PROJECT PAPER

BDS 413

BRIEF

GESTALT AND COLOR PSYCHOLOGY IN THE VISUAL COMMUNICATION OF

UNILEVER KENYA LTD.

B05/0412/2009

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PROJECT PAPER: BDS 413

Submitted By

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Submitted in partial fulfillment for the requirements of the

Undergraduate Degree, Bachelor of Arts (Design)

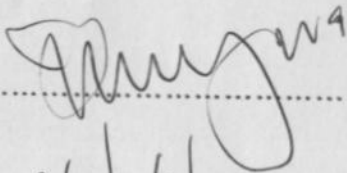School of the Arts and Design

University of Nairobi

8th February 2009

Declaration

This is my original work and has not been presented in partial fulfillment for degree course in any other University.

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Date ....

Dedication

I dedicate this work to God, the Almighty Father for seeing me through many challenges that have accosted me through the entire duration of the project. For providing and the faith and Grace.

To my family for the support financially, emotionally, socially and in other kind.

Acknowledgements

I acknowledge the support of my family. My close friends in Campus, Ngong, Kenyatta, Langata and Mbagathi for your support and encouragement. Jenifer Ngei, Paul Wambua, Kevin Nyakundi, Mercy Kemunto, Evans Okiring, Ida Kathure, Harrison Gikunju, Leonard Kivuva and the Class of 2013.

To my project supervisors, Dr. Lilac Osanjo, Mr. Murithi Kinyua and Mr. Mutune wa Gitau. To all my lecturers and the faculty and staff of the University of Nairobi, School of the Arts and Design.

Thank You.

Abstract

Visual communication is a huge field affecting industries and systems beyond current research and study. From the early ages, it was as simple as paintings which were the finest and most intriguing pieces. Later photography and motion picture were developed and the need for a clearer media for communication is ever in development. In communication is the single most powerful means of communication able to capture the senses to hypnotizing level.

Gestalt psychology which deals with visual perception is anther field which has been underwhelmed by support and focus but whose implications are far reaching. It has been able to explain perception according to the human mind and simple properties and principles that define how we perceive the world around us.

Color psychology is another field unique to the human mind since human being perceive colors with unique emotional attachment like no other creature. It has become a media of communication itself. A change of color can mean a big difference in the success or failure of an industry, brand or product. Research has shown that more than 90% of attention is drawn by color which is a huge implication in terms of marketing and graphic design.

The field of Graphic design has been undergoing tremendous growth over the ages. With the growth of advertising and the internet, the importance of graphic design has risen above the radar to a respectable practice that has been used to control and shape people's opinion. This project aims to consolidate a research into field of visual communication and a better understanding of theories and philosophies in this field.

TABLE OF CONTENTS

Visual communication as the name suggests is communication through visual aids and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, graphic design, illustration, color and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience. Excluding two-dimensional images, there are other ways to express information visually – gestures and body language, animation (digital or analogue), and film. Visual communication by email, a textual medium, is commonly expressed with ASCII art, emoticons, and embedded digital images.

CHAPTER ONE
INTRODUCTION

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INTRODUCTION

Visual communication as the name suggests is communication through visual aids and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, graphic design, illustration, color and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience. Excluding two dimensional images, there are other ways to express information visually - gestures and body language, animation (digital or analogue), and film. Visual communication by e-mail, a textual medium, is commonly expressed with ASCII art, emoticons, and embedded digital images.

Visual Communication as illustrated above is evident everywhere and its significance in commercial and other industries is huge. Ranging from advertising, photography, packaging, corporate branding and identity, web and online presence all rely on visual communication. Visual communication on the World Wide Web is perhaps the most important form of communication that takes place while users are surfing the Internet. The evaluation of a good visual communication design is mainly based on measuring comprehension by the audience, not on personal aesthetic and/or artistic preference as there are no universally agreed-upon principles of beauty and ugliness.

About Unilever

Introduction to Unilever
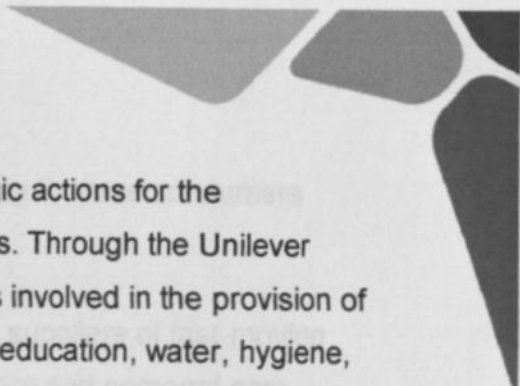
Unilever was founded in 1930 out of a merger between Lever Brothers (UK) and Uni-margarine (Netherlands) which existed in the 19th Century, Unilever (Uni+Lever) is today one of the world's leading Fast Moving Consumer Goods (FMCG) company with a turnover of more than 4.3 billion Euros. With Corporate offices in London and Rotterdam, Unilever operates in 100 countries and employs 250,000 people globally. The company spends 2.5% of its turnover on research and development and 1.5% on Corporate Social Responsibility. Unilever directly employs 250,000 people around the world and indirectly millions more as contract manufactures, growers, suppliers, distributors and service providers.

Figure 1: Unilever Logo

Everyday 150 million people choose our brands to feed their families and clean themselves and their homes. To meet their needs the business is therefore categorized in three areas; Foods, Home care and Personal Care products. Unilever is a leading multinational company that has existed for more than one century and operates in over 100 countries around the world and a turnover of over 43 billion Euros.

Unilever East and Southern Africa (ESA) is a Unilever Subsidiary operating in Kenya, Uganda, Tanzania, Zimbabwe, Zambia, Mozambique, and Malawi. ESA covers a market of 19 countries with a population of 150 million people in ESA. Unilever operates two businesses, the Consumer business dealing with FMCG and the Tea plantations business in Kenya and Tanzania. The plantations business is the biggest employer in Unilever with a workforce of 25,000 (10% of Unilever workforce).The Consumer business employs over 1,500 people directly. In addition Unilever ESA has 120 distributors spread across the 7 countries reaching more than 100,000 retail outlets each week.

Unilever subscribes to the highest standard of corporate behavior by being transparent in her dealings, fair in competition, and law abiding. The company is a socially

responsible and responsive organization that takes strategic actions for the improvement of the communities within which she operates. Through the Unilever Corporate Social responsibility programme the company is involved in the provision of support to the region's communities in the fields of health, education, water, hygiene, nutrition, and environment.

Her plantations worldwide are leading centers of agricultural research, innovation and sustainable agronomic practices. Their quest for excellence is explained by the fact that they spend more than one Billion Euros a year, 2.5% of our turnover on research and development. 114 of our global manufacturing sites are certified to the International Management Standards, ISO 14001. In addition, we spend over 66 million Euros (15% of our turn over) on a range of community projects.

Unilever therefore pride themselves as a company that is;

- A global home of brand excellence.
- Successful and respected company with international team working and meaningful local jobs.
- Has inspiring leaders and passionate people enabling world class training and personal growth.
- Has open culture where individuals and differences are valued.
- Socially responsible, locally and internationally.

Its brands are trusted everywhere and, by listening to the people who buy them, Unilever has grown into one of the world's most successful consumer goods companies. It is the world's third-largest consumer goods company measured by 2011 revenues (after Procter & Gamble and Nestlé) and the world's largest maker of ice cream.

Unilever has a portfolio of brands that are popular across the country. Popular because of two key strengths:

- Strong roots in local markets and first-hand knowledge of the local culture.

- World-class business expertise applied internationally to serve consumers everywhere.

Unilever Kenya Ltd. is proudly one of the country's leading suppliers of fast-moving consumer goods in all our three divisions - Foods, home care and personal care.

Foods

Its passion for understanding what people want and need from their food and what they love about it makes their food brands a popular choice.

- Unilever are the category leader in margarine in the country with the Blue-Band brand.
- In savoury, Royco and Knorr brands are household names you can't ignore.
- The largest seller of packed tea with the Lipton brand leading the Foods and Beverages category.

Home Care

In many parts of the world, Unilever lead in the homecare category. It's more than hygiene - with clothes that are clean and cared for; you get more out of life

- Home care products Omo and Sunlight are household names synonymous with powder soap.

Personal care

Their personal care brands are respected globally. They help consumers feel good, look good and get more out of life.

- Within the market, Unilever is visible with brands like Close Up, LifeBuoy, Fair & Lovely, Geisha, Vaseline and Rexona.

The Unilever Logo

Obviously the big blue 'U' of our logo stands for Unilever. But look a little closer and you'll see there's much more to it.

Our logo was designed to include 24 icons, each of which represents something important to Unilever.

From a lock of hair symbolising our shampoo brands to a spoon, an ice cream, a jar, a tea leaf, a hand and much more, the little icons all have a meaning.

Our icons

The icons that come together to shape the Unilever logo each signify something about the business. Find out what they mean.

Icons explained

Sun

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim·Fast and Omo all use radiance to communicate their benefits.

Figure 2 : The Sun Icon

Hand

A symbol of sensitivity, care and need. It represents both skin and touch.

Flower

Represents fragrance. When seen with the hand, it represents moisturisers or cream.

Figure 3 : The Hand and Flower Icons

Bee

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.

Figure 4 : The Bee Icon

8

DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

Figure 5 : The DNA Icon

Hair

A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

Figure 6 : The Hair Icon

Palm tree

A nurtured resource. It produces palm oil as well as many fruits – coconuts

and dates – and also symbolises paradise.

Figure 7 : The Palm Tree Icon

Sauces or spreads

Represents mixing or stirring. It suggests blending in flavours and adding taste.

Figure 8 : Sauces or Spreads Icon

Bowl

A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.

Figure 9 : The Bowl Icon

Spoon

A symbol of nutrition, tasting and cooking.

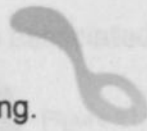Figure 10 : The Spoon Icon

Spice & flavor

Represents chili or fresh ingredients.

Figure 11 : The Spice & Flavor Icon

Fish

Represents food, sea or fresh water.

Figure 12 : The Fish Icon

Sparkle

Clean, healthy and sparkling with energy.

Figure 14 : The Sparkle Icon

Bird

Figure 13 : The Bird Icon

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.

Tea

A plant or an extract of a plant, such as tea. Also a symbol of growing and

farming.

Figure 15 : The Tea Icon

Lips

Represent beauty, looking good and taste.

Figure 16 : The Lips Icon

Ice cream

A treat, pleasure and enjoyment.

Figure 17 : The Ice Cream Icon

Recycle

art of our commitment to sustainability.

Figure 18 : The Recycle Icon

Particles

A reference to science, bubbles and fizz.

Figure 19 : The Particles Icon

Frozen

The plant is a symbol of freshness, the snowflake represents freezing.
A transformational symbol.
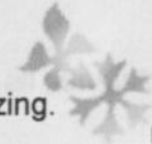
Figure 20 : The
Particles Icon

Container

Symbolises packaging - a pot of cream associated with personal care.
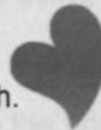
Heart

A symbol of love, care and health.

Figure 21 : The
Heart Icon

Figure 22 : The
Container Icon

Clothes

Represent fresh laundry and looking good.

Figure 23 : The
Clothes Icon

Wave

Symbolises cleanliness, freshness and vigor.

Liquid

A reference to clean water and purity

Figure 24 : The Wave
And Liquid Icons

Our mission

Unilever is a successful, growing, sustainable business. Its mission;

Figure 25 : Sunlight washing powder on a shelf

- To work to create a better future every day.
- To help people look good, feel good and get more out of life with brands and services that are good for them and for others.
- To inspire people to take small everyday actions that can add up to a big difference for the world.
- To develop new ways of doing business that will allow Unilever to double the size of the company while reducing its environmental impact.

Behaviour

Unilever's first priority is to the consumers then, their customers, employees and communities. When fulfilling their responsibilities to them, the shareholders will be rewarded.

We will win through a growth mentality and a positive approach to all our stakeholders, based on clear accountability and bias for action. (Unilever, 2013)

A clear direction

The four pillars of the vision set out the long term direction for the company – where they want to go and how they are going to get there:

Small actions, big difference

Unilever have always believed in the power of their brands to improve the quality of people's lives and in doing the right thing. But today, with the scale of the challenges the world faces, it's easy to believe that individual actions are too small to make a difference.

Because of the sheer range of their portfolio, global reach and scale, they can give people the confidence that their small actions, together with those of millions of others who buy their brands every day, can make a big difference.

For example, together Unilever are already saving over 3 million lives by encouraging hand hygiene, improving the oral health of tens of millions of people by creating a toothbrush that costs only 10 Shillings, and supporting millions of farmers and their families by purchasing tea from sustainably approved sources.

A better future for the planet

As the business grows, so do the responsibilities. Unilever recognise that global challenges such as climate change concern all. Considering the wider impact of our actions is embedded in her values and is a fundamental part of who they are.

This is reflected in her vision of growing the business without compromising their commitment to reduce our environmental impact. And this goes right across all that they do, from sustainable sourcing of their materials at one end to sustainable living for consumers at the other.

Purpose & principles
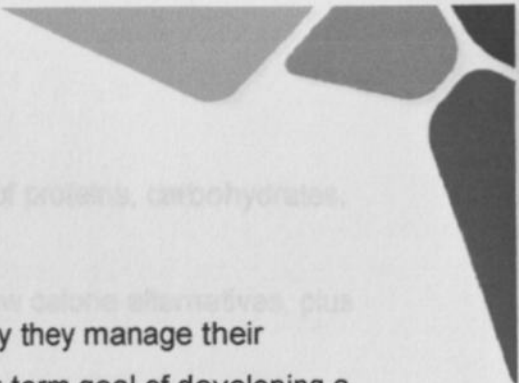
Unilever's corporate purpose states that to succeed requires "the highest standards of corporate behavior towards everyone we work with, the communities we touch, and the environment on which we have an impact."

Always working with integrity

Conducting their operations with integrity and with respect for the many people, organisations and environments their business touch has always been at the heart of their corporate responsibility.

Positive impact

Unilever aims to make a positive impact in many ways: through her brands, commercial operations and relationships, through CSR programmes, and through the various other ways in which they engage with society.

Continuous commitment

They are also committed to continuously improving the way they manage their environmental impacts and are working towards the longer-term goal of developing a sustainable business.

Setting out our aspirations

The corporate purpose sets out their aspirations in running the business. It's underpinned by their code of business Principles which describes the operational standards that everyone at Unilever follows, wherever they are in the world. The code also supports their approach to governance and corporate responsibility.

Working with others

Unilever want to work with suppliers who have values similar to their own and work to the same standards they do. Their Business partner code, aligned to their own Code of business principles, comprises ten principles covering business integrity and responsibilities relating to employees, consumers and the environment.

Nutrition & health

Unilever have created policies and guidelines to ensure they always act responsibly when it comes to health and nutrition.

Acting responsibly

Millions of people around the world enjoy the foods and drinks they create. So the ingredients used, the formulations, and the way they advertise and market their brands can potentially make a big impact on global health.

Unilever have had a strong nutrition policy in place since 2000. Based on that they have developed a carefully considered approach to health and nutrition which includes:

- encouraging a balanced diet with the right amount of proteins, carbohydrates, fats, vitamins and minerals
- developing a growing range of low fat, low sugar, low calorie alternatives, plus more 'active health' products such as proactive
- marketing responsibility our foods and beverages and helping to reduce over-consumption
- helping people understand the nutritional benefits of our products
- creating products that reflect the fact that people will only eat foods that they enjoy
- having sound specific evidence underpinning all our claims
- making significant contributions to researching the relationship on nutrition and health, such as the effects of good fats (unsaturated fats), fruits & vegetables and vitamins and minerals

Unilever have developed a set of marketing principles to ensure we're always 'honest, decent and truthful' in our communication – which include special principles on advertising to children.

Their Global Principles for Responsible Food and Beverage Marketing have been reviewed regularly since 2003 and updates published, the latest being in December 2010.

Unilever's corporate vision – helping people to look good, feel good and get more out of life – shows how clearly the business understands 21st century-consumers and their lives. But the spirit of this mission forms a thread that runs throughout our history.

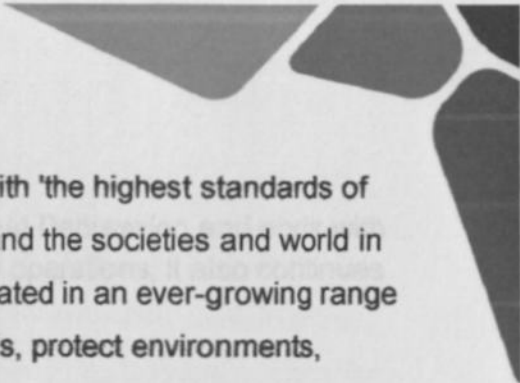## Helping people get more out of life

In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularise cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'.

This was long before the phrase 'Corporate Mission' had been invented, but these ideas have stayed at the heart of our business. Even if their language – and the notion of only women doing housework – has become outdated.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout we've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Balancing profit with responsible corporate behaviour

In the late 19th century the businesses that would later become Unilever were among the most philanthropic of their time. They set up projects to improve the lot of their workers and created products with a positive social impact, making hygiene and personal care commonplace and improving nutrition through adding vitamins to foods that were already daily staples.

Today, Unilever still believes that success means acting with 'the highest standards of corporate behaviour towards our employees, consumers and the societies and world in which we live'. Over the years they've launched or participated in an ever-growing range of initiatives to source sustainable supplies of raw materials, protect environments, support local communities and much more.

Through this timeline we'll see how the brand portfolio has evolved. At the beginning of the 21st century, their Path to Growth strategy focused them on global high-potential brands and their Vitality mission has taken them into a new phase of development. More than ever, their brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Leverhulme's heart over a hundred years ago.

Building on this heritage, their priorities now are inspiring people to take small everyday actions that can add up to a big difference for the world – from laundry brands that help minimise wasted water and packaging to nutritious, easily prepared and affordable meals and snacks.

Timeline

1885 - 1899
Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

1900 – 1909
Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

1910 – 1919
Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.

1920 – 1929
With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.

1930 – 1939
Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalises operations, it also continues to diversify.

1940 – 1949
Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.

1950 – 1959
Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.

1960 – 1969
As the world economy expands, so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition programme.

1970 – 1979
Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.

1980 – 1989
Unilever is now one of the world's biggest companies, but takes the decision to focus its portfolio, and rationalise its businesses to focus on core products and brands.

1990 – 1999
The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

2000 – Present
The 2000s start with the launch of Path to Growth, a five-year strategic plan, sharpened in 2004 with Unilever's Vitality mission focusing on the needs of 21st century consumers. In 2009, Unilever announces a new corporate vision - working to create a better future every day - and enters the 2010s with a new strategy: The Compass. To support this strategy, the Unilever Sustainable Living Plan launches in 2010.

The Unilever Foundation

The Unilever Foundation is a key action taken to help meet their ambitious goal of helping more than one billion people improve their health and well-being and, in turn, create a sustainable future - a core commitment of the Unilever Sustainable Living Plan.

"We live in a rapidly changing world. One where populations are growing, water is becoming increasingly scarce, and where food security is a growing issue. Unilever is committed to addressing the unmet social needs that our business can play a unique role in helping to solve. This is especially true in developing and emerging markets where we have deep roots," said Keith Weed, Chief Marketing & Communications Officer.

The Foundation is partnering with five leading global organisations – Oxfam, PSI, Save the Children, UNICEF, and the World Food Programme. By working together, they will be able to expand the delivery of life-saving solutions to drive systemic and scalable social change.

Additionally, these five global partners will serve as the primary beneficiaries in times of disaster and emergency relief so that Unilever are able to provide critical resources expeditiously when there is the greatest need and on longer term projects to help rebuild communities.

Today Unilever are facing significant complex challenges to the quality of life and that of future generations:

- Over one billion people do not have access to safe drinking water.
- More than 3.5 million children under five years old die from diarrhoea and acute respiratory infections annually.
- One child dies every four seconds from preventable and treatable causes due to the lack of basic healthcare.
- 2.6 billion people lack access to improved sanitation.
- An estimated 925 million people suffer from chronic hunger.

The Unilever Foundation is taking a targeted approach to its social investments by focusing her support on these critical issues in order to create the type of change that is needed to improve the quality of people's lives.

While Unilever decided to concentrate its resources on five global partnerships, we recognise that other individual countries have social investment needs based on their unique circumstances. Therefore, the Unilever Foundation is also supporting other organisations in over 50 countries by providing direct funding, expertise, products, and employee support to help address country-specific needs primarily aligned with the Foundation's mission.
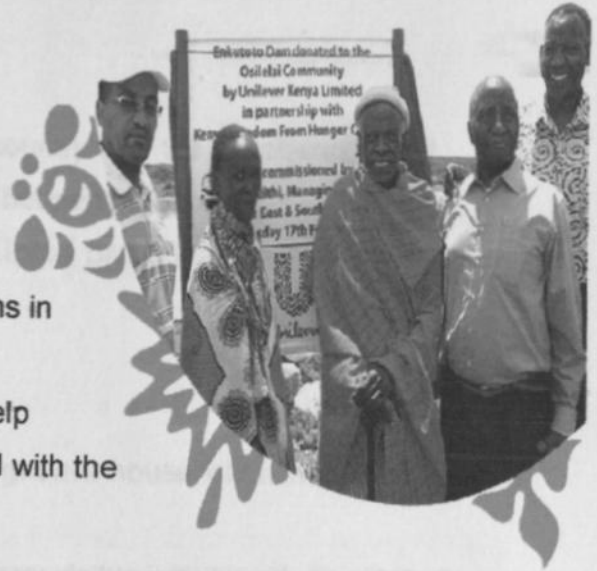
Figure 26 : A Unilever Foundation Project by Unilever Kenya Ltd in Osielai Community, Kenya

The Unilever Brands

Unilever is proudly one of the country's leading suppliers of fast-moving consumer goods in all our three divisions - Foods, home care and personal care.

