



## Yellow

35 Yellow is the colour of youth, happiness and creativity. Bright and cheerful, yellow is a colour that makes people feel energetic. If a shop window has yellow in it, customers will be attracted to the shop.

## Pink

40 Pink is the colour of pre-teen girls. For products that focus on this age group and gender, pink is the colour that shops always choose. Pink suggests love, friendship and kindness. While red is passionate, pink is romantic and sweet.

## Orange

45 Children love orange. It's fruity and fun. In shops it may suggest that a product is economical or cheap. It's no surprise that it's the colour of cheap airlines like easyJet and the online bookstore Amazon.

## Colour Combinations

50 Red and yellow are used for logos by McDonald's, Burger King and Kentucky Fried Chicken. It's difficult to see this combination without thinking of fast food. However, black and white suggest elegance and were chosen by Chanel for their branding.

### READING FOCUS Multiple choice

5 Read the text again. What are the correct answers for questions 1–6?

- 1 Red is used for warning signs because it is
  - A the most dangerous.
  - B the most exciting.
  - C the most visible.
  - D the most impulsive.
- 2 Many banks use the colour blue
  - A to get credit card details.
  - B for their lighting.
  - C because it reduces crime.
  - D to show they are honest.
- 3 Which colour is not associated with positive feelings?
  - A Light blue.
  - B Dark green.
  - C Purple.
  - D Bright yellow.
- 4 What do yellow, pink and orange have in common?
  - A They appeal to younger people.
  - B They have to be used carefully.
  - C They are rarely used in advertising.
  - D They are associated with happiness and fun.
- 5 An advert with red and yellow
  - A makes you think of fast food.
  - B can cause confusion.
  - C is better than black and white.
  - D helps customers understand your product.
- 6 This article is
  - A a report on which colours consumers prefer.
  - B one person's subjective opinion.
  - C a summary of how colours can influence the consumer.
  - D a guide for shops on how to improve their sales.

6 In pairs, decide which word makes the correct collocation. Then ask each other the questions.

- 1 When was the last time you were in a *hurry* / *speed*?
- 2 Are you a *sudden* / *an impulse* buyer or do you plan your shopping?
- 3 What makes your heart *beat* / *hit* faster?
- 4 What sort of shops are you attracted *with* / *to*?
- 5 Do you think you are a *typical* / *usual* consumer?
- 6 How often do you eat *quick* / *fast* food?

7 In pairs, discuss the questions.

- 1 How many famous brands or logos can you think of?
- 2 What colours do they use?
- 3 Which logo do you think is the most recognisable?

### WORD STORE 7F

- 8 CD 3.25 MP3 116 Copy and complete WORD STORE 7F. Add nouns to the table. Mark the stress. Then listen, check and repeat.