New Acquisitions Inc.: 3 Reasons why Understanding Color Psychology is Important in Business

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In today's saturated market, Georgia-based marketing firm New Acquisitions claims businesses must consider how every aspect of their business could be perceived by consumers if they want to remain competitive. New Acquisitions offers three reasons why understanding color psychology is important in business.

New Acquisitions is a leading marketing firm based in Atlanta, Georgia. With so much competition in the current market, New Acquisitions claims that every choice they make about the personality of the business must be made with customers in mind. This opinion is shared by Entrepreneur writer Greggory Ciotti in his recent article 'The Psychology of Color in Marketing and Branding' (published on May 15 2014). With consumers now being spoilt for choice, they are becoming more selective about which brands they buy from. Color association is becoming increasingly popular among consumers, with many determining a brand's personality based on their choice of colors.

New Acquisitions claims it spent weeks considering a variety of colors and styles for their logo to ensure consumers create the right assumptions about their brand based on what each color means. The firm explains how their choice of grey and blue for their branding connotes they are a dependable, strong and well-balanced business.
Although choosing colors for a logo seems quite a low priority for a new business owner, New Acquisitions explains how branding has such a huge impact on how consumers perceive a brand. The Atlanta-based brand offers three reasons why understanding color pyshology is important in business.

1. Colors influence a consumers perception of a brand's personality
New Acquisitions refer to the study 'Dimensions of Brand Personality' conducted by psychologist and Stanford professor Jennifer Aaker which found five core dimensions that play a role in a brand's personality. These are sincerity, excitement, competence, sophistication and ruggedness. Each trait is determined by colors, for example purple connotes sophistication and red implies excitement.

2. Colors can be gender specific
Color appropriateness for gender can easily influence individual choices, claims New Acquisitions. This ideology is highlighted in Joe Hallock's study, 'Colour Assignments'. As well as the obvious connotations that come with blue for boys and pink for girls, other colours like purple and red are preferred by females, whereas men prefer black and green. This confirms that all colors of the spectrum can determine the audience of a particular brand, with pink and blue no longer being the only influential factors.

3. Colors that 'jump out' are more memorable
New Acquisitions reveals how sometimes outlandish and striking colors prove to be the most effective, as the 'shock' factor helps make it more memorable. The 'Isolation Effect' is a psychological principle which confirms how consumers are able to recognize and remember a business better when it "sticks out from its surroundings."
With color playing an influential part in how consumers perceive and remember a brand, New Acquisitions urges businesses to strongly consider the connotations colors have when branding a business.
New Acquisitions is a marketing firm in Atlanta, Georgia that specializes in marketing programs for their clients' products and services. The firm has grown at a steady pace and developed a powerful reputation in some of the world's largest chain retailers.

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