Foods

- The category leader in margarine in the country with the **Blueband** brand.
- In savoury **Royco** and **Knorr** brands are household names.
- The largest seller of packet tea with the **Lipton** brand leading the Foods and Beverages category.

Home & personal care

- Our home care products, **Omo** and **Sunlight** are household names synonymous with home care.
- Within the personal care market, we are very visible with brands like **Fair & Lovely, Close Up, Geisha and Lifebuoy, Rexona, Simple and Vaseline** to help you look and feel good.

Food Brands

Unilever is one of the world's leading food companies. Their passion for understanding what people want and need from their food - and what they love about it - makes the brands a popular choice.

Blue Band

A familiar name in African households.

Figure 27 : Blue Band Logo

Lipton
Making a big splash in the global beverages market.

Figure 28 : The Lipton Logo

Knorr
One of the largest Savoury brands in the world.

Figure 29 : The Knorr Logo

Royco
Royco is a food additive that has been in the market for almost three decades, a true partner in the kitchen.

Figure 30 : The Royco Logo

Home care brands
In many parts of the world we lead the home care market, with brands such as Omo and Sunlight. It's more than just hygiene – with homes and clothes that are clean and cared for, we help you look good, feel good and get more out of life.

Omo
Giving your kids the freedom to get dirty, safe in the knowledge that Omo will remove those awkward stains.

Figure 31 : The Omo Logo

Sunlight
Trusted over the years to deliver gentle care.

Figure 32 : The Sunlight Logo

Personal care brands

Our personal care brands, including Fair & lovely, Vaseline, Geisha and Close up are recognised and respected in Kenya, Africa and internationally.

Close up

New Close-Up with an advanced formulation is clinically proven to give you the healthiest teeth and freshest mouth.
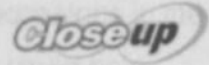
Figure 33 : The Close Up Logo

Fair & Lovely

Fair & Lovely face cream was launched in India in the 1980's through extensive research. In Kenya it was launched in 1993 to meet t need for a clear, gentle and flawless complexion.

Figure 34 : The Fair and Lovely Logo

Geisha

Figure 35 : The Geisha Logo

The new Geisha range of bath soaps offers a choice of four variants to suit your individual senses.

Lifebuoy

Figure 36 : The LifeBuoy Logo

On 15th October Unilever is celebrating Global Hand washing Day's fifth birthday and we'd like you to join us.

Why should I get involved?

Since Lifebuoy co-founded Global Hand washing Day five years ago, the number of children dying from diarrhoea each year has halved – that's 1.1 million lives saved. But diarrhoea alone still results in 3,000 children every day dying before they reach their fifth birthday, and is the second most common cause of child mortality worldwide.

Dr. Myriam Sidibe, Lifebuoy Global Social Mission Director, says: "Hand washing with soap is one of the most effective and low-cost ways to prevent diseases like diarrhoea and pneumonia.

"We know from clinical research that hand washing with soap at key occasions in the day can reduce the risk of diarrhoea by up to 45%. That means that it could help 600,000 more children reach their fifth birthday every year."

Regular hand washing with soap also helps to reduce the number of schooldays lost to sickness every year in both developed and developing countries.

Global Hand washing Day is part of the Unilever campaign to build a Billion Better Lives, helping 1 billion people to improve their health and well-being by 2020, as part of the Sustainable Living Plan.

Vaseline

A well-known household brand that has been in the Kenyan market for decades. It has been trusted by generations as the

ultimate symbol of quality for the entire family.

Figure 37 : The Vaseline Logo

Blue Band (Food Brand)

Figure 38 : Blue Band Illustration

Pioneering excellence

Unilever was the first company to commercially produce margarine in Kenya in 1955, through its strategic partner East Africa Industries.

Over the last fifty years Blue Band has grown to be a household name and is currently used by over 2.3 million households in Kenya annually.

Blue band contributes to over 80% of the margarine market in East Africa. In 2009, Blue Band was named 2nd most popular brand in East and Central Africa, and has won several awards including the best re-innovation by an existing brand for Blue Band Spread for bread launch.

A familiar name in African households, Blue Band has been used since 1955 on breakfast tables. Indeed, for school children especially, Blue Band is a constant companion in their lockers to supplement the taste of food and spread on the innumerable loaves of bread that must be consumed the whole school term! Blue Band Spread for Bread was recently launched in Kenya, Uganda and Tanzania.

Variants

Blue bands two variants have diverse uses:

- You can use Blue Band original for: Baking, Cooking, Spreading

- Blue Band Spread is specially formulated for spreading only thus more affordable but still offers the same nutrients as Blue Band original.

From our range

Blue Band Spread for bread

Figure 39 : Blue Band Spread

Blue Band Original pack

Figure 40 : Blue Band Original

Lipton is one of the world's great refreshment brands, making a big splash in the global beverage market with tea-based drinks including iced tea, infusions, ready-to-drink tea and other healthy, refreshing alternatives to soft drinks.

Lipton continues to lead as the global tea beverage market, making a big splash with a range of tea-based drinks.

As well as enabling consumers to drink better and live better, Lipton is also good for the environment. Sustainable farming practices, both within our own and third party tea estates is vital for our future. One example of the many environmental and ethical actions being taken is the 'Trees 2000' programme in Kenya, which sees Lipton planting 475 000 indigenous trees every year to curb deforestation.

We're growing fastest in ready-to-drink teas including the international Lipton Ice Tea range, the Lipton Brisk range in North America and a range of Lipton ready-to-drink teas in Asia which can be served hot or cold. Other recent flavour innovations cater to health and adventurous tastes, for example green tea lines and the Lipton Fusion blends of tea and exotic fruit juice varieties.

As demand is growing for easy, quality tea, Lipton is making it faster and easier to enjoy. Innovations include Lipton Pyramid tea bags that give the leaves more room to move and a cold-brew iced tea range that allow iced tea to be freshly brewed in minutes in just five minutes. Lipton has also recently entered the green tea market, offering both leaf and ready-to-drink varieties.

25

Lipton (Food Brand)

Figure 41 : Lipton Illustration banner

Lipton is one of the world's great refreshment brands, making a big splash in the global beverages market with tea-based drinks including leaf tea, infusions, ready-to-drink tea and other healthy, refreshing alternatives to soft drinks.

Lipton continues to lead as the global tea beverage market, making a big splash with a variety of tea-based drinks.

As well as enabling consumers to drink better and live better, Lipton is also good for the environment. Sustainable farming practices, both within our own and third party tea estates, is vital for our future. One example of the many environmental and ethical measures being taken is the 'Trees 2000' programme in Kenya, which sees Lipton planting 40 000 indigenous trees every year to curb deforestation.

Lipton is growing fastest in ready-to-drink teas including the international Lipton Ice Tea range, the Lipton Brisk range in North America and a range of Lipton ready-to-drink teas in Asia which can be served hot or cold. Other recent flavour innovations cater to changing and adventurous tastes, for example green teas and the Lipton Fusion blends of iced tea and exotic fruit juice varieties.

Leaf tea remains a favorite in many markets and Lipton is making it tastier and easier to make with innovations including Lipton Pyramid tea bags that give the leaves more room to move and Lipton Cold Brew tea bags that allow iced tea to be freshly brewed in cold water in just five minutes. Lipton has also recently entered the green tea market, launching both leaf and ready-to-drink varieties.

From our range

Figure 42 : Lipton Green Tea

Figure 43 : Lipton Yellow Label tea

Figure 45 : Lipton Iced Tea

Figure 44 : Lipton Ice Tea

Knorr (Food Brand)

Figure 46 : Knorr Illustration Banner

Life can be so delicious

Knorr cubes

They were first introduced in the Kenyan market in 1971 and pioneered the cubes market category. They are soft cubes made from the finest local and imported spices, herbs, vegetable fats, salt and flavour enhancers mixed into a moulded form. Knorr cubes are crushed and put in food at the initial stages of cooking. They can also be used for making clear soup. They enhance savoury flavour making food tasty with an appetising appearance and pleasant aroma. Knorr flavoured cubes are available in a 2 cube or 6 cube packets, carefully packaged to ensure the quality is not compromised.

Knorr Aromat

Knorr Aromat is a unique blend of herbs and spices, fats and salt that turns even the blandest meals into delicious delicacies. It is sprinkled on cooked food to add a savoury flavour or used as table salt. It is also added to food while cooking giving food a savoury taste and unique aroma. Knorr Aromat is also used for marinating purposes, Just Shake Knorr Aromat over Chips, Nyama choma and even home cooked meals and taste the difference. You can also use to season your food while cooking. Knorr Aromat comes in three delightful flavours:

- Original
- Peri-Peri
- Chili Beef

So next time you want to eat, make sure you have Knorr Aromat! Knorr Aromat is packaged in easy to refill canisters to suit your needs.

Knorr range

- Knorr Cubes
- Knorr Reg... Soups

- **Knorr Aromat**
- **Knorr Quick Soups**
- **Knorr Oodles of Noodles**
- **Knorr Salad dressing**
- **Knorr Marinades**
- **Knorr Sauces**
- **Knorr Instant Gravy**

From our range
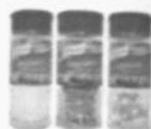
Figure 48 :
Knorr pack of
spices

Figure 47 : Pasta sauce

Figure 50 :
Packet soup

Figure 49 :
Pasta sauce

Royco (Food Brand)

Royco is a food additive that has been in the market for almost three decades and has been a true partner in the kitchen – transforming ordinary meals into finger licking ones.

Royco Mchuzi Mix

- Royco is a blend of: Herbs & spices, cornstarch, salt & flavour enhancers
- Royco was launched in 1978 as Roiko. It was the first beef flavouring in the market and only one pack size (15g sachet) was launched. In 1984 the Roiko 200g tub was launched and then in 1993 Roiko was re-launched as Royco
- Royco Cubes were launched in 1996. The cubes have been showing significant growth over the last few years. Royco gives food an appetising flavour, nice taste, aroma, appearance and thickens stews thus making it enjoyable for the whole family. Royco is the trusted partner in the kitchen helping you add colour, and enriching your meals so that the whole family can enjoy. It enhances the taste and aroma of your food transforming it into such an appetizing meal that your family cannot help asking for more. Royco can be used on different foods like meat, fish, chicken, eggs, sukuma wiki, spinach and traditional greens. You can even add Royco to flavour rice, potatoes and arrowroots

Benefits to consumers
Variety of usage/Ease of use:

- Thickens soups (Royco Mchuzi mix)
- Gives food aroma
- Transformation of meals from bland to tasty meals
- Brings family together
- Appetising aroma/colour

- Increased confidence as a woman and a mother
- Your family will love your cooking.

From our range

Figure 53
:Royco Pack

Figure 52 :
Royco Small
Pack

Figure 51 : Unilever
Food Solutions

Unilever Food solutions

Figure 54 : Unilever food solutions illustration

Unilever Food solutions is one of the world's leading foodservice businesses. The business works with customers including caterers, restaurateurs and major hotel and fast-food chains to create food solutions that help grow their business.

Solutions vary as widely as our customers - products that add the right seasoning, flavour or texture, pre-prepared ingredients that save time in a busy kitchen and new ways of serving food on a large scale at consistent quality are just some examples.

Figure 55 : Unilever Food Solutions

Our focus is understanding our customers and designing solutions specifically to meet their needs, using our expertise in taste, chefmanship, food technology and service and the right choice of Unilever Food solutions products and brands.

Unilever Food solutions helps to provide healthier options in several key ways. Firstly, they're helping to boost consumption of vegetables by making them more appealing, and developing 'better for you' foods that are attractive, easy choices.

In addition, they're continuing to train their Food solutions people and operators in the basics of nutrition – so everyone knows what they should be doing and what the benefits are.

They also focus on canteens and quick-service restaurants, which are under extreme pressure to offer menus with healthier alternatives. They have started to work with quick-service restaurants by enabling them to provide healthier options for consumers, such as Hellmann's Extra Light Mayonnaise and Becel portions.

Innovations

Knorr Total Soup Solutions systems enable caterers to capitalise on the growing popularity of soup by making soups available, visible and attractive to consumers. The Knorr 100% Soup bar offers a choice of new and traditional soups created by Knorr chefs, together with complementary toppings to customise their soup.

Lipton Brewed Iced Tea is a tea preparation and dispensing system that provides foodservice operators with the ability to serve high-quality, fresh-brewed tea with ease.

A great range of lower-fat, great-tasting Hellmann's dressings, available through specialised Hellmann's dispensers, is helping a major fast-food chain to provide a healthy salad bar option in a growing number of outlets in North and Latin America.

In Belgium, our 'Good For You' range offers healthy, balanced recipes for lunch meals and sandwiches, with information materials to highlight the benefits. It's now used in around 100 industrial kitchens.

Key facts & figures

The global food-service industry is worth over €350 bn and is growing rapidly as people around the world eat out more than ever before. In the US, more than half of food expenditure now happens outside the home. In Europe, this figure is as high as one third and, in Hong Kong, 2.5 meals out of every three are eaten away from home.

Omo (Home Care Brand)

Figure 56 : Omo illustration

Blue OMO was first launched in 1962 and underwent a further relaunch in 1972 to become Extra Active Blue OMO. In 1986 OMO was relaunched with a new perfume and later into Omo Powerfoam with new formulation, packaging, and pricing in 1991.

OMO was first registered in the United Kingdom in 1908 and launched in Kenya in 1953 making it the oldest laundry powder brand in the country. The acronym OMO which is a household name stands for "Old Mother Owl".

Sunlight (Home Care Brand)

Figure 57 : Sunlight illustration banner

The Sunlight brand was created in 1885.

Trusted over the years to deliver gentle care, the Sunlight bar was launched in Kenya in the late 1950's as a pure, mild, gentle multipurpose soap. It has gained a heritage in cleaning & caring such that mothers even use it for their new born babies.

In August 2002, Sunlight washing powder was launched in sachets of 500g, 200g and 50g sizes. Sunlight washing powder is the first all natural formulated washing powder. It has grown and has built on the pure, mild heritage of the bar.

Key Facts & Uses

Sunlight is on a mission to brighten up consumers lives by making laundry not appear as such a mundane task. It both cleans & softens consumers clothes thus there is no need to use a fabric softener.

Range
The Sunlight range consists of:

- Sunlight Powder – 25g, 100g, 200g, 500g, 1kg & 3.5kg. All these are in sachets. The 500g & 1kg packs also come in a re-usable jar while there is a 3.5kg bucket.

Sunlight washing powder cleans effectively yet gently, and leaves clothes noticeably softer. Its gentle on your hands, colours and clothes leaving them looking like new wash after wash. The natural ingredients in Sunlight foam easily and last longer while washing, giving you a good clean wash.

- Sunlight Tablet – 50g, 80g & 175g. The tablet comes as a multipurpose soap for laundry, washing & bathing. The multipurpose soap is yellow in colour.

The Sunlight bar is a pure, natural and mild soap with a strong heritage, that's tried and tested. The gentle soap gives you more lather and lasts longer to give a cleaner wash. It's made from superior ingredients that make it gentle on hands and skin. It is excellent for use all round the house for laundry - on your delicate fabrics, kitchen - on cutlery and crockery, and personal care use.

- The 175g tablet is also available as a laundry specialist which comes in blue colour.

The Sunlight laundry specialist contains active brighteners and is specifically made for all your laundry needs. The active brighteners brighten colour, has lots of lather that lasts longer and keep your clothes looking like new wash after wash. The long lasting bar soap has a fresh lemon fragrance leaving clothes with a pleasant scent after every wash.

- Sunlight Fabric Softener

The Sunlight fabric conditioner is available in two fragrances to suit consumers' after washing needs.

The Sunlight Fabric conditioner comes in a choice of two unique natural Fresh fragrances - Summer Dew and Classic dew. These two offer a unique unbeatable softness and freshness with unique nourishing fibre protectors that prevent tough dirt from penetrating deep into fabrics. This makes clothes easy to iron and antistatic.

- Sunlight Dishwashing liquid
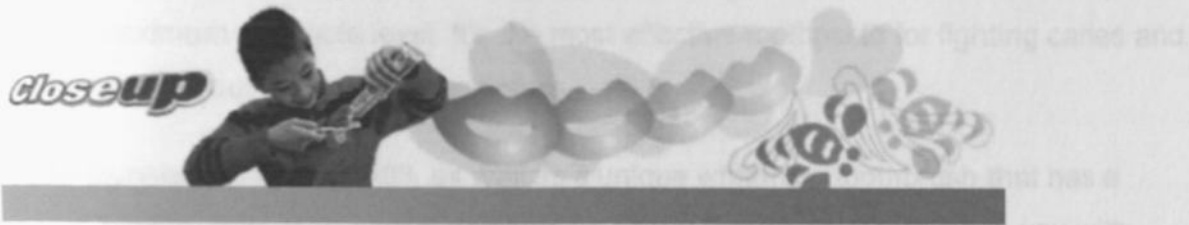
Figure 58 : Close-Up Illustration Banner

New Close-Up Ultra Whitening has unique whitening micro - granules that help make your teeth sparkling white.

Strengthens, freshens, whitens like never before

Close up red was launched in 1974. It is the only red gel toothpaste in the Kenyan market and comes in an easy to squeeze laminate tube.

Use New Tingly red Close Up to protect your teeth. Close Up has three advanced ingredients:

- TRICLOSAN for Fresher breath the anti-bacterial Triclosan in new Close-Up Tingly Red fights mouth bacteria and prevents bad breath. Experience the pleasant flavour, tingling sensation, and long lasting freshness of new Close-Up Tingly Red all day and all night. New Close Up with an advanced formulation is clinically proven to give you the healthiest teeth and freshest mouth.
- MICROWHITENERS for Whiter teeth. The new advanced micro-whiteners in Close-Up are a form of high cleaning silica that improves cleaning power of the paste. Simply put, the micro-whiteners have improved the cleaning power of New Close-Up Tingly Red, leaving your teeth whiter and shinier all day and all night. New Close-Up with an advanced formulation is clinically proven to give you the healthiest teeth and freshest mouth.
- FLUORIDE for Stronger teeth

The level of Fluoride in new Close-Up Tingly Red is higher than other toothpastes yet it's the maximum allowable level. It's the most effective toothpaste for fighting caries and strengthening your teeth like never before.

It was launched in March 2003, as well as a unique whitening toothbrush that has a rubber lamella. Both toothpastes come in gel based formulations that leave you with fresh breath after very brush. To protect and maintain your teeth from cavities, brush your teeth with Close-Up.

New Close-Up Ultra Whitening has unique whitening micro - granules that help make your teeth sparkling white. You actually see and feel the special whitening granules as they work hard to remove the yellow film from the surface and in-between your teeth. These granules break down and dissolve in your mouth as you brush. Use Close-Up Ultra - Whitening to remove the coloured substances caused by substances like tea, coffee, and wine which cause discoloration of teeth. Close-Up ultra - whitening helps bring the natural whiteness of your teeth back. Pick a pack of Close-Up Ultra - whitening for a dazzling smile, fresher breath and ultra - white teeth in just four weeks. NB: You must brush your teeth at least twice a day to achieve ultra white teeth.

Figure 59 : Trionic

Fair And Lovely (Personal Care Brand)

Fair & Lovely face cream was launched in India in the 1980's through extensive research. In Kenya it was launched in 1993 to meet your need for a clear, gentle and flawless complexion. Fair and Lovely is the No. 1 fairness cream. It has proven its safety and effectiveness with millions of women all over the world.

Fair & Lovely cream was developed in 1975 by the Unilever Research Centre. It is the world's no.1 fairness cream and is sold in over 40 countries. 1 in 10 women in the World use Fair & Lovely.

In Africa, Fair & Lovely cream can be found in many countries from Kenya, to Zambia, Zimbabwe, Uganda, Tanzania, Cote D'Ivoire, Egypt, Malawi, Rwanda and Mozambique.

Fair & Lovely cream is available in two variants: Multivitamin cream and Herbal cream at prices to suit every pocket.

Fair & Lovely works on the skin's natural renewal cycle resulting in outstanding fairness, even tone and radiant skin. It is clinically and dermatologically proven to restore a youthful compression while protecting it from darkening due to the sun's rays.

Fair & Lovely cream does NOT contain any bleach or harmful ingredients. It is a patented product that contains vitamins and sun screens that enhance the skin tone in 4 weeks in a non-harmful way.

All ingredients in Fair & Lovely are accepted COSMETIC ingredients internationally listed in the CTFA (Cosmetic Territories and Fragrance Association)

How Does Fair & Lovely work?

Fair & Lovely face cream has a fairness system that works safely and gently, yet very effectively to give clearer skin, along with a radiant glow and even skin tone. Its fairness system works in 3 ways:

1. Fairness Vitamin B works gently with your skin's natural process and safely controls the distribution of pigmentation making your skin radiant and fairer over a period of 4 weeks.

2. Fair & Lovely has a triple sun screen system which is known to protect your skin from harmful UVA and UVB rays to give you even toned skin.

3. With a light moisturising feel that works nonstop during the day to give guaranteed clear, radiant skin.

Why is Fair & Lovely Multivitamin so important?

Fair & Lovely is a patented, silicon enhanced vanishing cream with 4 essential vitamins giving a lasting shine-free effect. The triple sunscreen system protects from the sun's darkening rays while Allatoin activates the Fair & Lovely vitamin system to give radiant even toned skin.

Fair & Lovely multivitamin cream contains the following vitamins

Vitamin B3: its proven fairness vitamin works on controlling pigmentation distribution from within making skin visibly fairer.

Vitamin C: Known to give flawless, even toned fairness, and gives skin a natural glow.

Vitamin A: Known to enhance the skin's elasticity and strengthens skin cells for soft supple skin.

Vitamin E: Known to hydrate, nourish and rejuvenate skin.

