

Cheat sheet

The Science Behind the “Buying” Brain [Chapter 4]

THE **JOY** OF NEURO **COLOUR**

AND WHY COLOUR MATTERS IN MARKETING

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7 colours that drive the strongest emotions



The **RED** controversy, good or bad in marketing?

GOOD – Red commands **POWER, ENERGY, ATTENTION**

- Triggers arousal, stimulates, and wakes the brain up
- Display sale prices in red for **men**; perception is that savings in red are **double** that of the black price

BAD – Warning

- Be careful how you use red - it can pull your eye off the main message
- Red can also stand for aggressive behaviour i.e., in sports
- Woman are unaffected by sale prices in red

Get more clicks

Yellow buttons for **action**



Note also the circle and 3D

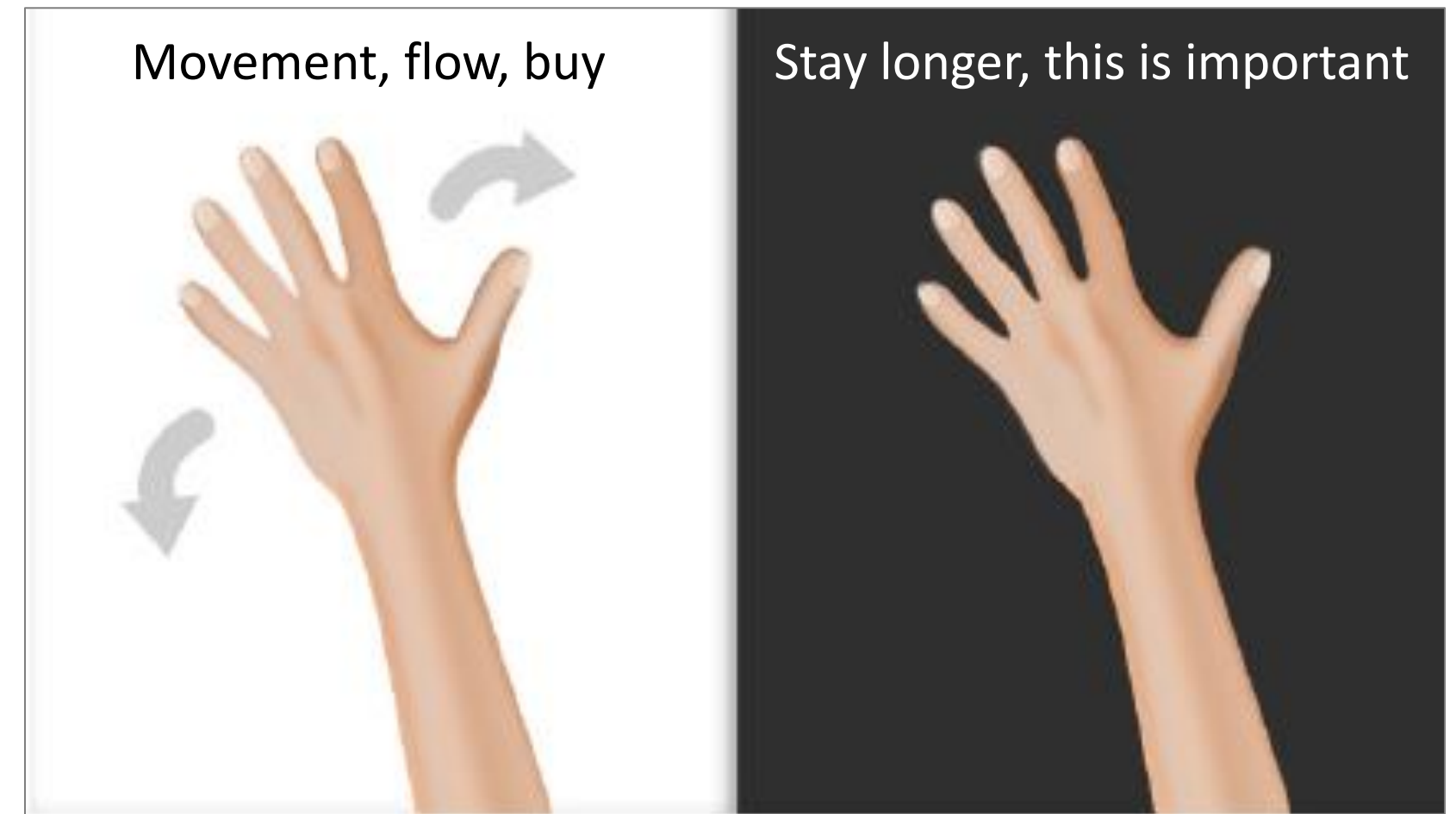
Blue for **trust**

Viewers click on [underlined blue type](#)

When the eyes see blue, the brain becomes more trusting; the customer is more ready to receive the message.

