

## Executive Summary

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### **The Color of Togetherness: A Theoretical Contribution to the Research on Color Effects** By *Heribert Gierl*

Marketers and advertisers must decide on the colors of products, packaging, elements in advertisements, logos, labels of bottles, and the paint for interiors and walls of retail stores. Brands often associate themselves with a specific color (e.g., Tiffany blue, T-Mobile magenta). We examined whether colors effectively influence brand attitude, focusing on the scenario where companies aim to promise consumers a higher level of togetherness with others or reduced loneliness. We asked: Is there a color that signals togetherness?

We utilized several general psychological theories to support the presumption that incorporating elements in red or using reddish coloration has a positive impact in this context. We demonstrated that reddish tones elicit favorable attitudes. We show that reddish coloration induces favorable thoughts in consumers through understanding why this color is used in this condition, evokes self-perceptions of social warmth, and establishes regulatory fit when paired with verbal messages promising togetherness. In conclusion, we recommend that marketers combine verbal promises of togetherness with elements in red or reddish coloration.

For example, dating agencies often advertise togetherness. We propose incorporating red elements, such as a red logo like Parship's, or utilizing reddish coloration like C-Date's current champagne color. Furthermore, we suggest that other companies promising togetherness (e.g., travel agencies, sports apparel suppliers for team sports, companies offering beverages consumed in a social setting) opt for red colors or reddish coloration.