Geisha (Personal Care Brand)

Figure 60 : Geisha Illustration Banner

The new Geisha range of bath soaps offers a choice of four variants to suit your individual senses. The revitalising soaps are Camomile, Almond & Oatmeal, Rose & Body Text Milk, and Sea Minerals.

•Geisha was first launched in South Africa in 1960. It was launched in Kenya in 1993. It has grown very quickly to become the no. 1 toilet soap in this market, a position which it holds to date. It was launched with 3 variants–

- White Gentle Care
- Pink beauty Care
- Green Fresh Care

It was re-launched in 2007 as the African Star and was an instant hit in the trade. The Launch of African Star in ESA was with the introduction of a new "lemon" variant

Geisha soaps are made through intensive research and care to deliver expertly refined soaps. The new soaps are enriched with natural ingredients, aromatic oils and fragrances to make your bath time more than just a cleaning experience.

The New variants with appealing fragrance and colour come in easy to handle tablet shapes with new sizes from 200g and 100g, and a handy to carry size of 45g at an attractive price. Geisha soaps are rich and creamy, lather well and ideal for your whole family.

Camomile

New Geisha Yellow with extracts of camomile flowers known for their soothing, calming relaxing effects. Take a relaxing break with Geisha Yellow.

Rose & Milk

New Geisha Pink with rose and mild extracts which are proven to gently refresh the senses and have a calming effect on you.

Sea Minerals

New Geisha Blue with sea mineral extracts. It has a refreshing invigorating effect like a splash in the clear blue sea.

Almonds & Oatmeal

New Geisha White with almonds & oatmeal extracts which nurture the senses and have a gently uplifting effect.

Geisha White

Geisha white comes in a 45g flow wrap pack at only Kshs. 10/-

From our range

Figure 61 :
Geisha pink

Figure 62 :
Geisha green

Figure 63 :
Geisha Yellow

Figure 64 :
Geisha blue

Lifebuoy (Personal Care Brand)

Figure 65 : Lifebuoy Illustration Banner

Lifebuoy's goal is to provide affordable and accessible hygiene and health solutions that enable people to lead a life without fear of hygiene anxieties and health consequences… people everywhere, regardless of the boundaries of nationality, religion, social-economic status etc.

Improving health & hygiene for over 100 years

Lifebuoy is one of Unilever's oldest brands, a brand that was truly 'global' before the term 'global brand' was invented. Lifebuoy Royal Disinfectant Soap was launched in 1894 as an affordable new product in the UK, to support people in their quest for better personal hygiene. Soon after launch, Lifebuoy soap traveled across the world, reaching countries such as India, where even today it is still the market leading brand.

Lifebuoy saves lives

Consistent in Lifebuoy's 110+ year history has been its championing of health through hygiene. The brand's core promise of protection and a commitment to support life through unbeatable protection is at the heart of the brand name itself – Lifebuoy, the guarantee of protection when you are threatened. For example, a 1930's campaign in the US was titled 'Clean hands help guard health', encouraging the use of Lifebuoy soap to kill the germs on hands that can cause health issues. A similar campaign continues today, with Lifebuoy hygiene education programmes ongoing in countries including India, Bangladesh, Pakistan, Sri Lanka, Indonesia and Vietnam.

Figure 66: Lifebuoy Care

Figure 67 : Lifebuoy Total

Figure 69 : Lifebuoy Herbal

Figure 68 : Lifebuoy DeoFresh

Vaseline (Personal Care Brand)

Figure 70 : Vaseline Illustration Banner

A well-known household brand that has been in the Kenyan market for decades. It has been trusted by generations as the ultimate symbol of quality for the entire family.

A beautiful skin is a beautiful feeling

Current range- Normal PJ, Baby PJ and Perfumed are available in various pack sizes to suit your needs.

- Vaseline Blue Seal Petroleum Jelly protects your skin because it's pure. It cares and nurtures your skin and is the number one skin protection petroleum jelly. For mothers concerned about the well being of their families and need good looking healthy skin, use Vaseline petroleum jelly which is trusted to protect and soothe your skin. It can also be used moisture skin and heal wounds The Blue Seal is a trusted symbol of quality. Apply Vaseline to moisturise your skin, prevent chapped dry skin and keep your skin feeling beautiful all day long
- Vaseline PJ perfumed was launched in April 2003 for adults who want a perfumed scent in their PJ. Use it to moisturise and tone your entire body. It has a light and fresh fragrance that also provides daily protection on your skin against dryness. The light non greasy formulation has a pleasant scent and is easily applied to all skin types to keep it soft and healthy
- Vaseline Petroleum Baby Jelly, to prevent Nappy Rash from occurring, and to protect your baby's skin from wetness. The unique properties of the jelly form a protective layer over the skin that acts as a barrier between the nappy wetness and your baby's tender skin. At every nappy change wash the baby's bottom thoroughly and then apply a continuous film of Vaseline Baby Jelly over the buttocks. Always protect the baby's skin, nose, cheeks and lips from dryness,

chapping and cold weather by smoothing on Vaseline Baby Jelly. A light touch of Vaseline Baby Jelly on the cheeks and chin will keep skin soft. Regular application of Vaseline Baby Jelly to baby's scalp will soften the crust of the cradle cap and prevent further scaling or drying

- Vaseline Intensive Care Dual Action Soap gives your skin the best care it can get. The soap is available in two variants - Tea Tree oil and Aloe Vera Extract, to give your skin not just the confident cleanliness of anti-bacterial germ protection but also a silky and moisturised feel. Try out the two soaps and feel the difference today. Suitable for use by the whole family

For Minor burns, Vaseline Blue Seal Petroleum Jelly is a good emergency treatment for minor burns. To soothe, splash plenty of cold water onto the affected area then apply Vaseline.

Avoid dry and cracked lips by applying a little dab of Vaseline Blue Seal.

From our range

Figure 71 :Vaseline Hand Lotion

Figure 72 : Vaseline Body Lotion

Figure 73 : Vaseline lip therapy

Figure 74 : Vaseline petroleum jelly

Simple (Personal Care Brand)

Simple is, quite simply, a range of fragrance-free skincare designed to provide effective cleansing and moisturing that's gentle enough even for sensitive skin.

Our philosophy is simple – no perfume, no colour and no harsh chemicals in any of our products, as these are the most common causes of skin irritation.

With more than 50 years of heritage in caring for sensitive skin, Simple knows that using only the kindest ingredients pays dividends when it comes to looking and feeling good.

Our fragrance-free and colour-free soap was launched in 1960 and was recommended by doctors for people with sensitive skin. Since then we've kept our products kind.

We've added a range of bath and shower products, cleansers, toners, moisturisers, shampoos and conditioners – with skin-loving nutrients and vital vitamins for naturally healthy looking skin.
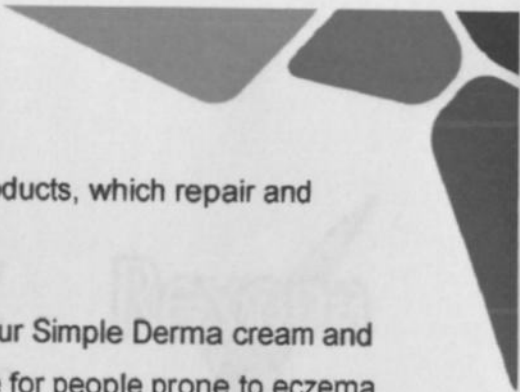
Not perfumed, not coloured, just kind

There is a Simple solution for everyone who likes their skincare kind. The Simple Kind to Skin range contains the perfect blend of active ingredients and vitamin goodness to be kind to the skin and keep it naturally healthy.

For teenagers, we have created the Simple Spotless Skin range, which is specially formulated with zinc and chamomile to give visibly clearer skin.

And the Simple Baby range provides what every parent wants – safe, gentle skin care, so kind that it is recommended for use even on newborns.

Whatever your age, you need protection from the sun – and Simple Sun Sensitive has been specially formulated to enhance the skin's natural protection and defense against the sun.

We even make a range of Regeneration Age Resisting products, which repair and protect while defending skin from early signs of ageing.

Natural ingredients are at the heart of everything we do. Our Simple Derma cream and lotion is designed to cope with very dry skin and is suitable for people prone to eczema and dermatitis – but it contains no harsh chemicals.

Instead, the plant extracts natural aquaxyl and canola oil are the active ingredients – and Simple Derma is clinically proven to show results in just four days.

Rexona (Personal Care Brand)

Rexona offers maximum protection you can rely on, all day long. Our antiperspirants and deodorants are developed to meet different demands for men and women, responding to your body to keep you feeling confident and cool for up to 48 hours.
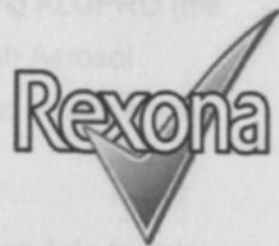
Rexona won't let you down. Thanks to the unique technology developed by Unilever scientists, which releases extra protection when you need it most; you can be certain Rexona will keep you feeling fresh all day.

Our research and development experts know that men and women have very different demands when it comes to deodorants. That's why we've developed products to meet their individual needs.
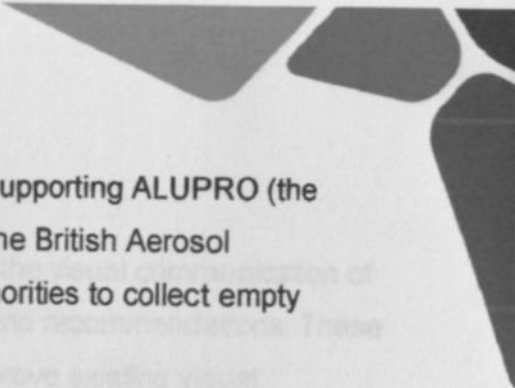
Our proprietary body-responsive technology means Rexona can sense when your body needs extra protection – and provide it on cue.

In fact, Rexona scientists discovered that there's a difference between the way your body produces sweat when you're hot, and the way you start sweating when you're stressed or anxious. Rexona is designed to deliver anti-perspirant protection on both counts.

And with our No White Marks technology, your clothes will stay looking as fresh as you'll feel. Rexona was the first brand to introduce its Crystal range – deodorants which go on completely clear, eliminating the white marks aerosols and sticks can leave on dark clothes.

Rexona's global reach

Unilever is the largest anti-perspirant and deodorant manufacturer in the world and we recognise the responsibility this brings.

As part of our commitment towards sustainability, we are supporting ALUPRO (the aluminium packaging recycling organisation) and BAMA (the British Aerosol Manufacturers' Association) to encourage all UK local authorities to collect empty aerosols.

We're also enabling millions of people in low-income markets across Asia to enjoy Rexona's benefits through affordable mini-sticks, mini-roll-ons and sachets of deodorant lotions, supported by personal hygiene education programmes.

The world's best-selling deodorant, Rexona is also sold as Sure, Shield and Degree around the world – but whatever the name, it always carries the iconic 'tick' logo.

Purpose of the Research

The purpose of this research is to investigate and analyse the visual communication of Unilever Kenya Ltd in order to draw findings, evaluations and recommendations. These finding and recommendations will hopefully be used to improve existing visual communication and build on the current body of theory. Unilever has been one of the most successful consumer products companies in Kenya and around the world. Some of its brands have become household names e.g. Vaseline 'Petroleum Jelly', Omo 'Washing Powder' and Royco for food additives. From the introduction, it is clearly outlined how unilever has always embarked on a heavy media buying and promotion of its brands by all media. The purpose is not to explain Unilever's strategy in marketing and advertising but to analyse on the impact of visual communication in making brands successful household names. They have clearly described their products and the research will analyse their visual communication of these. The research will also build on the body of theory on how a large company like Unilever has successfully manage to launched successful campaigns and especially noting in a volatile market such as the Fast Moving Consumer Goods Market of low income economies.

Visual communication is the backbone of marketing. It presents the face of the company and the product to the market. Its effectiveness drives or dips sales and visibility of the company. The study will analyse how Unilever Kenya has used the mediums of visual communication; advertising, photography, packaging, corporate identity and branding and web design to successfully and effectively communicate their brands, products and services.

The study will rely on conceptual theories of Gestalt and Color psychology to analyse the visual communication used by the brand and draw conclusions and recommendations based on the body of theory.

Guiding Questions

Some of the questions that will guide this research are;
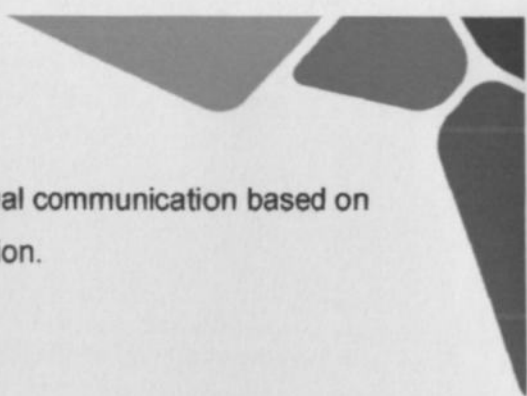
a) What media platforms has the company used in its visual communication?

b) What media platforms has the company not used in its visual communication?

c) How has the company presented itself and its products?

d) What layout and presentation has the company consistently used?

e) How has the company used the foreground and the back ground in its visual communication?

f) What shapes has the brand used consistently in its visual communication?

g) How has the company incorporated Gestalt in its visual communication?

h) What principles and laws of Gestalt have been applied in the visual communication of the company?

i) What are the evaluations that can be drawn from the company's current visual communication based on Gestalt?

j) What are the recommendations based on Gestalt that can be applied to improve the company's visual communication?

k) How has the brand used color in its visual communication?

l) What color has the brand associated itself with?

m) What strategies has the company taken in the application of color psychology in its visual communication?

n) What are the evaluations that can be drawn from the company's current visual communication based on Color Psychology?

o) What are the recommendations based on color psychology that can be used to improve the company's visual communication?

p) What does research on Fast Moving Consumer Goods, Consumer, Foods and Personal Care products and visual perception suggest?

q) How can the company combine new strategies based on the conceptual theories and new media alternative to improve its current visual communication?

Problems

To analyse the company's visual communication and the media used.

To describe the company's adopted design and layout in its visual communication.

To analyse any Gestalt applied in the company's current visual communication.

To analyse the use of color in the company's current visual communication

To evaluate research on Fast Moving Consumer Goods, Consumer brands, Food brands and Personal Care products, gestalt and color psychology.

To build recommendation based on Research, Gestalt and Color Psychology for effective visual communication improvements.

Sub-problems

To describe the company's visual communication and the media used.

To describe and analyse the company's adopted design and layout on its current visual communication.

To describe existing Gestalt in the company's' visual communication.

To analyse the application of Gestalt in the company's visual communication.

To describe the use of Color in the company's visual communication.

To analyse the application of Color psychology in the company's visual communication.

To explore recommendations that can be used to improve the company's visual communication based on Gestalt and Color Psychology.

To explore new media strategies and presentation for visual communication based on Gestalt, Color Psychology and research on visual perception.

Limitations

a) Limited time frame.
b) Cost of conducting the research.
c) Securing appointments with Unilever marketing staff.
d) Securing formal agreements for the research.
e) Suspension of Research and Development departments in previously selected companies for the subject of this research.

Delimitations

The research will not analyze the brand's use of radio and TV media for its visual communication,

The research will not seek to change the brand's current corporate colors.

The research will not seek to rebrand or redesign the company either in its trademark and logo or its slogan but may suggest variation other than but alike and in unity with the current brand.

The research will not seek introduce new products and services by the brand but improve on the existing products' visual presentation and communication based on current research and the conceptual theories.

Gestalt Psychology

The principle is a theory of mind and brain of the Berlin School, the operational principle is that the brain is holistic, parallel, and analog, with self-organising tendencies. The principle maintains that the human eye sees objects in their entirety perceiving their individual parts. Gestalt psychologists stipulate that a whole is the product of complex interactions remain random indeed. Contrary to the usual approach to understanding the elements of anything one aims to, Gestalt psychologists to understand their organisation (Carlson and Heth, 2010). The Gestalt effect is the form-generating capability of our senses, particularly with respect to the recognition of figures and whole forms instead of just a collection of simple lines. In psychology, gestaltism is often opposed to structuralism. The

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CHAPTER TWO

LITERATURE REVIEW

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the total set of elements that, the whole paradigm, the whole reality is more than. Gestalt-view-that-the-whole is relevant in psychological terms identify individuals perceive multidimensional objects rather than the sum of simpler ones (Wikipedia, 2016).

These attributes make psychological techniques more in designs. Not saying it is definite or really scientific or mathematical, but the best design comes when function is in harmony with art. At its simplest, gestalt theory describes how people perceive visual data. The stronger the clarity of form, the

LITERATURE REVIEW

Gestalt Theory and Psychology

Gestalt psychology is a theory of mind and brain of the Berlin School; the operational principle of Gestalt psychology is that the brain is holistic, parallel, and analog, with self-organizing tendencies. The principle maintains that the human eye sees objects in their entirety before perceiving their individual parts. Gestalt psychologists stipulate that perception is the product of complex interactions among various stimuli. Contrary to the behaviorist approach to understanding the elements of cognitive processes, gestalt psychologists sought to understand their organization (Carlson and Heth, 2010). The gestalt effect is the form-generating capability of our senses, particularly with respect to the visual recognition of figures and whole forms instead of just a collection of simple lines and curves. In psychology, gestaltism is often opposed to structuralism. The phrase "The whole is greater than the sum of the parts" is often used when explaining gestalt theory (Hothersall, 2004), though this is a mistranslation of Kurt Koffka's original phrase, "The whole is other than the sum of the parts" (Tuck, 2010). Gestalt theory allows for the breakup of elements from the whole situation into what it really is (Humphrey, 1924). Gestalt psychology attempts to understand psychological phenomena by viewing them as organized and structured wholes rather than the sum of their constituent parts. (Soegaard, 2010)

It's imperative that we should use psychological techniques more in designs. Not saying that design should be completely scientific or mathematical, but the best design comes when proven theory works in harmony with art. At its simplest, **gestalt theory describes how the mind organizes visual data.** The stronger the clarity of form, the more effective the design (Tuck, 2010)

Origins

Ehrenfels, who coined the word in the 1890s, simply referred to gestalt and form interchangeably. "He insisted that the real essence of any perception was to be found in the Gestalt... [In] the immediate experience... (Pillsbury, 1933) Later the Gestalt School noted that "experience... [and therefore]... all truly characteristic phases or processes of mind were just these gestalten or forms." (Pillsbury, 1933)

The concept of gestalt was first introduced in contemporary philosophy and psychology by Christian von Ehrenfels (a member of the School of Brentano). The idea of gestalt has its roots in theories by David Hume, Johann Wolfgang von Goethe, Immanuel Kant, David Hartley, and Ernst Mach. Max Wertheimer's unique contribution was to insist that the "gestalt" is perceptually primary, defining the parts of which it was composed, rather than being a secondary quality that emerges from those parts, as von Ehrenfels's earlier Gestalt-Qualität had been.

Both von Ehrenfels and Edmund Husserl seem to have been inspired by Mach's work Beiträge zur Analyse der Empfindungen (Contributions to the Analysis of Sensations, 1886), in formulating their very similar concepts of gestalt and figural moment, respectively. On the philosophical foundations of these ideas see Foundations of Gestalt Theory (Smith, 1988).

Early 20th century theorists, such as Kurt Koffka, Max Wertheimer, and Wolfgang Köhler (students of Carl Stumpf) saw objects as perceived within an environment according to all of their elements taken together as a global construct. This 'gestalt' or 'whole form' approach sought to define principles of perception – seemingly innate mental laws which determined the way in which objects were perceived. It is based on the here and now, and in the way you view things. It can be broken up into two: figure or ground (figure–ground principle), at first glance do you see the figure in front of you or the background?

These laws took several forms, such as the grouping of similar, or proximate, objects together, within this global process. Although gestalt has been criticized for being

merely descriptive, it has formed the basis of much further research into the perception of patterns and objects (Carlson & Heth, 2010), and of research into behavior, thinking, problem solving and psychopathology.

The significance of gestalt formation is that prior knowledge greatly influences our current perception and memory...Therefore, when we remember something we are reconstructing our perceptions of the event. "All experience and learning that has been fully assimilated and integrated builds up a person's background...[This background]...gives meaning to the emerging gestalten, and thus supports a certain way of living on the boundary with excitement. Whatever is not assimilated, either gets lost or remains a block in the ongoing development." (Perls, 1992)

Theoretical framework and methodology

The investigations developed at the beginning of the 20th century, based on traditional scientific methodology, divided the object of study into a set of elements that could be analyzed separately with the objective of reducing the complexity of this object. Contrary to this methodology, the school of gestalt practiced a series of theoretical and methodological principles that attempted to redefine the approach to psychological research.

The theoretical principles are the following:

- **Principle of Totality** – The conscious experience must be considered globally (by taking into account all the physical and mental aspects of the individual simultaneously) because the nature of the mind demands that each component be considered as part of a system of dynamic relationships.
- **Principle of psychophysical isomorphism** – A correlation exists between conscious experience and cerebral activity.

Based on the principles above the following methodological principles are defined:

- **Phenomenon experimental analysis** – In relation to the Totality Principle any psychological research should take as starting point phenomena and not be solely focused on sensory qualities.

- **Biotic experiment** – The school of gestalt established a need to conduct *real experiments* which sharply contrasted with and opposed classic laboratory experiments. This signified experimenting in natural situations, developed in real conditions, in which it would be possible to reproduce, with higher fidelity, what would be habitual for a subject (Woodward & Cohen, 1988).

