stand out. Why? Because people think in color form. Color is the first initial

impact on our senses. We see color before we see anything else; usually in 3 seconds or less. We then make judgments about what we are seeing. Just think of how many descriptions we hear on a daily basis that use color or a color term. “He drove this electric blue sports car” “The baby had rosy red cheeks” “She is a gorgeous brunette” “He has wonderful blue eyes.” “The Kleenex box won’t match my décor.” “I don’t like that web site. It makes my eyes tired.” “I only like that metallic bronze car.” “The burritos in the brown package don’t look very edible.” We have all heard statements like these and might have used similar statements ourselves. Color assaults our senses and powerfully communicates lasting thoughts to our brain.

A WORLD IN GRAY

Imagine for a moment what the world would be like all black/white and shades of gray - void of all color. The car you drove would be just gray instead of red. The house you live in would be just gray with shades of gray trim. The trees, the grass, would no longer be green but gray; the sky would all be gray instead of the beautiful blue that it is. What would it be like living in a world like this? Picture yourself in a similar setting and the emotions you would feel.

Several years ago there was a movie called “*Pleasantville*”. At the beginning, this movie was filmed like a black and white picture as if you were watching an old “*Leave It to Beaver*” series. This was part of the plot of the movie, but it gave you a very real perspective on “life in black and white”. The lack of color was startling. The movie went just a step further; the people were portrayed as dull, with nothing going on and nothing happening - experiencing the same series of events day in and day out. It was a “perfect” town; ask anyone who lived there. As the movie went on, color was introduced into this town and things changed. To these people, color was not a good thing at first, until Pleasantville became accustomed to the change. Then the town went from a very dull place to live to a very happy place to live.

If you lived in Pleasantville with the original shades of gray, would you really know what you were missing in a wonderful world of color? Maybe not, but once color is introduced, and the discovery of the profound and lasting impact color has on society, it might be impossible to return to the shades of gray world.

Pleasantville was a community that never knew what it was missing in color until it was introduced. What would happen if color was known and then suddenly taken away?

A television show caught our attention recently about a man called “*John Doe*” who had lost his memory. Amnesia, in the plot of a show, is nothing new, but with this show, they had added several twists. The first interesting twist to his amnesia is that he can remember unbelievable amounts of minutia information on just about anything. The second twist to John and his amnesia is that he had Daltonism and was completely colorblind. When I say completely colorblind, for the purposes in this show, it means that John only has the ability to see black, white, and shades of gray. There had been a time in John’s past when he was a very normal sighted person and he does remember what color looks like. Now let’s set up the situation.

He is on a plane and it seems there is a bomb on board among other things. But let’s just concentrate on the bomb for the moment. He finally locates the bomb and is going down the wires that are connected to the explosive. You hear him saying, “This one has a 99.7% chance of a complete explosion”...I am thinking this guy doesn’t have a chance. He keeps talking to himself. “In this type of configuration, it is best to cut the yellow wire to stop the explosion.” “Cut the yellow wire!?!” He repeats. The scene switches to what he sees through his own eyes. And you now see, just like in the 1950’s style television, a very black and white with shades of gray picture. He calls out, “what yellow wire?” He makes

his choice, closes his eyes, and cuts the wire. Luckily, for him and every one on the plane, he picks the correct wire and saves the day.

The world today would be like Pleasantville, or what John sees, if it was not for color and our wonderful eyes. History has shown us that color has played interesting roles in past events. Let's take a look at the recent past as well as father back to see if color was really in the marketing emotional mix of society.

COLOR CONGRUENCY

Serenity comes when we know the science behind color and how it affects all aspects of our lives. Congruent with the science of color, however, is the psychology of color. Why are we instinctively drawn to certain colors? How do we work with color? What makes our eyes move towards certain colors? And why are we sometimes repelled by others?

We believe that the changes of color in society today, such as fashion, household items, and advertising, have repercussions all through society. Our conclusion is that the mood of the world in which we live is reflected in the colors we see around us.

A THEORY EVOLVES

Here is how the theory came about. In the fall of 1999, we were shopping in the malls and stores and noticed many points concerning marketing efforts. The biggest effects we noticed were the vast amounts of the color gray. This was not an inviting gray, but a dull, drab, combination of other colors that made an ugly gray. This color was similar to mixing all the paints together in a child's watercolor set. We saw it in clothes, bedding, jewelry, paint, and even on the finishes of furniture. The malls were drab, depressing and not a market-driven, exciting place to shop.

Our theory started to form and during future trips to numerous areas for further research, we noticed how people acted with all of this gray around them. Salespeople seemed uncaring and uninterested in the customer. People weren't smiling as much as earlier in the year. Their walks weren't as brisk. We did some experiments walking toward people, smiling and greeting them. The usual friendly responses did not happen. We had associates in other parts of the country do the same and they all came back with the same information. Was this just the millennium blues or was something else going on?

With spring of 2000, came the new marketing colors; we couldn't believe it. GRAY again! This time the colors were a lighter gray and they were being called the "new black". But it was still gray. We continued to watch the body language of the people. It seemed that the whole country was feeling drab and unconcerned. In that same spring came the beginning of the deflation of the technology bubble and the stock market started to slide before going into a free fall.

During the slide time, more analysis was done on colors of the day, and how those colors were affecting people. Analysis showed that although the color gray is one of the best colors to use in a business situation, for short durations of time, as an overall color to live with day in and day out, it has a similar effect as in the Pleasant Ville movie. People can become unsettled. Could this be one of the reasons for the downward slide of the market?

We took all the data we had and listened to our instinct and got out of the market right then. As spring turned to summer, again we wondered what the retailers and the color "forecasters" were thinking...GRAY still! By the time the greens rolled around in the fall of 2000, it was way too late to change; the technology bubble was completely deflated and the incredible bull run of the market in the 1990's was over. Color had really reflected the depressing times ahead.

Special Excerpt from Chapter 8

I am including this story at the urging of my most trusted advisor and biggest supporter: my husband. Even though now he is yelling at the television almost as often as I do.

Living in one of the biggest metropolitan media areas of the world, gives us the distinction that our local news shows are some of the best of the best.

Our local stations do a great job of reporting and I rarely miss the late night news. But there are times when visually the newscasters need help.

Have you watched your favorite news show and noticed one time they all look positively fabulous then the next day, one person seems just a little off? Maybe they look tired or pale, and just not quite right. Generally I found this happening to the women. But recently I have noticed this happens to the men more and more. Because both the men and women wear make-up during on-air reporting, it usually isn't the make up. It is however, the color of the clothes. And as stations improve their equipment, and our televisions become better, the more the mistakes will show.

One that I remember very vividly was a sportscaster, a nice looking, yellow-base man. He wore a blue-base gray suit, a yellow-base, bright chrome yellow shirt, a mixed spectrum tie, and a blue-base lavender handkerchief in the pocket of his suit. He was so mixed spectrum he made the television “bloom”. I am convinced; the reason that men are having this problem is because men’s clothes are becoming more colorful.

Even with the use of stylists and image consultants mistakes are still made. When you are in front of a camera, the mistakes are magnified. The understanding of the science behind the blue/base yellow/base color system and how the use of the Color-Centric System to tweak the “latest” colors; ensures each person in front of the camera look their best. Another step in the branding and marketing each local news shows, and branding each newscaster. For the consumer, honest and dependable news starts with a visual. A visual moves at the speed of light and helps program the brain to accept or reject the spoken word; vitally important for someone in the television news business.

.....Marlene