

The Profit of Color!

Color experts from the Color Marketing Group share their success stories

How important is color to the bottom line?

Consider these powerful facts from various marketing studies:

- Color increases brand recognition by up to 80 percent.
- Color improves readership as much as 40 percent.
- Color accelerates learning from 55 to 78 percent.
- Color increases comprehension by 73 percent.
- Color ads are read up to 42 percent more than similar ads in black and white.
- Color can be up to 85 percent of the reason people decide to buy.

Savvy marketers know: Color sells! That's why for nearly 45 years companies that recognize the incredible power of color - and the enormous value of selling the right color at the right time - have made sure their color professionals are part of the premiere international association for color, Color Marketing Group.

Headquartered in Alexandria, Virginia, Color Marketing Group (CMG) consists of 1,000 color experts from a broad cross-section of industries worldwide. They follow and report on trends and developments in all industries. They conference together in a dynamic forum that promotes the exchange of broad color marketing information and provides vital reportage on color news across industries. Ultimately, they produce, with remarkable accuracy, trustworthy color forecasts their companies can rely upon to make color decisions that seriously affect the profitability of products and services.

Does it work? Several CMG members agreed to share some successful examples with the CMG network:

KLEENEX

Christine Mau, CMG, Associate Director of Packaging Graphics, Kimberly-Clark Corporation.



"The Kleenex brand design team has learned over the years that color is just as important as pattern when trying to win the purchase interest of consumers. CMG is so much more than an annual Color Card release for our team. We make sure that at least two to three members of the facial tissue team attend the Spring International Conference. It's the Workshop experience and that three-day focus on color that brings us up-to-date on the color stories for the coming seasons and the next couple of years. While our team has access to many color services, our CMG membership is the resource that we consider indispensable."

CADILLAC

Christopher Webb, CMG, Trend and Color Designer, General Motors Corporation.

"The 2004 Cadillac XLR Neiman Marcus Limited Edition XLR, produced in the exclusive color 'Majestic Amethyst' retailed for \$85,000 through the 2003 Neiman Marcus Christmas catalog. It sold out in just 14 minutes.



"The ChromaFlair colors "Titanium" used on the 2006/2007 Cadillac DTS and "Sharkskin" used on the 2006/2007 Buick Lucerne were the first ever used by General Motors. These hue-shifting colors are manufactured by JDSU, where

Color Marketing Group Chairholder Barbara Parker specializes in special effect color products. These two new premium colors merit a \$995.00 premium charge. Both are selling at higher percentages than the previously offered free old gray Cadillac. Old gray penetration was at 4.9 percent. 'Titanium' and 'Sharkskin' penetration is at 6.6 percent. Color definitely sells and at a premium price!"

PROCTER & GAMBLE

John H. Bredenfoerder, CMG, Design Director, Landor Associates, and President, Color Marketing Group.

"Landor conceived and designed two projects for The Procter & Gamble Company in which color has been particularly successful; Febreze® Air Effects™ and Secret® Sparkle™. Both projects



leverage a principle called *synesthesia*, which concerns the multi-sensory psychological messages color can communicate, a phenomenon I first became familiar with at CMG Workshop discussions. The colors for Febreze Air Effects were selected to evoke the sense of light, subtle and airy fragrances. The colors for Secret Sparkle were selected to evoke



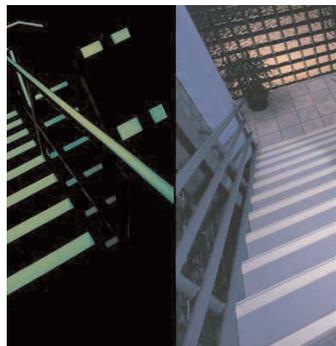
the flavors that reinforce the tasty versioning names. We've found that the more globally the senses are evoked, the more likely it is that the consumer will become engaged and ultimately purchase the product. In 2005, Febreze won Best Brand Design from P&G. Secret Sparkle

expanded the market base of the Secret brand by growing the Secret entry-level market. In these two cases, color sells through exciting the senses!"