Properties

1. Emergence

Emergence is the process of complex pattern formation from simpler rules. For those who have never seen this picture before, it appears initially as a random pattern of irregular shapes. A remarkable transformation is observed in this percept as soon as one recognizes the subject of the picture as a Dalmatian dog in patchy sunlight in the shade of overhanging trees. What is remarkable about this percept is that the dog is perceived so vividly despite the fact that much of its perimeter is missing. Furthermore, visual edges which form a part of the perimeter of the dog are locally indistinguishable from other less significant edges. Therefore any local portion of this image does not contain the information necessary to distinguish significant from insignificant edges. As soon as the picture is recognized as that of a dog in the dappled sunshine under overhanging trees, the contours of the dog pop out perceptually, filling in visual edges in regions where no edges are present in the input.

Figure 77: The dog picture is familiar in vision circles for it demonstrates the principle of emergence in perception.

Emergence in perception does not imply that the mind supervenes on the brain, but rather it indicates that the neurophysiologic processes involved in perception exhibit the

kind of holistic emergence seen in the soap bubble, where a multitude of tiny forces act together simultaneously to produce a final perceptual state by way of a process which cannot be reduced to simple laws (Lehar S. P., 2004).

2. Reification

Reification is a general principle of perceptual processing, of which boundary completion and surface filling-in is more specific computational components. The Kanizsa figure (Kanizsa, 1979) is one of the most familiar illusions introduced by Gestalt theory. In this figure the triangular configuration is not only recognized as being present in the image, but that triangle is filled-in perceptually, producing visual edges in places where no edges are present in the input, and those edges in turn are observed to bound a uniform triangular region that is brighter than the white background of the figure. (Idesawa, 1991) and (Tse, 1999) have extended this concept with a set of even more sophisticated illusions such as those shown in Figure 4 B through D, in which the illusory percept takes the form of a three-dimensional volume. These figures demonstrate that the visual system performs a perceptual *reification*, i.e. a filling-in of a more complete and explicit perceptual entity based on a less complete visual input. Reification is a general principle of perceptual processing, of which boundary completion and surface filling-in is more specific computational components. The identification of this generative aspect of perception was one of the most significant contributions of Gestalt theory (Lehar S. P., 2004).
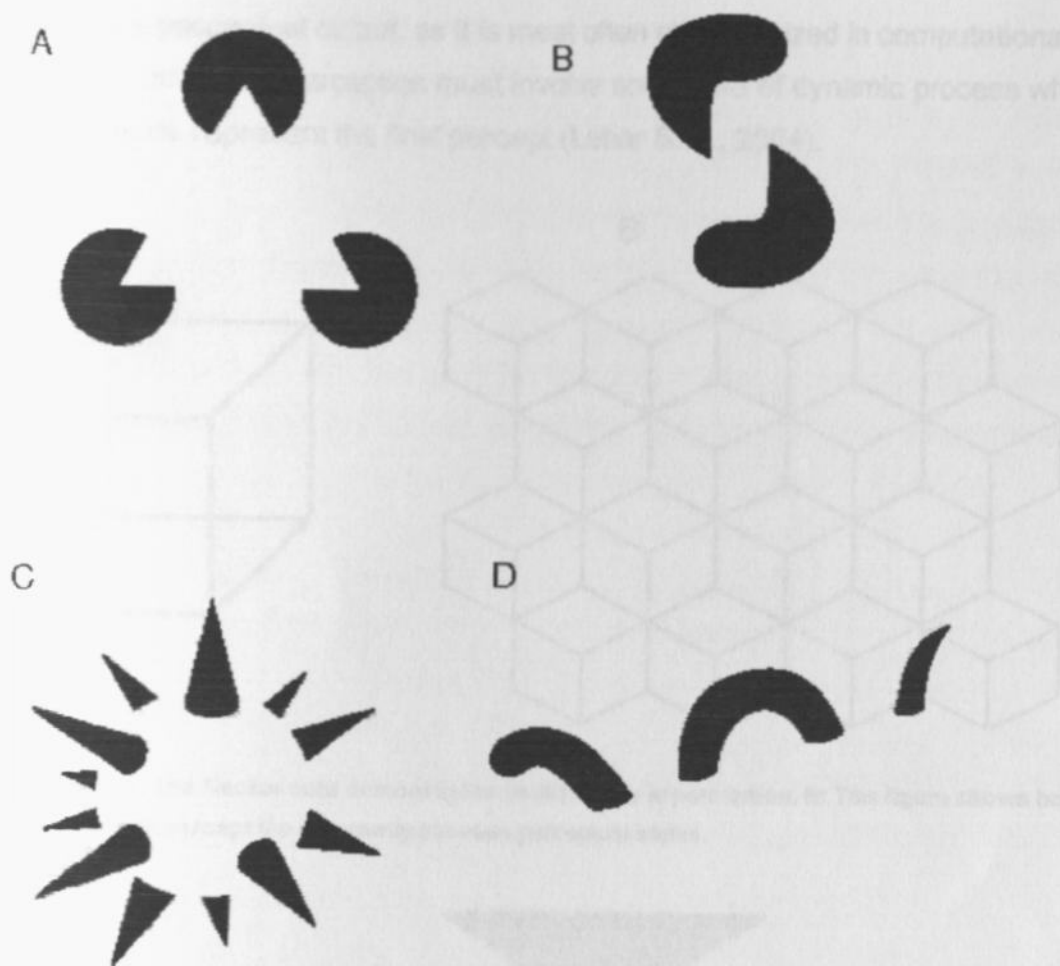
Figure 78: A: the Kanizsa triangle. B: Tse's volumetric worm. C: Idesawa's spiky sphere. D: Tse's "sea monster".

3. Multistability

A familiar example of multistability in perception is seen in the Necker cube. Prolonged viewing of this stimulus results in spontaneous reversals, in which the entire percept is observed to invest in depth. Large regions of the percept invert coherently in bistable fashion. Even more compelling examples of multistability are seen in surrealistic paintings by Salvador Dali, and etchings by Escher, in which large and complex regions of the image are seen to invert perceptually, losing all resemblance to their former appearance. The significance for theories of visual processing is that perception cannot be considered as simply a feed-forward processing performed on the visual input to

produce a perceptual output, as it is most often characterized in computational models of vision, but rather perception must involve some kind of dynamic process whose stable states represent the final percept (Lehar S. P., 2004).

A

B
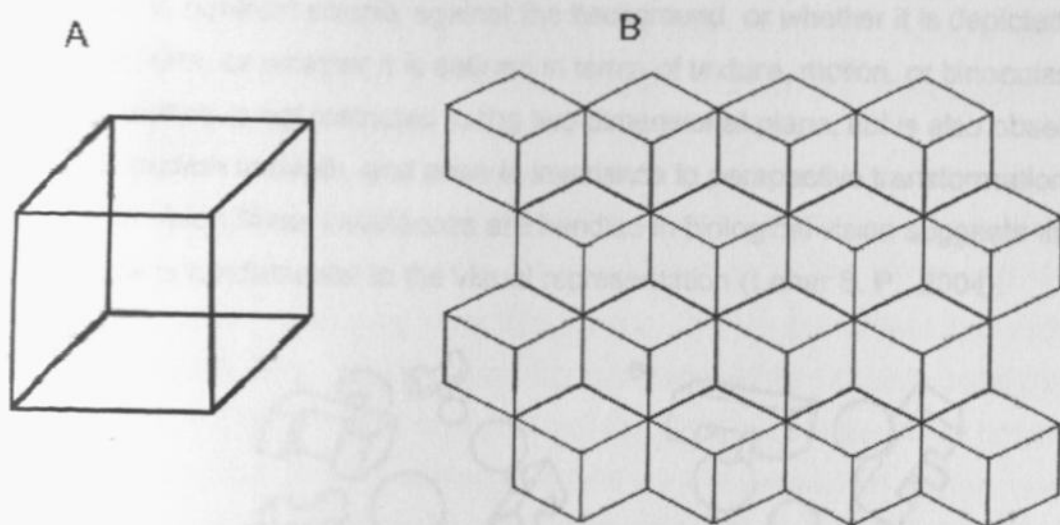
Figure 79: A: The Necker cube demonstrates multistability in perception. B: This figure shows how large regions of the percept flip coherently between perceptual states.

Figure 80: The Rubin Vase.

4. Invariance

A central focus of Gestalt theory was the issue of invariance, i.e. how an object, like a square or a triangle, can be recognized regardless of its rotation, translation, or scale, or whatever its contrast polarity against the background, or whether it is depicted solid or in outline form, or whether it is defined in terms of texture, motion, or binocular disparity. This invariance is not restricted to the two-dimensional plane, but is also observed through rotation in depth, and even in invariance to perspective transformation. The ease with which these invariances are handled in biological vision suggests that invariance is fundamental to the visual representation (Lehar S. P., 2004).
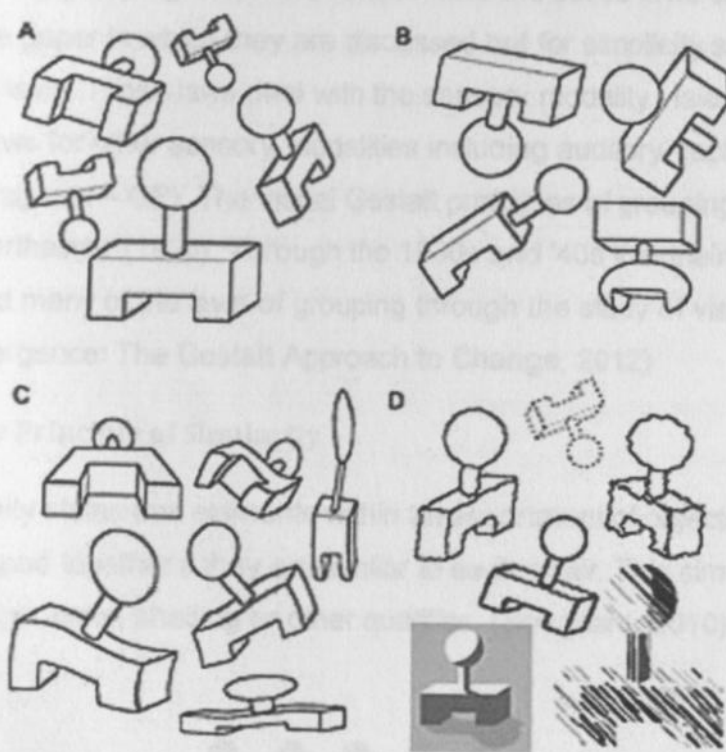
Figure 81: Invariance.

Principles/ Laws

The fundamental principle of gestalt perception is the law of *prägnanz* (in the German language, *pithiness*) which says that we tend to order our experience in a manner that is regular, orderly, symmetric, and simple. Gestalt psychologists attempt to discover refinements of the law of *prägnanz*, and this involves writing down laws which hypothetically allow us to predict the interpretation of sensation, what are often called "gestalt laws". (Sternberg, 2003)

A major aspect of Gestalt psychology is that it implies that the mind understands external stimuli as whole rather than the sum of their parts. The wholes are structured and organized using grouping laws. The various laws are called laws or principles depending on the paper in which they are discussed but for simplicity sake this article will use the term laws. These laws deal with the sensory modality vision however there are analogous laws for other sensory modalities including auditory, tactile, gustatory and olfactory (Bregman – GP). The visual Gestalt principles of grouping were introduced in Wertheimer (1923). Through the 1930s and '40s Wertheimer, Kohler and Koffka formulated many of the laws of grouping through the study of visual perception. (Stevenson, Emergence: The Gestalt Approach to Change, 2012)

1. The Principle of Similarity

The law of similarity states that elements within an assortment of objects will be perceptually grouped together if they are similar to each other. This similarity can occur in the form of shape, color, shading or other qualities. (Soegaard, 2010)
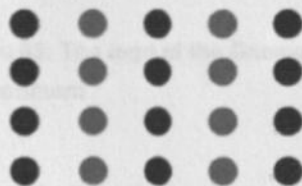
Figure 82: Groups of circles illustrating similarity in color

2. The Principle of Pragnanz

The law of good gestalt explains that elements of objects tend to be perceptually grouped together if they form a pattern that is regular, simple and orderly. This law implies that as individuals perceive the world, they eliminate complexity and unfamiliarity in order to observe a reality in its most simplistic form. The elimination of extraneous stimuli aids the mind in creating meaning. This meaning created by perception implies a global regularity, which is often mentally prioritized over spatial relations. The law of good gestalt focuses on the idea of conciseness which is what all of gestalt theory is based on. This law has also been called the **law of Prägnanz**. (Stevenson, Emergence: The Gestalt Approach to Change, 2012). Prägnanz is a German word that directly translates to mean "pithiness" and implies the ideas of salience, conciseness and orderliness. (Todorovic, 2008).

Edgar Rubin, a Danish psychologist, was the first to systematically investigate the figure-ground phenomenon. The phenomenon captures the idea that in perceiving a visual field, some objects take a prominent role (the figures) while others recede into the background (the ground). The visual field is thus divided into these two basic parts. This effect is often used by smart logo makers, as the following figures suggest: The logo of visitnorway.com can be viewed as both three separate elements of blue, green and navy color. It may, however, also be viewed as a person stretching his/her arms into the air. Similarly, the logo of the Gnome Desktop Environment can be viewed as both a "G" and a footprint.

Figure 83: The logo of the Gnome Desktop Environment

Figure 84: The logo of visitnorway.com

G · N · O · M · E

Norway

Common to these logos is that you can focus on only one "interpretation" at a time; you cannot observe both the figure and ground at the same time, as ground will *become* figure when shifting the focus.

It should be noted that the figure-ground is most often exemplified using the Rubin Face/Vase Illusion, named after Edgar Rubin.

3. The Principle of Proximity

Suggests that objects near each other tend to be grouped together whether in relationship or not.
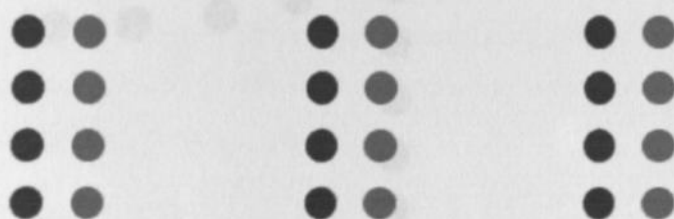
Figure 85: Illustrating Proximity.

4. The Principle of Continuity

Indicates lines are seen as following the smoothest path, which suggests that we tend to develop lines of thought by following preconceived meaning making. Visually, this occurs when we see a trend of motion and decide to follow one trend that is upward or to follow the other trend which is downward.
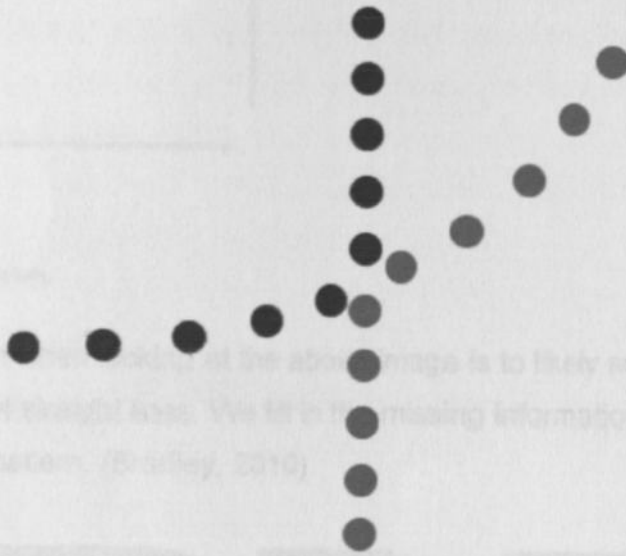
Figure 86: Continuity in the smoothest path

In the above image you should see a curved line with a vertical line running through it. Continuation is stronger than similarity of color here. The red circles in the curved line are more related to the black circles along that same curve than they are to the red circles in the vertical line. (Bradley, 2010)

5. The Principle of Closure

The law of closure states that individuals perceive objects such as shapes, letters, pictures, etc., as being whole when they are not complete. Specifically, when parts of a whole picture are missing, our perception fills in the visual gap. Research has shown

that the purpose of completing a regular figure that is not perceived through sensation is in order to increase the regularity of surrounding stimuli. (Soegaard, 2010).
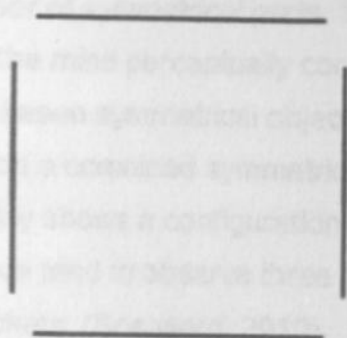
Figure 87: Illustrating Closure.

Your first impression when looking at the above image is to likely see a square, even though the image is 4 straight lines. We fill in the missing information to make for a single recognizable pattern. (Bradley, 2010)

Figure 88: IBM's logo

6. The Principle of Symmetry

The law of symmetry states that the mind perceives objects as being symmetrical and forming around a center point. It is perceptually pleasing to be able to divide objects into an even number of symmetrical parts. Therefore, when two symmetrical elements are unconnected the mind perceptually connects them to form a coherent shape. Similarities between symmetrical objects increase the likelihood that objects will be grouped to form a combined symmetrical object. For example, the figure depicting the law of symmetry shows a configuration of square and curled brackets. When the image is perceived, we tend to observe three pairs of symmetrical brackets rather than six individual brackets. (Soegaard, 2010).

Figure 89: CSC Finland's logo.

Law of Symmetry

[   ]{   }[   ]

Figure 90 : A typical textbook example of the law of symmetry.

7. The Principle of Past Experience.

In some cases the visual input is organized according to the past experience principle: elements tend to be grouped together if they were together often in the past experience of the observer. For example, we tend to perceive the pattern in Figure 24a as a meaningful word, built up from strokes which are grouped to form particular letters of the Roman alphabet (such as 'm', 'i', 'n', etc). Note that the individual letters are rather clearly and distinctly perceived as 'natural' parts of the connected figure, and are only slightly easier to discern and discriminate if further individuated through separation (Figure 24b) or coloration (Figure 24c). However, in addition to this standard segmentation into letters, the pattern Figure 24a has many other alternate partitions, such as the one demonstrated through separation and coloration in Figure 24d and Figure 24e. But, in contrast to the standard segmentation, discerning and discriminating these alternate components (some of which are 'non-letters') within Figure 24a is a cumbersome task, similar to the laborious search for the hidden shape in Figures 6c-e; furthermore, the standard segmentation is to some extent perceivable even in Figure 24e, where it competes with the segmentation based on the similarity principle. The spontaneity and ease of the standard, dominantly perceived organization of the strokes into letters, is plausibly mainly due to past experience, that is, to our familiarity with words as written in the script form of the Roman alphabet. This particular organization might not occur for observers lacking such familiarity; furthermore, the alternate partition would presumably be natural for observers used to an alphabet whose letters would correspond to the sub-wholes in Figure 24d and Figure 24e. Note also that in print perhaps the most potent Gestalt principle is proximity: simply inserting larger blank spaces between words than between letters (a device not used in antiquity) helps group together the letters correctly, and establish *words* as the salient visual units in the text. The importance of blank spaces is demonstrated by the difficulty we have when reading text not separated by blanks and even more when blank spaces appear in wrong places. (Todorovic, 2008).

minimum (a) *minimum* (c) *minimum* (e)

minimum (b) *minimum* (d) ▯▯▯▯▯▯▯▯ (f)
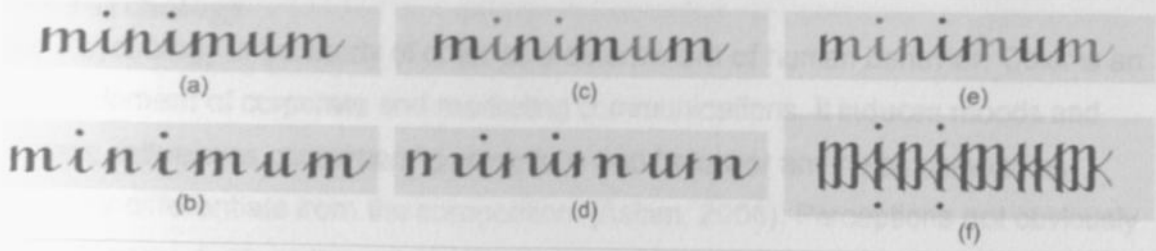
Figure 91: **Past experience principle**

The value of these principles of gestalt perceptual organization is that it conveys that we tend to take short cuts while using our historically familiar past and our desired future to frame our perceptions of what we are seeing and/or making meaning in any given moment.

Figure/ground is one of the core concepts of perception in Gestalt theory. It describes the "emergence, prioritizing and satiation of needs and is the basic perceptual principle of making the wholes of human needs or experiences meaningful" (Clarkson, 2000). Figure is the focus of interest—an object, a pattern,

The interplay between figure and ground is dynamic and ongoing. The same ground may, with differing interests and shifts of attention, give rise to further different figures; or a given complex figure may itself become ground in the event that some detail of its own emerges as figure (Perls et al, 1971, p. 25). Our attention shifts from one figure of interest to another, and when we are no longer interested in one figure, it recedes into the ground and is replaced by another (Polster & Polster, 1973, p. 31).

The ground is generally considered unbounded and formless, but it provides the "context that affords depth for the perception of the figure, giving it perspective but commanding little independent interest" (Polster & Polster, p. 30).

Color Psychology

Color Psychology is the study of color as a determinant of human behavior. Color is an integral element of corporate and marketing communications. It induces moods and emotions, influences consumers' perceptions and behavior and helps companies position or differentiate from the competition. (Aslam, 2006). Perceptions not obviously related to color, such as the palatability of food, may in fact be partially determined by color. Not only the color of the food itself but also that of everything in the eater's field of vision can affect this. (Alcaide, J. et al., 2012). The color of placebo pills is reported to be a factor in their effectiveness, with "hot-colored" pills working better as stimulants and "cool-colored" pills working better as depressants. This relationship is believed to be a consequence of the patient's expectations and not a direct effect of the color itself. (De Craen, Roos, Leonard De Vries, & Kleijnen, 1996). Consequently, these effects appear to be culture-dependent. (Dolinska, 1999).

