

## Publicity Pizzazz! (continued)

### The Power of Color!

#### Feelings associated with publicity colors

It's no mistake that *USA Today*, in all its full-colored splendor, has become one of the most popular newspapers of all time. Research shows that newspapers using color are viewed as more pleasant, interesting, active and modern. This is a good thing to keep in mind as you decide upon colors for your publicity, too!

Different feelings are associated with different colors. Physical responses can even be affected by the colors you choose. For instance:

**Green.** Makes people feel comfortable so it is often used to introduce a product or service.

**Feelings Associated with Green** include peacefulness, guilt, refreshment, and quiet.

**Red.** Preferred by active readers, red raises perspiration rates, blood pressure, and the number of blinks per minute.

**Feelings Associated with Red** include passion, rage, excitement, energy, intensity, and fierceness.

**Yellow.** Draws attention to a product. As a matter of fact, yellow and black is often touted as the most eye-catching color combination around!

**Feelings Associated with Yellow** include cheerfulness, health, optimism, celestial, high spirits, and inspiration.

**Blue.** Lowers blood pressure, respiration rate and the number of times you blink per minute. It has a calming effect that can cause the brain to secrete at least 11 tranquilizing hormones.

**Feelings Associated with Blue** include sobriety, gloom, melancholy, tranquility, furtiveness, fearfulness, and coolness.

#### Other Feelings Associated with Colors Include:

**Purple** – Mournful, lonely, desperate, dignified, royal, and mystic. (Signifies mystery or intrigue when mixed with blue or green.)

**Orange** – Jovial, hilarity, forcefulness, exuberance, and energetic.

**Black** – Formal, death, elegant, depression, funeral, and negation of spirit.

**White** – Pure, clean, frank, normal, and youthful.

#### Above the Toilet Paper.

Print out simple program details on index card-sized flyers and post them right above the toilet paper in common area stalls. It's that captive audience thing!

#### On Bathroom Mirrors.

Use a dry-erase marker (with permission!) to write program specs on common area bathroom mirrors. It's different than paper and could attract attention.

**In Ziptight Baggies.** Get permission to hang gallon-size ziptight baggies from shower heads. Then, place a flyer inside the bag for folks to read while they get sudsy.

**Elevator Ceilings.** Since folks tend to look up in elevators much of the time, why not have a big poster board sign up there, telling them about your program? Might as well help them make the most of their ride!

Please check with your advisor before trying any of these tactics, as they may have facilities/fire code implications. And then get creative!