JOHNSONITE

Sharon Folliard, CMG, Vice President Johnsonite and CMG Chairholder.

"In July 2006, new safety laws in New York City required mandatory installation of photo-luminescent directional egress markings in stairwells of buildings of 75 feet or higher. Johnsonite®, the industry leader in creating innovative vinyl and rubber interior specialty flooring, collaborated with PermaLight® A.G. Germany to develop the Safe-T-First™ system. Johnsonite referred to the CMG Contract Color Forecast to determine which color directions would prevail across the contract industry. Johnsonite relies on CMG's expertise to gain an advantage in today's global economy. The Safe-T-First system is thriving in part due



to its many color and design options. The product's continuing success has perennially grown

Johnsonite's bottom line. Sales of the Safe-T-First system have tripled since 1996. These results speak for themselves - color that brings aesthetics to safety sells!"

THOMASVILLE FURNITURE

Robert D. Schaffer, Vice President Creative Development, Thomasville Furniture Inc.

"We manufacture two upholstered products on which a lot of business has been written. I believe the success of these pieces is due to the strong saturated color of the covers. The sofa is fabric; the chair is leather. Our CMG experience has greatly influenced Thomasville's

color direction and has helped the company stay on the leading edge of the trend curve relative to our upholstery offerings. We have established a strategic imperative to truly connect with our customer. Product development is all based on consumer research. Color is of prime importance in the home furnishings business. Our CMG resources ensure we are trending in the right direction."



PANTONE, SCHICK, LEATHERMAN TOOLS

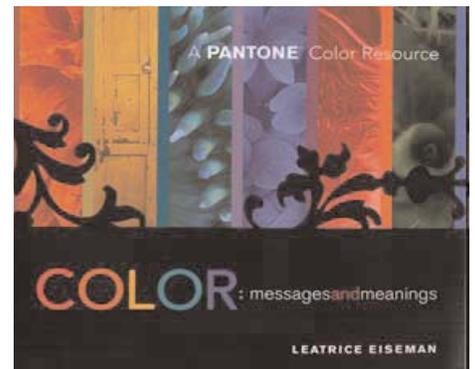
Leatrice Eiseman, CMG, international color authority and CMG Senior Chairholder.

"As director of the Pantone Color Institute, my big challenge is to be on the lookout for upcoming 'new colors' as Pantone updates their specification products. Obviously, Pantone must remain on the cutting edge of color selection to keep their offerings current.

"For another client, Schick, the 'just-right' shade of blue I chose for their Intuition razor for women won a coveted award from ID Magazine and increased market share considerably in a highly competitive market.

"Leatherman Tools also saw a market share increase based on my color recommendations. I created the vibrant and unexpected colors for their "Juice" line - a far cry from simple stainless - and they are attention-riveting at the point of purchase. Very importantly, the colors will remain current for several years.

"I am involved in color forecasting in both domestic and international markets. Color Marketing Group has helped tremendously as a resource for upcoming color directions. I have found the input from so many different industries



very beneficial. It helps me stay on top of diverse viewpoints, again, looking at the 'big picture' of what the leading influences may be."

The examples cited here are only a small sampling of the work of Color Marketing Group's 1000 expert network. Beyond the CMG forecasts, international conferences, workshops and on-line resources, CMG's most valuable resource is its network of experts. Because of its non-profit and non-competitive nature, this network can often be the source of other relevant industry linkages. In short, it's a way to network all the design networks. All facets of design need the special seasoning that color has to offer; that's why we see so many diverse industries connecting at CMG.

Color Marketing Group invites all creative and marketing professionals to visit the CMG website, www.colormarketing.org, and consider membership in this unique linkage network of dedicated color designers. CMG's slogan is 'Color Sells, and the Right Colors Sell Better.' With access to the CMG experience you can master your color sense so you will always select the Right Colors.



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