Color preference and associations between color and mood

There is evidence that color preference may depend on ambient temperature. People who are cold prefer warm colors like red and yellow while people who are hot prefer cool colors like blue and green. Some research has concluded that women and men respectively prefer "warm" and "cool" colors. A few studies have shown that cultural background has a strong influence on color preference. These studies have shown that people from the same region regardless of race will have the same color preferences. Also, one region may have different preferences than another region (i.e., a different country or a different area of the same country), regardless of race.

Children's preferences for colors they find to be pleasant and comforting can be changed and can vary, while adult color preference is usually non-malleable. Some studies find that color can affect mood. However, these studies do not agree on precisely which moods are brought out by which colors. (Whitfield & Wiltshire, 1990).

Despite cross-cultural differences regarding what different colors meant there were cross-cultural similarities regarding what emotional states people associated with

different colors in one study. For example, the color red was perceived as strong and active. (Widermann, Barton, & Hill, 2011).

General Model

The general model of color psychology relies on six basic principles (Whitfield & Wiltshire, 1990).

a). Color can carry specific meaning.

b). Color meaning is either based in learned meaning or biologically innate meaning.

c). The perception of a color causes evaluation automatically by the person perceiving.

d). The evaluation process forces color motivated behavior.

e). Color usually exerts its influence automatically.

f). Color meaning and effect has to do with context as well.

Research on the affects of color on product preference and marketing shows that product color could affect consumer preference and hence purchasing culture. Most results show that it's not a specific color that attracts all audiences, but that certain colors are deemed appropriate for certain products (Fernandez-Vazquez, 2011). Different colors can convey different meanings, attitudes, and characteristics.

Brand meaning

Color is a very influential source of information when people are making a purchasing decision. Customers generally make an initial judgment on a product within 90 seconds of interaction with that product and about 62%-90% of that judgment is based on color (Singh, 2006). People often see the logo of a brand or company as a representation of that company. Without prior experience to a logo, we begin to associate a brand with certain
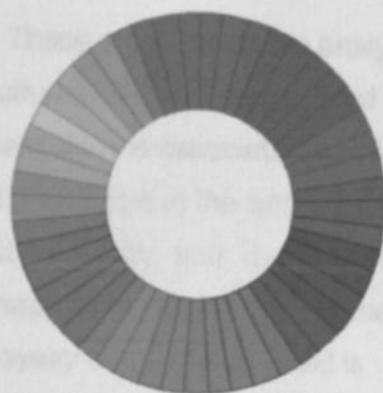
Figure 92: The Color Wheel

characteristics based on the primary logo color (Bottomley & Doyle, 2006). Color affects peoples' perceptions of a new or unknown company. Some companies such as Victoria's Secret and H&R Block used color to change their corporate image and create a new brand personality for a specific target audience. A study done on the relationship between different logo colors and five different personality traits had participants rate a computer made logo in different colors for a fictional company on scales relating to five personality traits. Relationships were found between different colors and sincerity, excitement, competence, sophistication, and ruggedness. This implies that a company's logo color alone could create a personality for that company. A follow up study tested the effects of perceived brand personality and purchasing intentions. Purchasing intent was greater if the perceived personality matched the marketed product or service. In turn color affects perceived brand personality and brand personality affects purchasing intent (Labrecque & Milne, 2011).

Color Meaning

Different colors are perceived to mean different things. These are some of the analyses by (Aslam, 2006) on color meanings and association culturally. White is associated with purity and happiness in the west and mourning in the east. Blue is associated with High quality, Corporate, Masculine in the west and high quality and cold in the east. Green is associated with Envy, nature and good taste in the west and purity, love, danger and happiness in the east. Yellow is associated with envy, happiness and jealousy in the west while in the east it is associated with good taste, royalty and authority. Red is associated with anger, lust, love and good taste both in the east and west. Purple in the west is associated with power and authority while in the east it is associated with love, sin, jealousy, and fear and expensive. Black was more pan-cultural with associations with power, expensive, fear, power and grief.

Combining Colors

Although some companies use a single color to represent their brand such as Target Corporation, many other companies use a combination of colors in their logo, such as McDonald's, and can be perceived in different ways than those colors independently. A study conducted on preference on color pairs asked subjects to rate how much they liked various sets of color pairs on varying background colors. Results indicated that people generally prefer color pairs with similar hues when the two colors are both in the foreground. However, greater contrast between the figure and the background is preferred (Schloss & Palmer).

In contrast to a strong preference for people to combine colors that are similar, some people like to make an accent with a highly contrasting color (Deng, Hui, & J., 2010). In one study done on people's preferences for the colors in Nike, Inc. sneakers, people generally combined colors that from the same spectrum on the color wheel, however, some people preferred to have the Nike swoosh accentuated in a different, contrasting color. Most of the participants in the study also used a relatively small number of colors when designing their ideal athletic shoe. This finding has relevance for companies that produce multicolored products such as shoes. To appeal to consumer preferences,

companies should minimize the number of colors visible and use similar hues in a single product (Skorinko, Kemmer, Hebl, & Lane, 2006).

Color Names

Although different colors can be perceived in different ways, the name of those colors matters as well. Many products and companies focus on producing a wide range of product colors to attract the largest population of consumers. For example cosmetics brands produce a rainbow for eye shadow and nail polish colors for every type of person. Even companies such as Apple Inc. and Dell make iPods and laptops with color personalization to attract buyers. But, the actual color is not the only aspect of the product that attracts buyers. The color name can actually attract or repel buyers as well. In one study participants were given either color swatches or products with generic color names, such as brown, or fancy color names, such as mocha. The results showed that participants who were given items with fancy names rated the items as significantly more likable than participants who received items with generic names (Skorinko, Kemmer, Hebl, & Lane, 2006). This shows a greater favorability for fancy names compared to generic names for the exact same colors. Fancy names are not only liked more, but cause the product to be liked more, hence increasing purchasing intent. A study that looked at jelly bean preference for common color names and atypical color names, such as razzmatazz, were more likely to be chosen than jelly beans with typical names such as lemon yellow. This could be due to greater interest in the atypical names and willingness to figure out why that name was given. A following study was done on the purchasing intent of custom sweatshirts from an online provider. Participants were asked to imagine buying sweatshirts and were provided with a variety of color options, some typical, some atypical. Colors that were atypical were selected more than colors that were typical, showing a preference to purchase items with atypical color names (Miller & Kahn, 2005).

Color is used as a means to attract consumer attention to a product that then influences buying behavior (Kauppinen-Raisanen & Luomala, 2010). Consumers use color to identify for known brands or search for new alternatives. Variety seekers look for non-

typical colors when selecting new brands. And attractive color packaging receives more consumer attention than unattractive color packaging, which can then influence buying behavior. One study done looked at how visual color cues affected predicted purchasing behavior for known and unknown brands in a variety of colors. The results showed that people picked certain packages based on colors that attracted their voluntary and involuntary attention and associations made with that color such as 'green fits menthol.' Based on these findings implications can be made on the best color choices for packages. New companies or new products should use dissimilar colors to attract attention to the brand, however, off brand companies should use similar colors to the leading brand to emphasize product similarity. If a company is changing the look of a product, but keeping the product the same, they should not change the color scheme to radically since people use color to identify and search for brands (Kauppinen-Raisanen & Luomala, 2010).

Attracting attention

Color is not only used in specific products to attract attention, but also to attract people to window displays and stores. One study exposed participants to different colored walls and images of window displays and store interiors. This study showed that people were physically drawn to warm colored displays, however, rated cool colored displays as more favorable. These findings imply that warm colored store displays are more appropriate for spontaneous and unplanned purchases, whereas cool colored displays and store entrances may be a better fit for purchases where a lot of planning and customer deliberation occurs. This can be especially relevant in shopping malls where patrons could easily walk into a store that attracts their attention without previously planning to enter that store (Bellizzi, Crowley, & Hasty, 1983).

Gender

Children's toys are often categorized as either boys or girls toys solely based on color. In a study on how color affects perception, adult participants were shown blurred images of children's toys where the only decipherable feature visible was the toy's color (Hull, Hull, & Knopp, 2011). In general participants categorized the toys into girl and boy toys based on the visible color of the image. This implies that companies interested in marketing masculine toys such as tools to girls should make them stereotypical girl colors, such as pink and feminine toys, such as cooking sets, to boys in stereotypical boy colors, such as green and black. Another study looked at the classification of 'girl' and 'boy' toys on the Disney Store website and the color associations with each gender's toys. An analysis of the colors showed that bold colored toys, such as red and black, were generally classified as 'boy only' toys and pastel colored toys, such as pink and purple, were classified as 'girl only' toys. Toys that were classified as both boy and girl toys took on 'boy only' toy colors. This again emphasizes the distinction in color use for children's toys (Auster & Mansbach, 2012).

Age

Children's toys for younger age groups are often marketed based on color, however, as the age group increases color becomes less gender-stereotyped (Hull et al 2011). In general many toys become gender neutral and hence adopt gender-neutral colors. In the United States it is common to associate baby girls with pink and baby boys with blue. This difference in young children is a learned difference rather than in inborn one (LoBue & DeLoache, 2011). One study looked at young children's, ages 7 months to 5 years, preference for small objects in different colors. The study found that by the age of 2 – 2.5 years socially constructed gendered colors affects children's color preference, where girls prefer pink and boys avoid pink.

Slightly older children who have developed a sense of favorite color often tend to pick items that are in that color (Gollety & Guichard, 2011). However, when their favorite color is not available for a desired item children choose colors that they think matches

the product best. A study done on children's preferences for chocolate bar wrappers found that although one third of the children picked a wrapper of their favorite color, the remaining two thirds picked a wrapper they perceived as fitting the product best. For example most children thought that a white wrapper was most fitting for white chocolate and a black wrapper for most fitting for a dark chocolate bar and therefore chose those options for those two bars. This application can be seen in The Hershey Company chocolate bars where the company strategically has light wrappers for white chocolate and brown wrappers for milk chocolate, making the product easily identifiable and understandable.

Gender differences in color associations and color preferences can also be seen amongst adults (Ou, Luo, Woodcock, & Wright, 2004). One study investigated any differences in color pair preference in men and women. Differences were noted for male and female participants, where the two genders did not agree on which color pairs they enjoyed the most (Hull, Hull, & Knopp, 2011). Men and women also did not agree on which colors are masculine and feminine. This could imply that men and women generally prefer different colors when purchasing items. Men and women also misperceive what colors the opposite gender views as fitting for them.
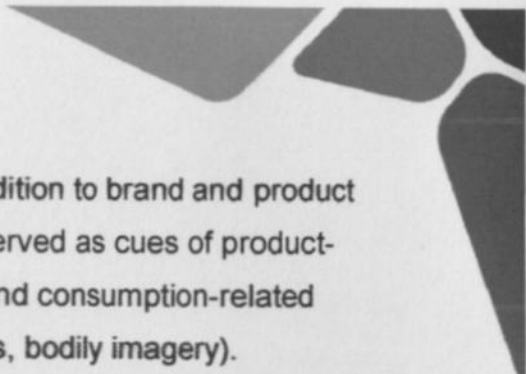
Culture

Many cultural differences exist on perceived color personality, meaning, and preference. However, the
literature in the public domain has a largely Western focus and the notion of color universality is fraught with risk. A large section of the color research on products, packages and advertisements remain unpublished because of competitive concerns (Bellizzi et al., 1983). Inappropriate choice of product or package colors may also lead to strategic failure (Ricks, 1983). Although sketchy business anecdotes are available, many of the questions related to color remain unanswered. Assuming a narrow Western perspective of colors as 'universal' and applying it to alien markets has often led to cultural faux pas and there is need for a systematic color theory in marketing (Aslam, 2006). When deciding on brand and product logos, companies should take into account their target consumer, since cultural differences exist. One study looked at color preference in British and Chinese participants. (Ou, Luo, Woodcock, & Wright, 2004). Each participant was presented with a total of 20 color swatches one at a time and had to rate the color on 10 different emotions. Results showed that British participants and Chinese participants differed on the like-dislike scale the most. Chinese participants tended to like colors that were clean, fresh, and modern, whereas British participants showed no such pattern. When evaluating purchasing intent, color preference affects buying behavior, where liked colors are more likely to be bought than disliked colors (Kauppinen-Raisanen & Luomala, 2010). This implies that companies should choose their target consumer first and then make product colors based on the targets color preferences

Conclusion

The first color function is that of attracting consumers' attention, particularly at the point of purchase (Schoormans & Robben, 1997). The qualitative data of the (Kauppinen-Raisanen & Luomala, 2010) study supported the significance of this function. Hence, the informants stressed that particularly vivid colors, such as the warm colors red and yellow attract attention in accordance with past research (Garber, Jr, & Jones, 2000). Color deviation from what would be typical of a product class seems also to be essential for this function. This finding was consistent in both product types. This indicates foremost involuntary color attention, i.e. attention, which is primarily a physiological response (Kahneman, 1973). (Kahneman, 1973) defines also voluntary attention, which means that consumers' use colors intentionally, for instance for brand search, recognition, and recall. (Kauppinen-Raisanen & Luomala, 2010) study supports past research (Garber, Jr, & Jones, 2000) concerning this color function as well. Accordingly, informants related the studied colors to authentic brand colors, which mean that the colors of those brands have been stored in memories. However, colors were also related to product type. This means that the informants linked the colors of the authentic brands to the expected colors of the product class. Therefore, instead of deviation, particularly color typicality is related to this function.

Finally, the (Kauppinen-Raisanen & Luomala, 2010) study suggests that a very important function played by colors is that of communication. Product-specific color meanings in marketing research have received attention mainly in food studies, where food colors have been found to communicate product taste and flavor, for example (Garber et al., 2000b; Koch and Koch, 2003). (Kauppinen-Raisanen & Luomala, 2010) study suggests that also package colors evoke expectations about the product, i.e. colors serve as cues of the product experience. The evidence shows the role of colors as a means of communication since dissimilar meanings were conveyed by different colors across the two different, but related product types. (Kauppinen-Raisanen & Luomala, 2010) also identified different meanings by applying the means-end chain approach, i.e. meanings on attribute and consequence levels. Based on the evidence we present, we suggest that color communication is a multilevel function that

should receive attention in scholarly studies. Hence, in addition to brand and product quality our empirical study detected that package colors served as cues of product-related information, i.e. attributes (i.e. taste, ingredients) and consumption-related information, i.e. consequences (i.e. quality, trustworthiness, bodily imagery).

The enriched framework proposes that color-product type interaction serve as a multifunction from attracting involuntary and voluntary attention to creating aesthetic experience to delivering communication. It also suggests that package color serve as a function of aesthetic experience related not only to attractiveness, but also to color fit. Moreover, the framework shows that color communication is related to the context, and a relationship exists between package color meanings and the product type. Accordingly, the framework is enriched with product- and consumption-related meanings evoked by colors.

CHAPTER THREE

METHODOLOGY

METHODOLOGY

Research Design

The research design will be a qualitative research design. The case to be studied will be the Unilever Kenya Limited company. The study will involve extensive identification and description the characteristics of the phenomenon.

A qualitative research concerns ideas, feelings and attitudes. This research is suitable when a researcher wants detailed information. The goal is to get better understanding of the research problem, This kind of research can be seen as a two way communication . the researcher asks a question and gets an answer; this in turn influences the researcher in his further research. When this method is applied the researcher wants a lot of information in a few units of examination. Here the researcher delves deeper into the research area through unsystematic an unstructured observations.

Role of the Researcher

The researcher will be involved from the beginning to the end of the research. The researcher will be involved in the process of getting necessary approvals from relevant authorities. He will also collect the data himself through the various methods at the site. The researcher will be available at the site when necessary. He will also analyse and present the data in the final report for the findings that were drawn from the study.

Data Collection

The data collection methods applied were observations, questionnaires and official documents (i.e. website and other research papers).

Data was collected from the internet from Unilever Global website, Unilever ESA website, the Unilever Facebook page and other wiki pages were visited. The information obtained was immense ranging from historical to the current product range and information.

Various research papers were perused and their research used in informing this research. Some of them have been quoted in the literature review and referenced for further use in the project implementation.

Questionnaires were designed and distributed in a number of localities. The first one was in Ngong, Kajiado County, Kenyatta estate, Highrise estate, Rongai,and the University of Nairobi. The questionnaires were distributed randomly and hoped to cover respondents living in the city and those on the outskirts and even other counties other than Nairobi. The questionnaires were chosen because of the advantage that they could collect a lot of information from an expansive region and could also be filled in by the respondents at their own time. The questionnaires were semi-structured containing both closed and open ended questions. The questions were designed to be simple but still capture all the expected information on visual perception Foods, Home care and Personal care products used by the respondents.

There were challenges involved whereby some respondents did not like the idea of sparing their time on their research, some forgetting to fill the questionnaires in time and others even expecting something in return for filling in the questionnaires.

Site and Sample Selection

The site was expansive covering respondents from Kenyatta, Kibera, Rongai, Ngong, Dagoreti, Nyayo Highrise and the University of Nairobi. The selection of the sample was twenty and this site was selected because it's a cosmopolitan environment with a lot of interaction and movement on a daily basis. Therefore there was no expectation for the data to vary very much because of the wide location but was selected to match the wide distribution of skin care products by retailers all over Nairobi County and around.

Data Analysis
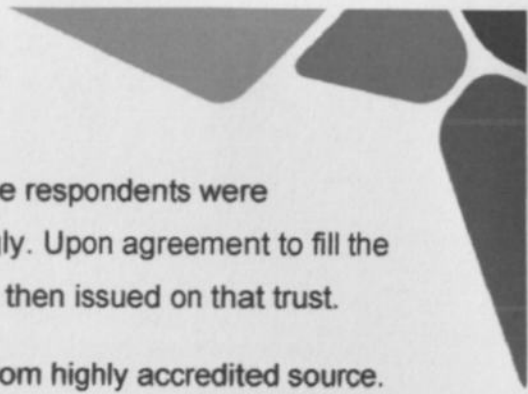
The strategy adopted for this study relies on theoretical framework used in the literature review whereby the data collected will be organized into categories under the ones discussed in the theoretical framework. Responses will be tallied to get a survey of the general perception of respondents on the categories of Unilever Products; Foods, Home care and Personal care, color and visual perception. The data will be organized into categories to draw conclusion and compare with the findings of other research on Foods Home care and Personal care products, color and products and gestalts and form.

Validity and Reliability

The validity and reliability was ensured by assuring the respondents that the research was not going to be used for commercial purposes and therefore there was nothing or no reputation at stake.

The respondents were also assured that the questions were just simple and were just structure to test a simple theory that would yield results both ways weather the respondents disapproved the previous research and theories. In this manner the respondent's urges to find the 'correct answers' and take the questionnaires as an intelligence test was removed. Thereby the respondents filled in the questionnaires in a relaxed manner and in a state on normal natural setting environment according to the methodologies discussed in the literature review as applied in research involving psychology.

The respondents' identities were not include and therefore none of them felt the need to struggle to give in biased answers for the sake of projecting a certain image of themselves if the results are ever analysed and associated with them. Therefore from observation most of them with that knowledge took it easy and calmly an as normal as possible.

Another factor that was used to ensure validity was that the respondents were approached first and asked to participate freely and willingly. Upon agreement to fill the questionnaires freely and openly, the questionnaires were then issued on that trust.

The source of the tests and previous research has been from highly accredited source. The methods used have been long used and tested by top psychologists. The questions were simple and applied principles easily comparable to normal setting situations.

Relationship to Literature
The study will be shaped by the theory and literature studied. The theory will be used to analyse the phenomenon and draw conclusions and recommendations. The literature has shed light on various studies conducted on the body of theory. The study will hopefully improve the body of study by analyzing a local case and its application and perception.

Relationship to Practice
The study will hopefully improve the understanding of the researcher on visual communication as applied in a local setting which is Nairobi. The study will also improve the researcher's practice as a graphic designer and his knowledge on the perception of the local population on graphic design as applied to visual communication.

RESULTS AND DISCUSSIONS

Results from Official Documents and Research

The documents referenced for this research are official publications on official websites and official published research and presentations. The references from official research reports published online are from Consumer Insight Africa and the rest are research on Unilever and Fast Moving Consumer Products by other researchers.

Reports from the Consumer Insight Africa Market Research Reports

The researcher after a deep research on market research reports on the Kenyan Market selected Consumer Insight Africa as it was found to have the most comprehensive, insightful and covering a wide area and market data on Kenya. The reports will be categorized into the following segments; The Market, The Market Influencers, Advertising statistics and concepts, Advertising Media (Word of Mouth, In-Store, Online and Mobile), Packaging, Brand Loyalty, Price and Other factors, Market Segment Performance.

The Market

Debunking the 'youth are different' marketing myth

The underlying theory behind segmentation is that, if the market can be partitioned into homogenous subsets of consumers with distinct attitudinal, emotional, and behavioural dispositions, then products and services can be designed and delivered in a differentiated manner that appeals to discrete character sets.

Because these dispositions cut across gender, age, ethnicity, nationality, religion, income, and other hard edged segmentation parameters, they provide a softer and hence more malleable lens through which sellers can view and proposition prospects.

This way of thinking about consumer segments suggests that the notion of youth as a distinct segment to be pursued with generational marketing strategies is misplaced. To illustrate this point, we have assembled data which illustrates that the stance taken towards products and marketing does not differ significantly between people aged 15 to 50 years old. While the level of agreement may differ with regard to each statement, it is only after age 50 that we observe pronounced variations in responses between the age bands.