The WEIGHT of colour

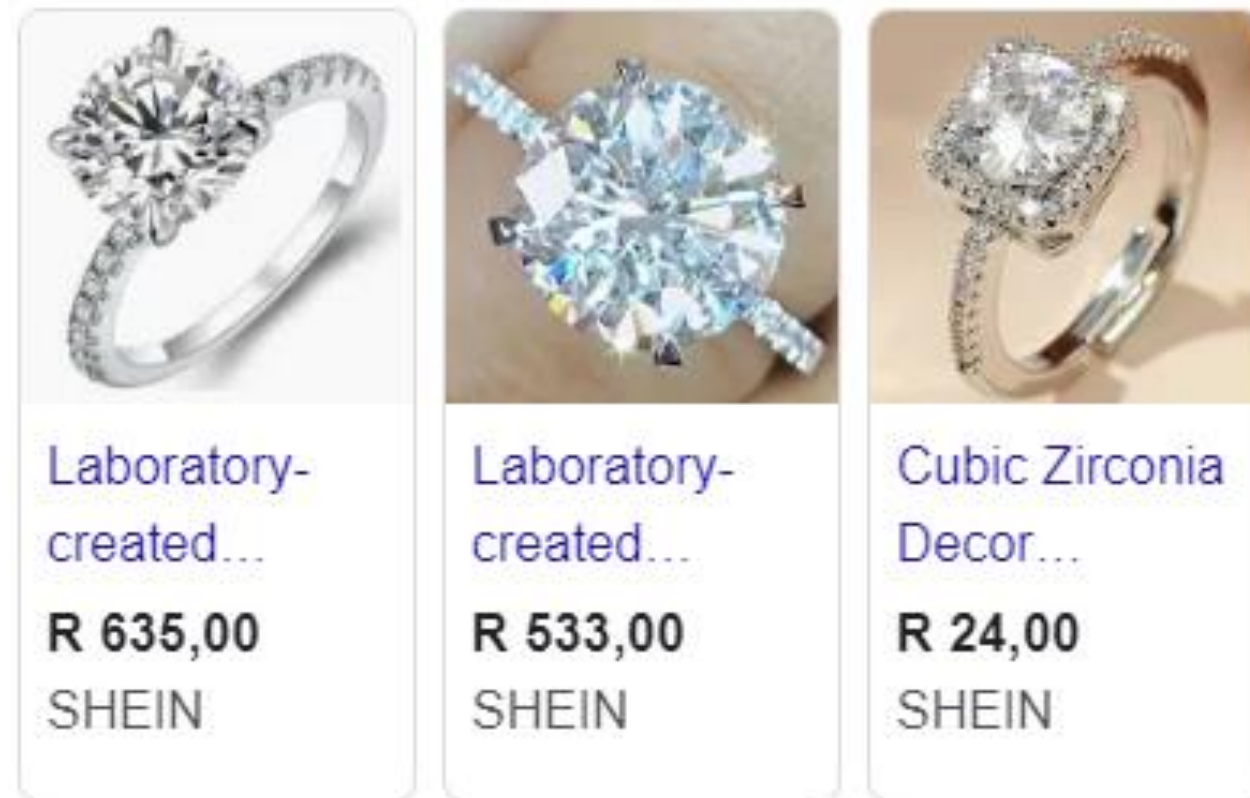
White and lighter colours feel empty, facilitating more movement, flow and flow to action.



Dark colours feel heavy; heaviness implies importance, carries more weight, boosts viewer focus, and makes people stay longer.