The message here is market to the youth as you would to the middle aged.
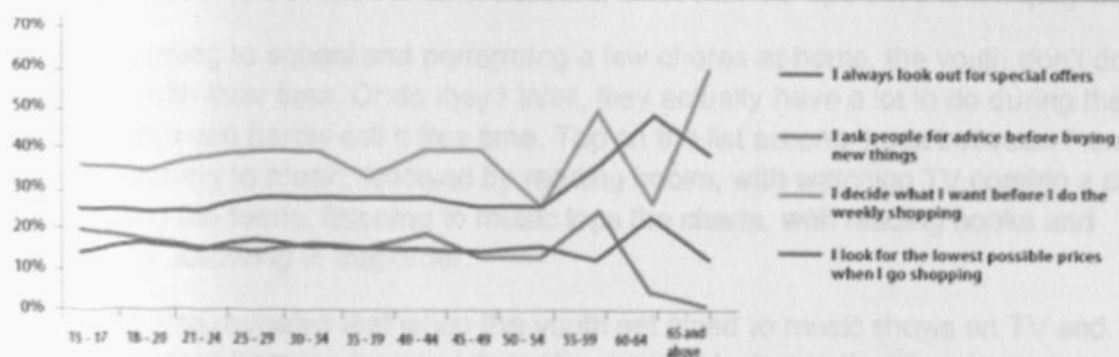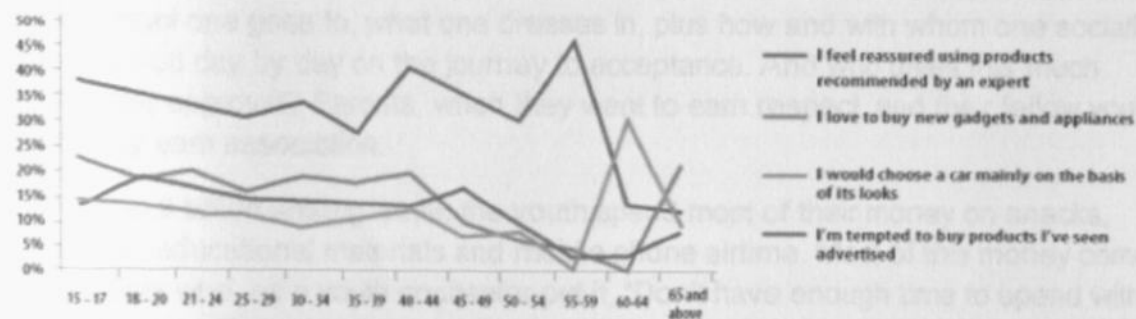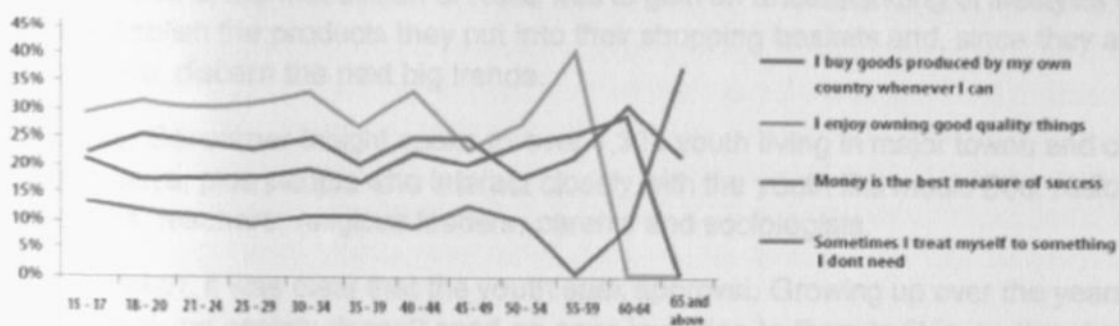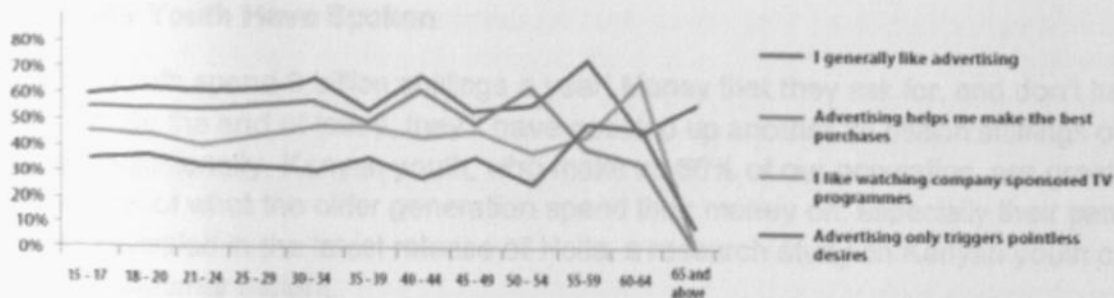
Figure 93 : Results on Market research cutting across the age brackets.

(ConsumerInsight, Debunking the Myth the youth are different Market, 2011)

Ssh... the Youth Have Spoken

Kenyan youth spend 9 billion shillings a year! Money that they ask for, and don't have to work for. By the end of today, they'll have gobbled up another 25 million shillings of your money. Additionally, Kenyan youth, who make up 60% of our population, are great influencers of what the older generation spend their money on, especially their parents as was revealed in the latest release of Holla, a research study on Kenyan youth carried out by Consumer Insight.

The main aim of the fifth edition of Holla was to gain an understanding of lifestyles of the youth, establish the products they put into their shopping baskets and, since they are trendsetters, discern the next big trends.

To do this, Consumer Insight spoke to over 1,300 youth living in major towns and cities across Kenya, plus people who interact closely with the youth like music DJs, radio presenters, teachers, religious leaders, parents and sociologists.

From the start, it was clear that the youth seek approval. Growing up over the years, they have found society doesn't send an open invitation to them to fit in, so they have looked for ways they can be accepted into society. And for them, the music one listens to, the school one goes to, what one dresses in, plus how and with whom one socialises are paths trod day by day on the journey to acceptance. And who gives this much sought after approval? Parents, when they want to earn respect, and their fellow youth, where they earn association.

Back to the 9 billion shilling issue: the youth spend most of their money on snacks, beverages, educational materials and mobile phone airtime. Most of this money comes from parents who, as a youth counselor put it, "Don't have enough time to spend with their children so they give them money to make up for it." And despite them controlling all this money, only 8% have a bank account, most with Co-operative and Equity Banks.

Apart from going to school and performing a few chores at home, the youth don't do much else with their time. Or do they? Well, they actually have a lot to do during their free time, you can hardly call it free time. Top on the list among those between 7 and 12 years is listening to music, followed by reading books, with watching TV coming a close third. Among the teens, listening to music tops the charts, with reading books and watching TV following in that order.

Holla 2007 also revealed that when the youth get glued to music shows on TV and radio, they aren't bopping their heads to the music only, but to the lifestyles being preached too! TV and radio are the youth's greatest influencers. As one radio presenter aptly put it, "Music TV and videos pretty much run their lives. That is what they look forward to and wake up longing for."

With the number of local music artistes and the quality and number of songs that they release on the rise, it's no wonder theirs is the music that's striking a chord better than music from foreign artistes. Foreign artistes aren't in touch with life in Kenya, that's why you'll find more youth banjukaring to genge and bongo, which speak to matters closer home, than you'll find skanking to reggae or dancing to hip-hop.

The youth still want to hang out with their peers as often as possible, but their choice of social venues will raise your eyebrows: church is one of the preferred places to hook up and hang out. According to a youth pastor, "When they are kids, they go to church as a routine, but when they become adolescents, they go to church to hook up with their friends." Sports grounds, restaurants and shopping malls in that order complete the list of the top four youth socialising venues. For the pre-teens, choice of social places to hang out is dictated by where the family will be going. Teenagers have greater control on where to meet their peers and choose shopping malls and movie theatres, with the latter pulling more youthful crowds. Out of the Kshs 2.5 million that cinemas make from youth audiences every month, most ticket sales are for action flicks, with comedy, adventure and romance films coming a distant second, third and fourth respectively.

Turning to sports, football holds a commanding podium position, with athletics gaining in popularity over the years. This can be attributed to the successes of Kenyan athletes in the local and international arenas. Kenyan heroine Conjestina Achieng's fame has not rubbed off on boxing. Her graceful moves and strong punches pull many people including the youth into the ringside, but not into the ring to have a shot at the sport. Basketball has seen its popularity drop greatly due to reduced media coverage and a shortage of basketball icons that the youth can aspire to emulate.

One of the quickest ways of identifying a youth is through their clothing. And to the youth, fashion is very important. What you wear isn't just a way of covering your body, but a statement of who you are. And to make their statements loud and clear, almost 60% of the youth prefer second hand clothes to new ones because they are more affordable. For the pre teens, parents are the key influencers on what they wear, with peers influencing the teens' dress sense. A radio presenter told us that at a recent event at one of Nairobi's popular nightspots, she encountered young girls in miniskirts and high heels, even though it was raining and the ground was wet. "For them they must look like Beyonce or Shakira."

A leading youth sociologist told the Consumer Insight team, "Teens aspire to be successful. Success to them is material possessions." The youth easily affirmed this: about a third aspire to be rich with a mere 11% aspiring to have their own families. It, however, isn't all about the money: education and career are top on their priorities in life, with traditional careers like medicine, aviation, law, engineering and accounting

being shunned for emerging careers like communication, music (due to a belief that is has quick returns), art, design, IT and sports (specifically football and rugby).

With choice cell phones packing music players, FM and even TV receivers, the importance of the youth as media consumers is definitely on the increase. Kiss 100 still remains their preferred radio station, though Easy FM's increasing popularity is threatening and eroding Kiss 100's dominance. Kiss 100 plays more hip-hop, a genre that has a stronger affinity among boys, while Easy FM's R&B playlist attracts the girls. On the small screen, NTV leads in the number of youthful eyeballs it attracts, followed closely by KTN, Citizen and KBC. And what are they flipping channels for? Movies, cartoons, comedy and music in that order. Even with presenters like Swaleh Mdoe enjoying carry-over popularity from his days at KTN, the general trend is that TV stations grow presenters, not the other way round. In newspapers, the Daily Nation enjoys more youth eyeballs, outclassing all other papers by far. Newspapers read are largely driven by what their parents buy. This explains the low readership of Nairobi Star and Daily Metro among the youth in spite of them being the core target audience. Sunday Nation's Buzz also takes the lead when it comes to in-paper magazines, followed by the Young Nation, Lifestyle, Saturday Magazine and Pulse in that order. The mixture of beauty, fashion and relationships makes True Love and Drum appeal more to the youth than Insyder, which is a youth-targeted magazine. The youth's interest in politics and business is non-existent.

Access to mobile phones at an early age has had its positive and negative effects on the youth. According to a youth expert, they love the fact that through mobile phones they can keep in touch with friends more easily, have quick access to recreational games and job opportunities through sms-based job placement services. On the flipside, an expert in youth affairs found it unfortunate that text messages have compromised the youths' writing skills. The youth themselves regret communicating over the phone has replaced the more personal face-to-face communication. From the over 1,300 youth Consumer Insight spoke to when conducting Holla 2007, only 23% had active lines or SIM cards, and out of these, only 28% had more than one SIM card. With a wide array of tariff choices designed to meet various calling needs, it is less attractive to have more than one SIM card. From the choice of networks available, Safaricom is the preferred option, mainly due to its sales promotions, reputation as a company and call charges. According to the youth, Celtel's strong points are its call charges and signal clarity.

Sex, what we the older generation used to call bad manners, is now an everyday topic for the youth. As one doctor put it, "In the older days, sex was sacred and was hidden, but these days there is more of it. It has become so simple and it is like someone going to a kiosk to buy a soda. Young boys will

Holla 2011 reveals the East African youth's fondness for what they would in their own parlance call 'sissy' music. At 59%, Bongo Flava is the most listened to genre of music followed by R&B (36%), Blues (25%), Hip Hop/Rap (24%) then Reggae (21%). The statistics indicate that music in the local language is easier to relate to hence popularity of Bongo Flava in Tanzania, Kapuka and Genge in Kenya and Afro-Fusion in Uganda. This finding coupled with the revelation that local musicians are mainly popular in their home countries apart from Bongo musicians who enjoy the greatest appeal across the three states warrants marketers to partner with music celebrities as brand ambassadors.
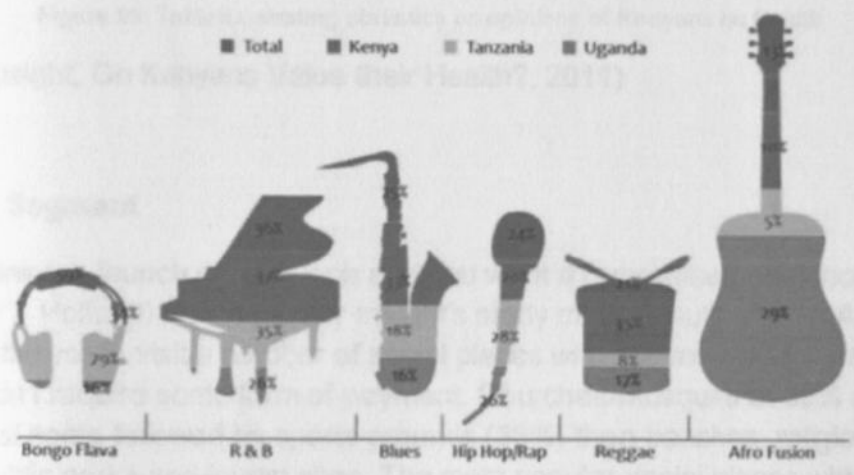
Figure 94 : Figure Illustrating popularity of the various music genres across East Africa

(ConsumerInsight, Bongo Kings, 2011)

Do Kenyans value their health?

Contrary to their well known penchant for beer and "nyama choma" (roast meat), Kenyans appear to be very health conscious, with 70% of Kenyans reporting that they try to eat healthy food, 64% consider their diet to be healthy and another 40% report that they try to follow a strict diet.

	Agree
I try to avoid sugar	33%
I avoid fat	40%
I try to follow a strict diet	40%
I try to eat healthy products	70%
I consider my diet to be healthy	64%

Figure 95: Table illustrating statistics on opinions of Kenyans on Health

(ConsumerInsight, Do Kenyans Value their Health?, 2011)

The Devout Segment

Are you planning a launch or re-launch and you want a guaranteed audience of the generation Y? Holla 2011, Consumer Insight's study on the youth of East African reveals that the youth visit a number of social places with the most popular spots being those that don't require some form of payment. Churches/Mosques at 65% are the most popular social spots followed by sports grounds (36%) then beaches, religious crusades, public parks and tourist sites. The most popular social places with a cost implication to the visitors are discotheques (14%) followed by restaurants and shopping malls (both at 13%) then video halls, hotels and movie theatres.

(ConsumerInsight, The Devout Segment, 2011)

The Underdog

When it comes to sport, football/soccer at 49% is king. That is expected. Now to the real shocker as revealed by Holla 2011, Consumer Insight's biggest study on the youth of East Africa. The second most popular sport among the East African youth is NETBALL! Not basketball which comes in fourth or rugby which comes in at position 10. Netball is the second most popular game but the media appears not to have noted this fact. Because I really cannot remember the last time I saw a netball match in television. Could we be overlooking a bonus opportune moment to connect with our youngsters? It is however much stronger in Tanzania and Uganda than in Kenya.

Figure 96: Figure Illustrating Statistics of the most popular sports across East Africa

(ConsumerInsight, The Underdog, 2011)

The influence of politics in our lives

How does one begin to explain the research finding that politicians are the most influential people in Kenya when we consider them to be greedy and parasitic, when we rarely trust or believe them, when we know they only think of themselves?

Yet they exert the greatest authority in our lives, beating personalities in the religious, media, sports and business fields to the number 1 spot. The natural follow-up question to this reveals that Raila is the most dominant politician in Kenya, supporting the view held by pundits that you underestimate Raila at your own political risk.

When asked what they consider the greatest threat to Kenya, respondents pointed out corruption - way ahead of war, tribalism, famine, and poor governance - this should suggest the order of priorities for our governing class.

Most influential people (fields)

■ Total ■ Males ■ Females

Field	Total	Males	Females
Politics	58.5%	60.4%	56.6%
Religion	10.5%	5.9%	15.2%
Media	10.0%	7.9%	12.1%
Sports	6.5%	6.9%	6.1%
Business	4.5%	7.9%	1.0%
Law	3.0%	3.0%	3.0%
Medicine	1.5%	2.0%	1.0%
Civil society	1.5%	1.0%	2.0%
Education	1.0%	1.0%	1.0%
Art	0.5%	0.0%	1.0%

Personality or institution?
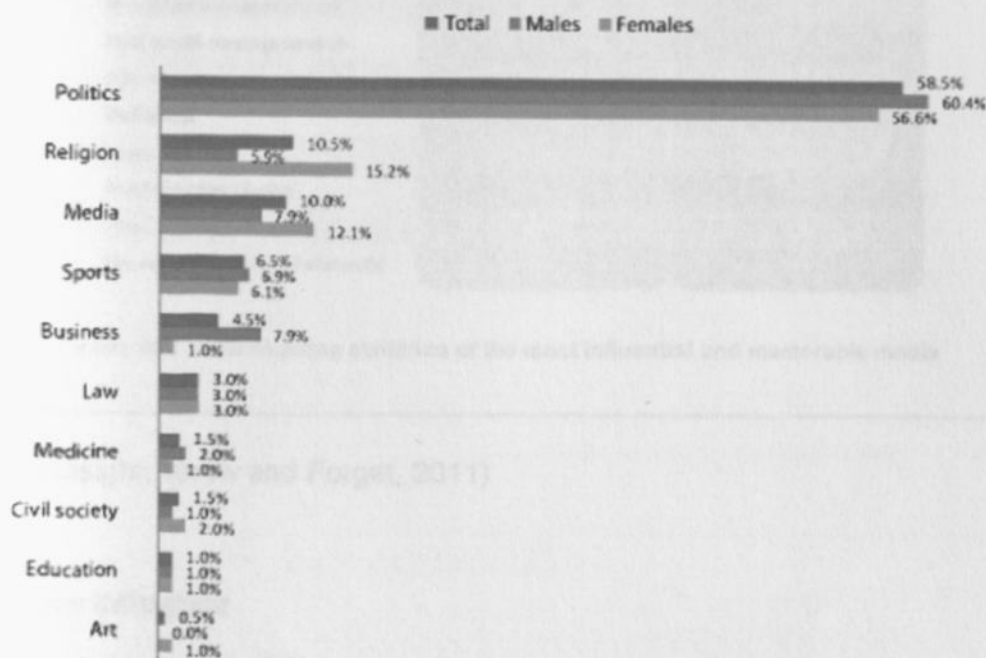
Figure 97: The Most Influential Fields in Kenya.

(ConsumerInsight, The influence of politics in our lives, 2011)

Advertising Media

Know and Forget

Even though television ads are the most memorable, Ads through emails are the most influencing. Furthermore they cost almost zero shillings and they spreads very fast, like bushfire. These types of Ads can work best where feedback is instantaneous as they study also shows that only 1% of the respondents remember them. So if you want your customers to know, act now and forget, communicate to them via email.

Source	Influence	Memorable Ad Source
Television	84%	62%
Radio	83%	17%
Newspaper	85%	30%
Magazine	72%	5%
Website	86%	8%
Email	90%	1%
SMS (short message service)	84%	4%
MMS (multi-message service)	50%	0%
Billboard	51%	19%
Wall mural	42%	1%
Poster	52%	8%
Brochure / flier / leaflet	56%	4%
Film / cinema	46%	1%
Person-to-person (word of mouth)	80%	2%

Figure 98 : Table showing statistics of the most influential and memorable media

(ConsumerInsight, Know and Forget, 2011)

56% in-store influence

About 60% of shoppers would buy an alternative brand due to in-store influence. Reja reveals that 56p.c. of shoppers would buy a brand other than their usual brand due to in-store influence. "This new finding is likely to re-focus marketing efforts to the point of sale. Brand marketers have a huge opportunity to influence their brand's preference over the competitor brands with appropriate in-store communication and presence"

(ConsumerInsight, 56% Ins-Store Influence, 2011)

In-store Ads Work Harder

POS Marketing Shows Higher Returns than TV, Others. The world loves an underdog. And in the world of marketing channels, Point of Sale (merchandising) is the underdog. It rarely shares the glamour of TV, or the reach of radio. But despite this, in-store marketing shows higher returns than expected. As revealed in a recent study, the leading source of awareness for shoppers was TV at 37%, but in-store displays were a close second at 33%. In combination with POS advertising (at 16%) they are the dominant marketing force in influencing shoppers. Are the advertising agencies paying attention?

Source	%
TV commercial	37%
in store display	33%
found it being used at home	17%
point of sale ad	16%
radio commercial	14%
friends/relatives	11%
outdoor ad	7%
newspaper ad	6%
school/college/university	5%
merchandisers/push girls	1%
posters/fliers	1%

Q. How did you come to know about this particular brand?

(ConsumerInsight, In-store Ads Work Harder, 2011)

The first screen is mobile

When it came to audio visual media, the TV was once considered the 'first' screen and the PC the 'second'. Now, the first screen is on your mobile phone – ownership of this device in Kenya has overtaken TV while PC possession is still very low (see chart below).

The rise of mobile phone ownership coupled with technological convergence on the gadget supports the forecast that most people in this part of the world will experience their first interaction with the internet on the move. Cellular providers are poised to be the dominant media owners, delivering mass audiences to advertisers but only if mobile phone users opt in, a problem which was not experienced by TV, radio, or print. This dilemma may slow down the use of the mobile phone as a full blown advertising medium.
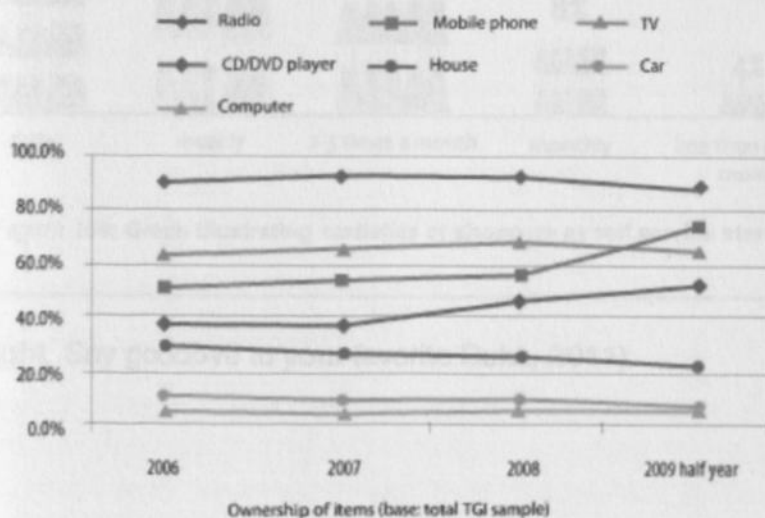
Figure 99 : Ownership of Items of mass and communication by Kenyans.

(ConsumerInsight, The first screen is mobile, 2011)

Say Goodbye to your Favourite Duka

A recent Reja study revealed an increasing preference for supermarkets by Kenyan shoppers. It is a trend that no doubt comes at the expense of the neighbourhood corner shop; the duka, or kiosk. Replacing this old favourite is the self-service format which proudly claims 66% of all frequent - weekly and daily - shoppers. Proximity of the new retail outlets may have driven expansion, but ultimately it is consumers' love for variety in products and price that sustains their growth.
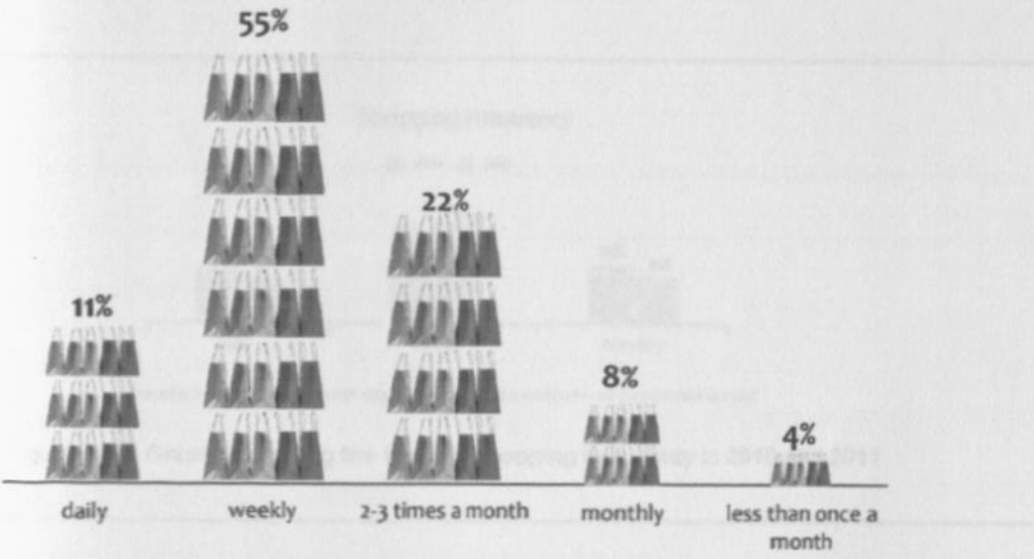
Figure 100: Graph illustrating statistics of shoppers at self service stores

(ConsumerInsight, Say goodbye to your favorite Duka, 2011)

Packaging

Pack sizes shrink as shopping frequency rises

With over 50% of the country's population spending below one dollar a day, the trend of buying small size pack products is becoming a bigger and bigger part of Kenyan shopper behaviour. The trends indicate that this year, more shoppers claim to shop more on weekly basis (63%) than last year (46%).

This is according to Reja, Consumer Insight's new brand and recently launched two-in-one shopper and retail research study. A first for East Africa, Reja not only helps

marketers understand their brands' share of the market, but also records shopper behaviour and explains why they prefer certain brands over others.

To address this rising trend, retail outlets, especially kiosks, now stock smaller pack sizes. This in return is expected to greatly influence manufacturers' packaging policy. And as poverty continues to bite, it is safe to predict that for most fast-moving-consumer-goods (FMCG) marketers, survival in the market belongs to those who embrace the smaller pack philosophy and run with it.

It is however interesting to note that during the same period, the small proportion of the population that shops once a month has declined, from 29 to 19%.

Shopping Frequency

■ 2010 ■ 2011

Daily 25% 19%   Weekly 46% 63%   Monthly 29% 19%

Shopping is more frequent with 63% shopping several times a week now compared to 46% last year

Figure 101 : Graph Illustrating the trend of shopping frequency in 2010 and 2011

(ConsumerInsight, Pack sizes shrink as shopping frequency rises, 2012)

Kadogo Market

This is the warning market research experts are giving businesses as single serve packages continue to dominate the market in Kenya. Manufacturers who have embraced the smaller packs are cashing in as inflation continues to bite, as revealed by REJA. This is a Consumer Insight shopper survey carried out quarterly at the retail outlets. Conducted in October 2011 and interviewing 1105 shoppers, we found out that 25% of the low income earners and 13% of the high income earners have reduced the product sizes that they purchase.

Has there been any reduction in the product sizes that you purchase?

Low income

High income

Yes
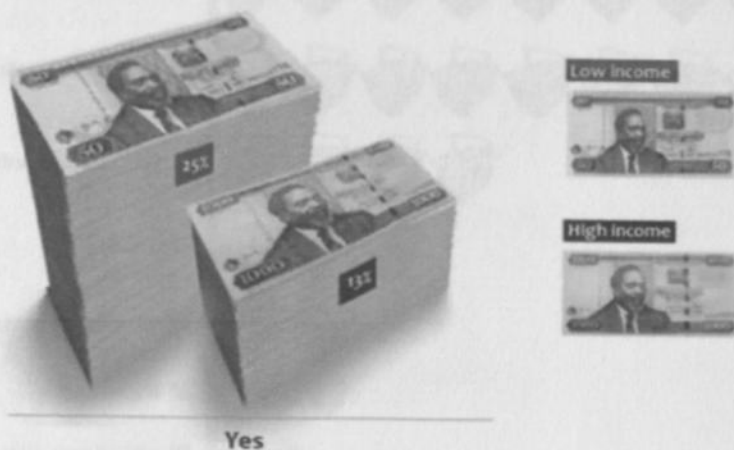
Figure 102 : Illustration showing the reduction of purchased product sizes among the different earners.

(ConsumerInsight, Kadogo Market, 2012)

Brand Loyalty

A Loyal Consumer's Words of Advice

Unwavering Brand Loyalty is Common in the Kenyan Market

"I know what I want, and what I want is this". This unmovable belief in certain leading brands is the predominant influencer of the average Kenyan shopper. Given that an equal number say they purchase for quality (trust), the power of the leading brand is even stronger than seen in the study. "Make it pretty". Additional tips and tricks - such as good packaging, clever advertising and recommendations from family and friends also have effect, but their ability to move sales is limited. For brand owners, the game is clear: do everything to win and become the number one brand, deliver consistent quality, then enjoy the rewards. And they'd also do good to listen to the shoppers last words; "free samples don't impress me much".

Tried/ Tasted It 41%

Better Quality/ Taste 41%

Cheaper Than Other Brands 16%

Attractive 13%

Referred By Someone 9%

Advertisment 8%

Attractive Display 7%

Price Discount 5%

Merchandisers Conviction 1%

Free Items 1%

Prescription (doctor etc) 1%

Q. What makes you buy this particular brand and not the other brands?
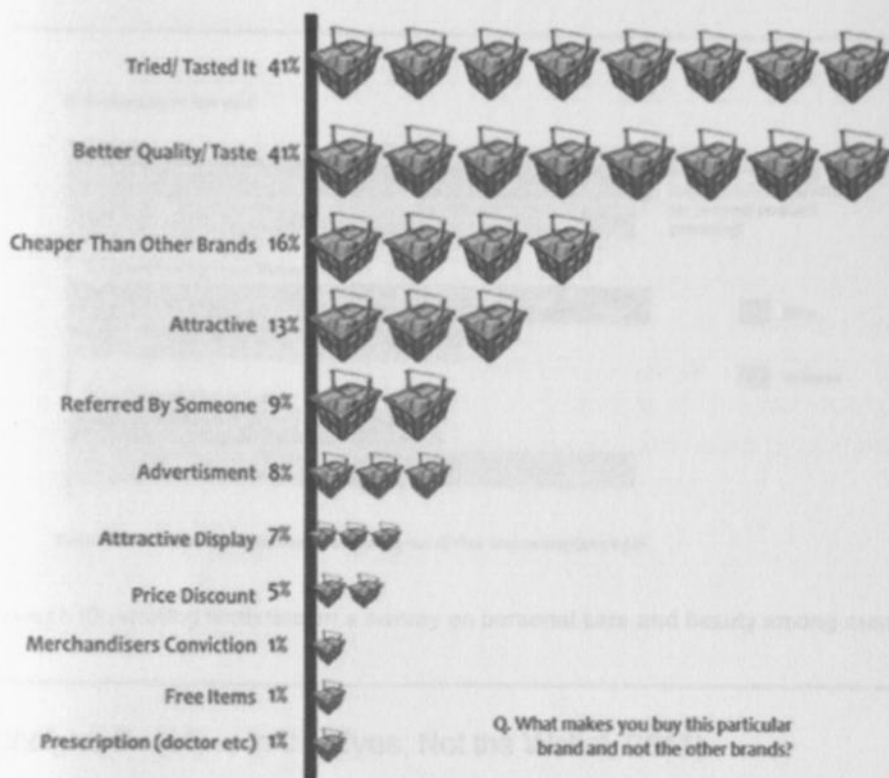
Figure 103 : Graph illustrating frequency of cues that attracted customers to a brand.

(ConsumerInsight, A Loyal Consumer's Words of Advice, 2011)

Beauty is in the Eyes, Not the Wallet

Stay beautiful, at any cost. That seems to be the attitude of Kenyan women, with a study revealing that more females than males are willing to maintain their looks regardless of lower incomes. Is the usual brand too pricy? Buy an alternative; 38% of women are willing to do this, compared to 26% of their scruffy male counterparts. What about staying away from buying, say by sticking to window-shopping? Again it's a 'NO' from the ladies; only about 30 percent take this option, compared to 40 percent for the men. Yet again, while both genders have opted to use less – a close tie at 38 percent – considering that women use much more products than men, then they would have to drop much more. 'Less' for a woman is clearly not the same as 'less' for a man. Even in these tough economic times, women have given cosmetics salesmen a reason to be happy. Or so it would seem.

Same beauty at less cost

Use less
39%
38%

Stopped buying some items
39%
28%

Buy cheaper alternatives
26%
38%

How are you coping with the shortfall in expenditure for personal care and grooming?

■ Men
■ Women
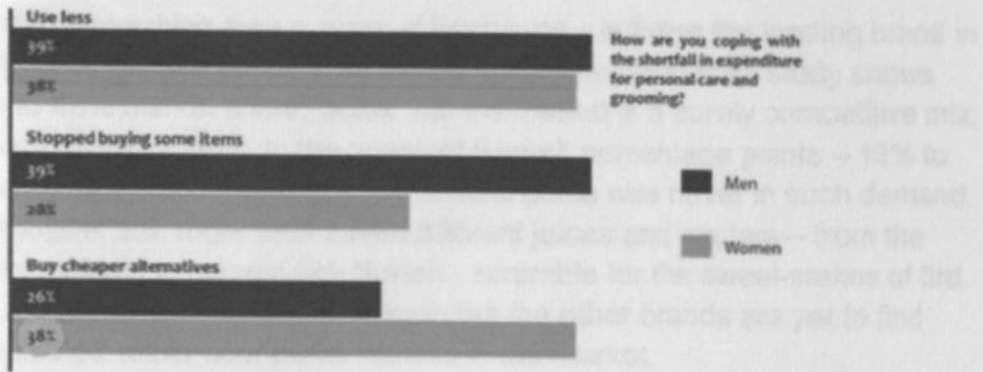
Despite hard economic times women are going out of their way to stay beautiful

Figure 104 : Graph Illustrating statistics on a survey on personal care and beauty among men and women.

(ConsumerInsight, Beauty is in the Eyes, Not the Wallet, 2011)

Shopping and Pricing

Men out shop women

The latest REJA Study reveals that, at 53p.c., there are more male than female shoppers, the greatest majority of shoppers (61p.c.) are between 20 – 29 years of age, 77p.c. of shoppers tend to shop alone, and in a shift likely affect marketing strategies in the near future, and the frequency of shopping has shifted from a monthly to a weekly affair. "Big shopping moments can be created anytime, marketers don't have to wait for end month to influence shoppers" avers Anne Kamau, the managing director of Gap Marketing, a sister company of Consumer Insight, she adds that, "we are glad to have regular and accurate insights to inform the development and implementation of category, channel and customer management strategies for our clients that will ensure winning at the shelf".

(ConsumerInsight, Men outshop Women, 2011)

Market Segments Performance

Del Monte Hits the Sweet Spot

The only thing more refreshing than a glass of fresh juice - is being the leading brand in the fresh juice market; and the honor is all Del Monte's. The latest Reja study shows them with close to 40% market share; below this the market is a purely competitive mix, with every brand fighting for itself. In the space of 5 small percentage points – 13% to 8% - there are six major brands squeezed in: second place was never in such demand. Below 2nd, it's tougher still; more than seven different juices and nectars – from the multinational Minute Maid to comers like Splash - scramble for the sweet-stakes of 3rd place. Overall Del Monte seems have hit a spot, but the other brands are yet to find their niche, hence their rather sour performances in the market.
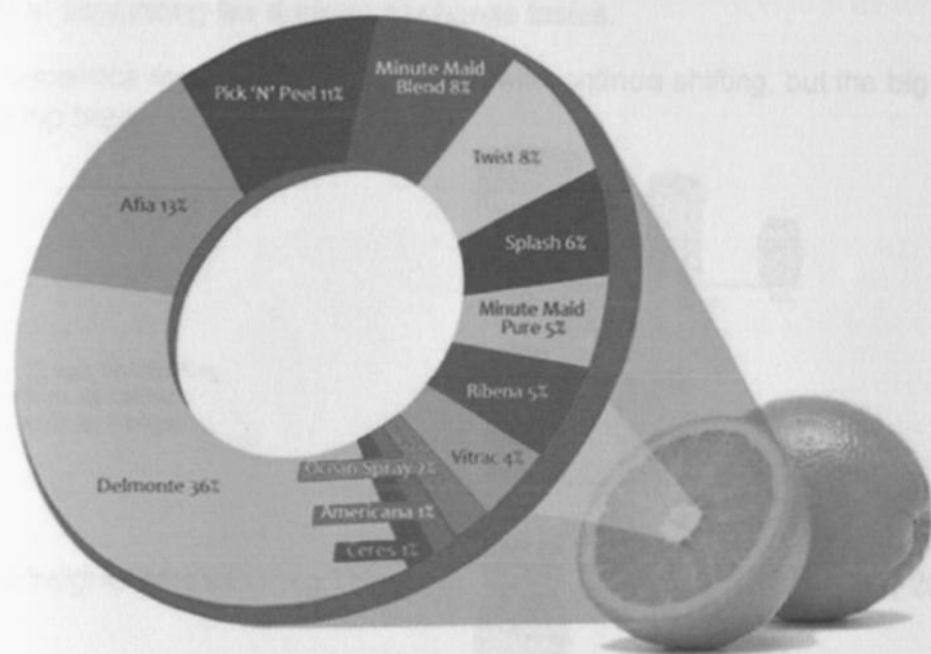
Figure 105 : Pie Chart Illustrating the Juices market brands' share.

(ConsumerInsight, Del Monte Hits the Sweet Spot, 2011)

Who's Stirring Things Up?

Newer Hot Beverage Brands are taking on the Leaders. Who will prevail? Four big brands have long enjoyed dominance in this market, but newcomers, seemingly out of nowhere, are seeking leadership too. Of the top four, Milo, the malt-based drink, has least ground. A boost in marketing lifted Horlicks, its challenger, to a 26% market-share: will the leader's cool response encourage more of the same? Meanwhile a similar mix appears in the Drinking Chocolate cup, where Raha is closing in on Cadbury's lead. However, both these brands market actively – guaranteeing that things will get frothy as competition heats up.

Consistency wins - and is why Nescafé comes first in coffee. A 70% lead, backed by solid marketing, means the work is cut out for Dormans - which has proven surprisingly equal to the task. Finally, we have the tea segment, and here a familiar situation plays out; Ketepa's Fahari Ya Kenya dominates, but Eden, the challenger, is proving competent at convincing tea drinkers to change tastes.

All these dynamics mean that market shares will continue shifting, but the big question is; will any top brand lose its lead?
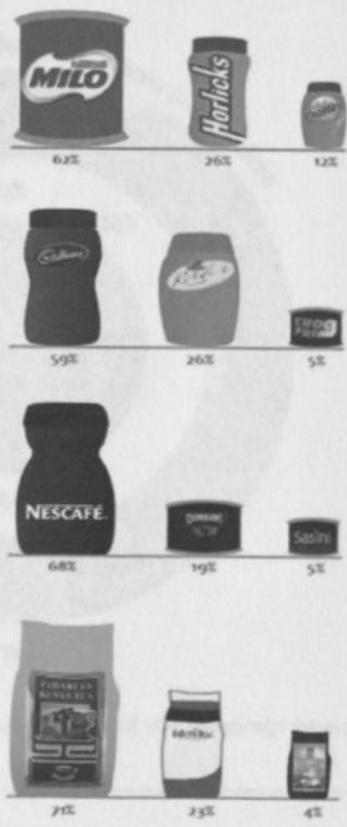
Figure 106 : Graph Illustrating
the market share of various
beverage brands in Kenya.

(ConsumerInsight, Who's Stirring Things   Up?, 2011)

We know what you had for breakfast. Tea.

The contrasting consumption patterns of Tea and Coffee reveal much about Kenyan consumer's loyalty to what is familiar. Tea scores big on tradition, and enjoys 66% share of the market. Coffee, on the other hand, comes in – not second – but third with only 12%. It seems that the affordability and versatility of tea; simple to prepare, goes well with milk, even better with a little sugar; are all factors that have made it a national tradition.

In the meantime, coffee's failure to connect has sent the sweet twins, cocoa and chocolate, to second place. Their competitive and advert-loving brands have given them a 2% edge over their coffee – which is reserved for colder days. Newer malt based beverages – with their unique taste – bring up the rear with 8%.

Some like it hot, strong and sweet; others with no sugar and plenty of milk. Whatever the case, tea's affordability, versatility and nostalgic appeal have endeared it to Kenyan consumers. That love will not grow cold quickly.
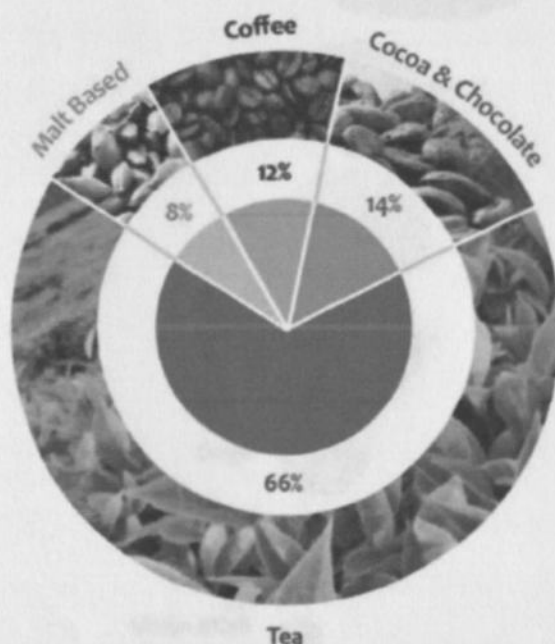
Figure 107 : Pie chart illustrating the market share of the beverage types in Kenya.

(ConsumerInsight, We know what you had for breakfast. Tea., 2011)

Curry on Leading

Royco's Spice Maintains a Long Term Lead. Royco's 43% market share seems secure for now. So who comes to challenge this top spot? Leading the pack is Oyo. Lifted by a strong marketing budget, they take 12%. It is notable that Deepa, with less advertising, has an equivalent slice of market. This shows the impact of niche demand in the curry category. Tropical Heat, Knorr and the vintage Simba Mbili, all with 2%, come next. These three could easily leverage their heritage to cook up a larger portion of the market share. Overall, Oyo has led the challenge through stronger marketing. If the others follow this lead, Royco's share will be trimmed down; but till then, the lead remains theirs to savour.

Which one did you buy?

43%
Royco

12%
Deepa

12%
Oyo

15%
Others

7%
Onga

5%
Beef

2%
Simba Mbili

2%
Knoor

2%
Tropical Heat
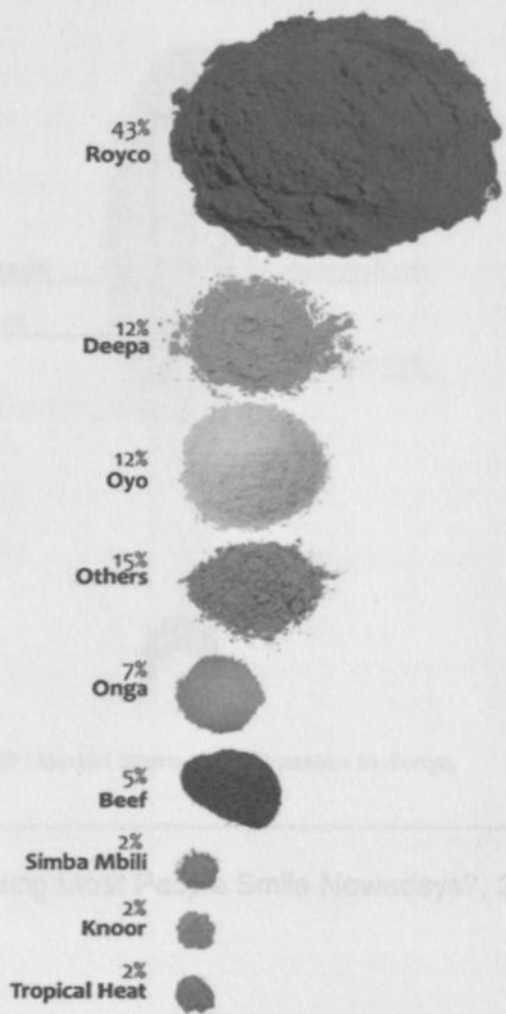
Figure 108 : Chart illustrating the Market Share of the various savoury brands in Kenya.