Watchpoint – *use reversed-out copy with care, short sentences, and not too much copy, it jazzes on the eye and causes resistance to the reading.*

Pricing backgrounds



Value for money
on a light background



Status buying
on a dark background



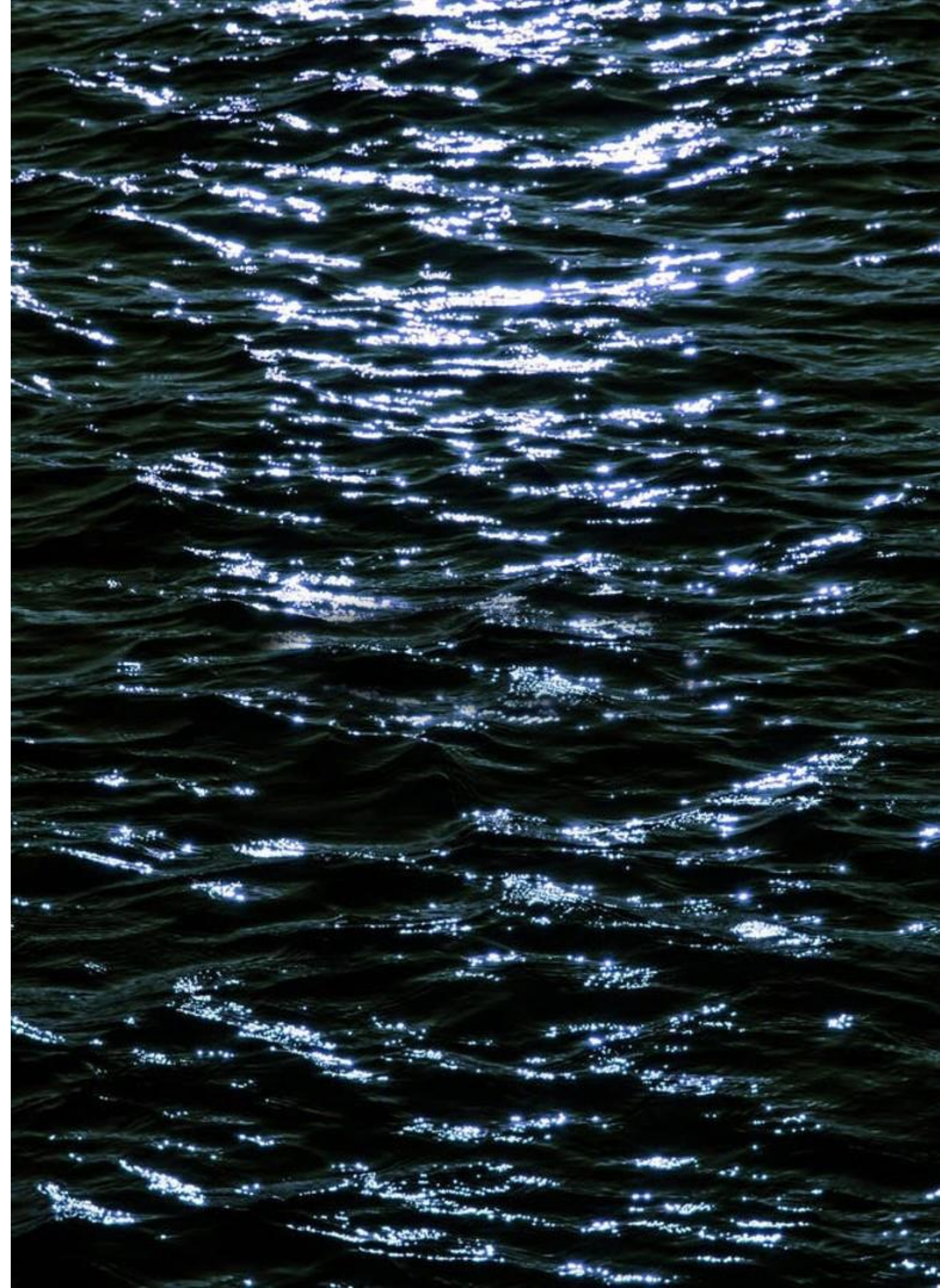
Luxury products

Neuroscientists tell us that luxury products feel far away in the future – they have *dream* value. Therefore, darker shades “feel” more luxurious.



Why are we attracted
to **shiny things**?

It's related to the sheen on water
and water is the giver of life; the
first thing we need for survival.





The impact of culture

- ✓ Study the cultural colour of the countries you are marketing to and do not fall into any cultural pitfalls
- ✓ **BE RESPECTFUL**



Wishing you the Joy of Neuro Colour...

be consistent, be excellent and your clients will find you



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Kaleidoscope NeuroMarketing for eMail, Web, Social

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