(ConsumerInsight, Curry on Leading, 2011)

What's Making Most People Smile Nowadays?

Hint: It Starts with a 'C'.... Colgate and Corona are two brands of a kind, and these bright twins lead in the oral hygiene market. According to Reja, they take 32% and 30% market share respectively. Aquafresh, another well known brand, has kept people smiling too and takes a clean 10% of the market. Wisdom follows, with 9%; is it named for its ability to reach those famous back-teeth? In any case, there is a draw at 7% for Oral B and Nice; lips are sealed on whether their marketing budgets are equal too. Closing off the group is Whitedent; its friendly advertising that speaks the mass markets' language has clearly won it friends, with 4% share. One thing is for sure though, first, second or ninth, these brands and their products are what keep us smiling. Brush on!
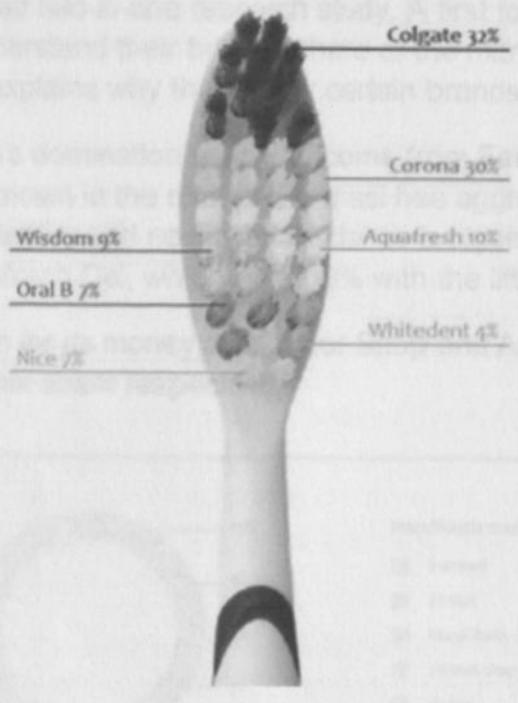
Figure 109 : Market share of Toothpastes in Kenya.

(ConsumerInsight, What's Making Most People Smile Nowadays?, 2011)

Battle for the Hand wash gels market heats up

There has been a lot of marketing activity lately in the hand wash gels category. Originally dominated by Dettol, a well known brand in the personal care sector, the relatively new category has grown rapidly in recent years.

Today, with so many small regional brands working at making their mark in the market, eating away at Dettol's market share, the world's best known anti-germ protection suddenly has reason to constantly look over its shoulder. This is evidenced by its recently increased blitz of advertising and marketing initiatives. The new entrants include Farmasi, Hand Fruits, Flower Shop, Active, which together with Dettol, form 44% of the market; and "others", which form the balance of 56%.

This is according to Reja Shopper and Reja Market Share, Consumer Insight's brand new and recently launched two-in-one research study. A first for East Africa, Reja not only helps marketers understand their brands' share of the market, but also records shopper behaviour and explains why they prefer certain brands over others.

The main threat to Dettol's domination seems to come from Farmasi Hand Wash Gel. Although relatively little known in the market, Farmasi has aggressively grown its customer base in this category and now actually claims a bigger share of the market (13%) than Dettol Hand Wash Gel, which ties at 9% with the little-known Hand Fruits.

Others giving Dettol a run for its money are Flower Shop and Active with 7% and 6% of the Hand Wash Gel market share respectively.

Handwash market shares
- ■ Farmasi
- ■ Dettol
- ■ Hand fruits
- ■ Flower shop
- ■ Active
- ■ Others

13% 9% 9% 7% 6% 56%
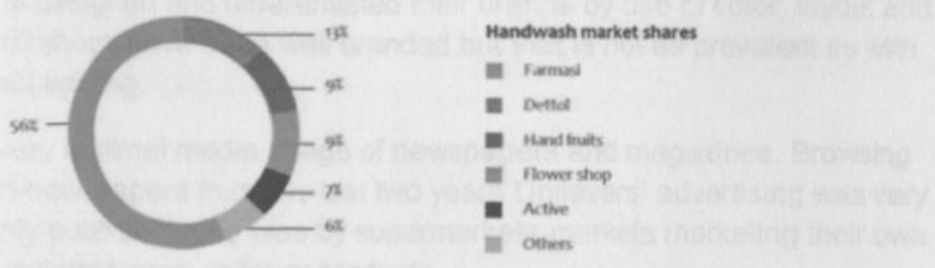
Figure 110 : Pie chart illustrating Market share of Hand-wash gels in Kenya.

(ConsumerInsight, Battle for the Hand wash gels market heats up, 2011)

Results from Observations

Advertising

The main advertisements by Unilever are TV and Radio commercials. Unilever has bought media time heavily in these two media sectors. The trending TV commercials are Omo dirt is good, Sunlight, Geisha, Rexona and Vaseline. Lifebuoy was heavily playing advertisements a few months ago featuring the legendary musical icon, Yvonne Chakachaka. At the moment Vaseline is enjoying immense airplay promotions both on TV and the top radio station with the recent launch of the new Vaseline flip-top lid. Geisha has been playing the same advertisement of a boy in a tub and animations of germs being annihilated. Rexona is also on heavy media promotion featuring musician Wahu. Omo feature an ad on TV playing lost children who are lost at the market and to find their mother their write on a white shirt with food and sauces to attract the attention and it ends with stating that dirt is good. Sunlight have playing and on TV featuring a flying soap lather character that smashes into people with dirty clothes and leaves the fresh, clean and soft.

Unilever has heavily invested in In-store advertising. Mainly majoring in the major supermarkets in Kenya and small shops 'Dukas'. In supermarkets Unilever has advertised by making branded product stands rather than leave the supermarket to shelve them like the other products. From observation, the branded major product stands found were of Royco, Blueband and Omo. In the case of Sunlight, Unilever branded the normal shelves by attaching strips of branding artwork.

In the outdoor, Unilever has heavily invested in billboards and street lighting advertising. Many have been placed on major roads, junctions, bus termini and shopping centers. Unilever has clearly designed and differentiated their brands by use of color, layout and content .A couple of shops have been wall branded but that is not as prevalent as with billboards and street lighting.

Unilever has had very minimal media usage of newspapers and magazines. Browsing the magazines and newspapers from the last two years Unilevers' advertising was very minimal and the only publicity found was by supermarkets markets marketing their own products of which included were unilever products.

Figure 111: Blueband shelf background branding.

Figure 112: Blueband shelf branding.

Figure 115: Omo Shelf branding

Figure 113: Sunlight shelf branding

Figure 114: Royco shelf branding.

Figure 116: Royco shelf background branding.

Figure 119: Omo shopfront branding

Figure 120: Omo shelf background branding

Figure 118: General shelf branding

Figure 117: Lifebuoy shelf

Figure 121: Sunlight Street Lighting advertising

Figure 122: Sunlight Billboard on City Mortuary

Figure 123 : Rexona Billboard at Kenyatta roundabout.
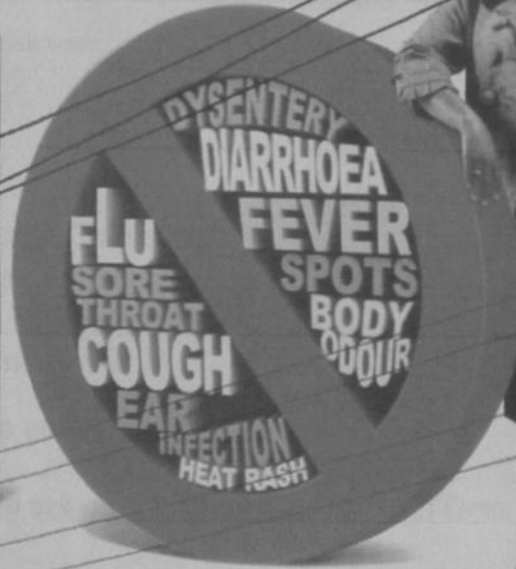
Figure 124: Lifebuoy Billboard along Ngong road.

Figure 125: Sunlight Billboard at Bus Station.

Promotions

- Blue Band National Growth Challenge.
- The Royco-Githeri Collabo Poa Activation.
- Fichua Githeri Ushinde Nyumba na Royco.
- Omo Buy and Win Promotion.

Recent Brand Activations, In store activities

In 2009, sunlight participated in activations in conjunction with Omo

These are:

- In store wet demos – Buy a pack of Sunlight 500g & above and wash a stained shirt to reveal a guaranteed prize
- Scratch & Win promotion – Buy a pack of Sunlight 500g & above and scratch a panel to reveal your guaranteed prize.

Other Sunlight promotions which have taken place are:

- National Dress competition (2002)
- Sunlight Smart Dada competition (2008)

BlueBand

Blue band is packaged in cylidrical and cuboid plastic containers. The height varies with the quatity being packaged. The major colors used are Yellow and Blue. Red has also been used in illustrations on the package. The Lid is usually blue in contrast to the yellow for the container. Unilever has also produces sachets that go for as low as five shillings packaged in satchets.

Figure 126: Blue Band Original.

Figure 127 : Blue Band Package from the Top.

Figure 128 : BlueBand Sachet

Figure 129 : Blue Band Gold Package

Figure 130 : Blue Band Kadogo sachet

Knorr/Royco

These savory brands have a wide range of colorful and creative packaging. The smallest and widely distributed are the sachets. They also have cylindrical containers bulging at the centre like a pot. Other packages are paper based cuboidal shapes with rounded ends. The colors used are majorly, Green and Red and a minor complimentary yellow.

Figure 131 : Knorr Chicken Bouillon.

Figure 132 : Knorr cubes packaging.

The packaging also uses line drawing illustration that is not complete but clearly brings out the image of the animal even in 3d form.
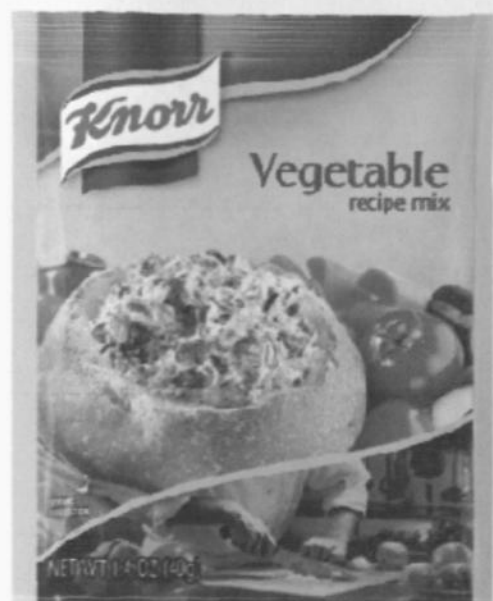
Figure 133 : Knorr sachets with yellow and red backgrounds.

Figure 134 : Knorr sachets with brown and green backgrounds.

Figure 135 : Knorr Sachets with a different layout design.

Figure 136 : Knorr Cuboid Packages.

Figure 137 : Knorr Package with rounded ends.

Figure 138 : Knorr Quick soup sachets.

Figure 139 : Royco sachets

Lipton

Lipton has used mainly small boxes containing the sachets and plastic bottles. The colors used are primarily Yellow and Red. Others are Brown, Blue, Green, and Purple depending on the color of the tea flavor.

Figure 140 : Lipton tea leaves tea bag packages.

Figure 141 : Lipton tea bottles.

Figure 142 : Lipton cylindrical packages.

Figure 143 : Lipton Tea and Honey packages.

Omo

Omo packages are simple mainly packaged in sachet like packages of nylon plastic.
Recently a bottle is soon to be introduced. Colors used are strictly white, red and blue.

Figure 144 : Omo powder soap packages

Figure 145 : Omo liquid soap bottles.

Sunlight

Sunlight is packages in the same manner as Omo but with an additional plastic cuboidal. Its colors are mainly Yellow and Blue for the typography and red for illustrations of the sun's rays. Other colors are flower petal colors that have been used as fragrance.

Figure 146 : Sunlight powder soap packages.

Figure 147 : Sunlight Liquid soap package and plastic trough package

Close Up

Close Up package is mainlu cubloidal paper print like many other tooth pastes. The main colors used red, white and blue. To differentiate flavors colors like red, blue, green and brown have been used for the backgrounds.

Figure 148 : Close-Up packaging.

Lifebuoy.

Life buoy's main colors are red and white. They have been used consistently and to a major degree on the layouts. Other colors used are green. They have creatively designed their hand wash despiser using an attractive form that is fluid and dynamic.

Figure 149 : Lifebuoy soap packaging.

Figure 150 : Lifebuoy plastic container packages.

Rexonna

Rexona has been packaged in attractive cylindrical packaging that has some bulges to bring out a spherical and oval shape. Others have groove like dentations to cause sensational grasp and touch when being used. The main colors being used consistently in the packages are white and blue. Others used in limited packages are yellow, grey, black and pink.

Figure 151 : Rexona deodorant packages.

Vaseline.

Vaseline has used blue and white as its main colors consistently in its packaging. Others include orange, green, pink, brown and pink. In form Vaseline has consistently used the curve, present in its logo, conversely and concavely. The ladies packages have smooth curves and lighter colors while the men's products have darker colors and sharper edges. Vaseline has also used the cylindrical shape for its deodorants.

Figure 152 : Vaseline for men 2010 product range.

Figure 153 : Vaseline lotions and their variants.

Figure 154 : Vaseline deodorant packages.

Figure 155 : Vaseline sheer infusion packages.

Figure 156 : Vaseline Intensive rescue packages.

Figure 157 : Vaseline Spray and Go packages.
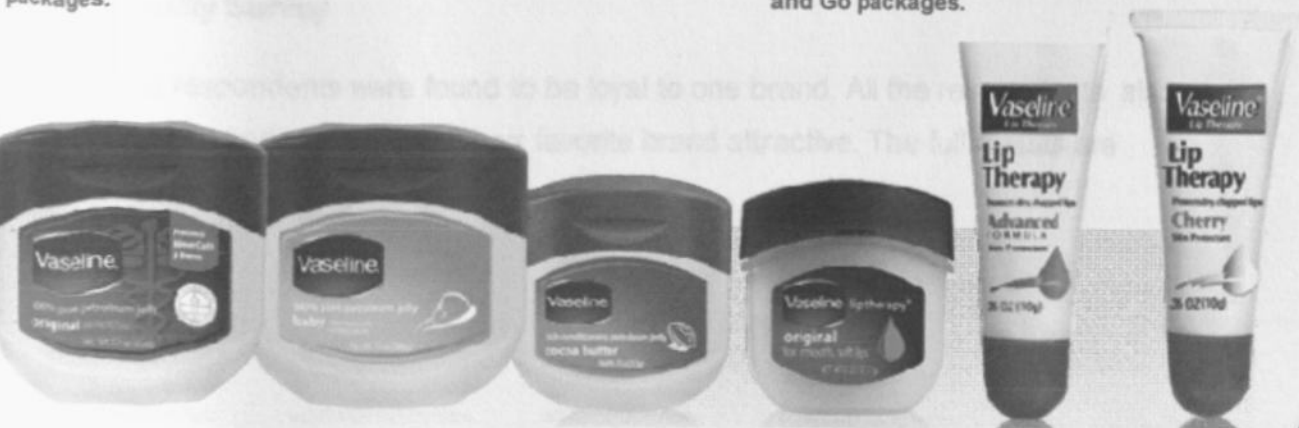
Skin Care Products Survey

A series of questions were designed to get data on the current skin care products used by the respondents, brand loyalty, color, packaging and these attributes effects on the respondents. These were grouped on the first section of the questionnaire; Section A.

Current Skin Care Products being used

The results show that the most popular skin care product used among the respondents is Nivea. The rest of the results are illustrated in the following pie chart.
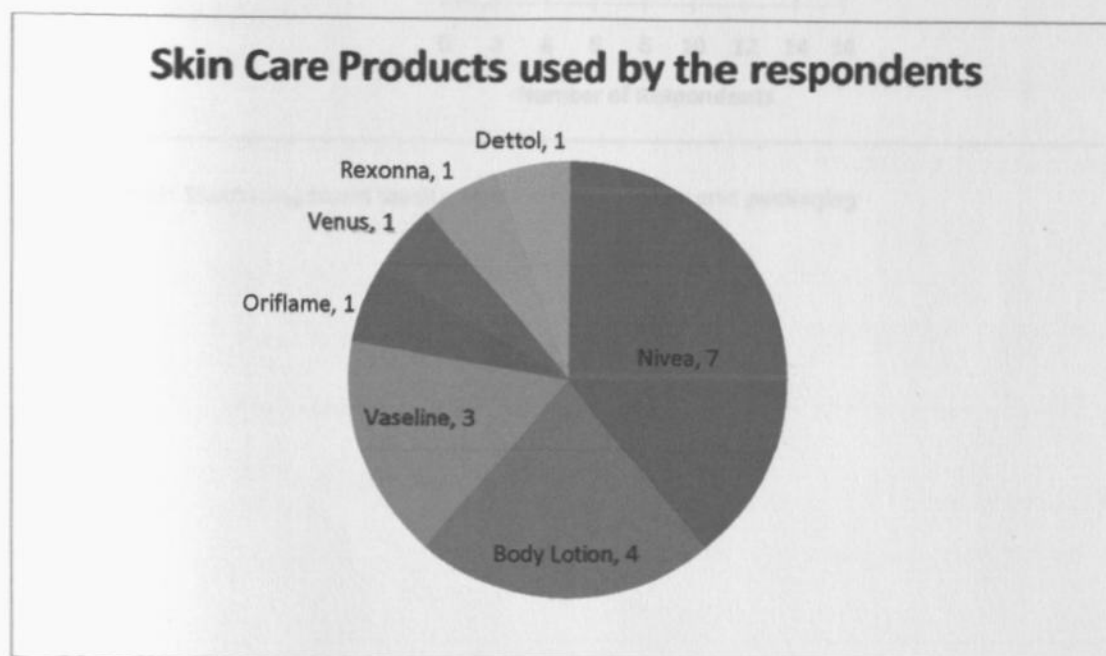
Figure 158: Pie Chart Showing Skin Care Products used by the respondents.

Brand Loyalty Survey

Most of the respondents were found to be loyal to one brand. All the respondents also found the color and packaging of their favorite brand attractive. The full results are illustrated in the following bar graph.
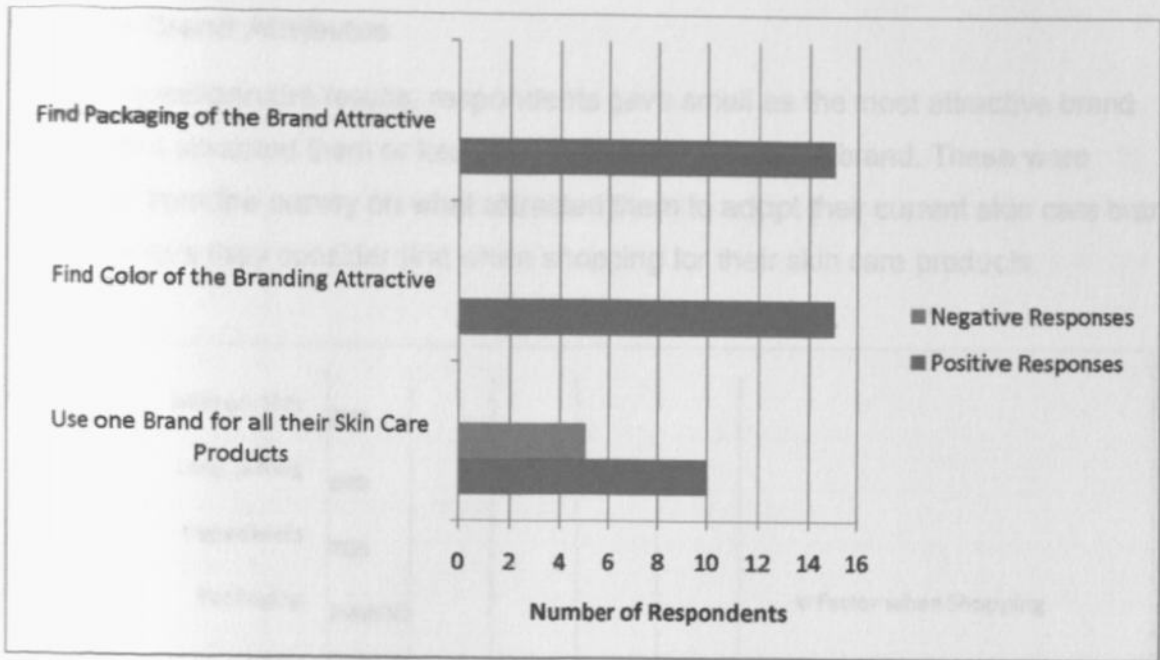
Figure 159: Graph illustrating brand loyalty, and opinion on color and packaging

Attractive Brand Attributes

From the questionnaire results, respondents gave smell as the most attractive brand attribute that attracted them or keeps their enthusiasm for the brand. These were responses from the survey on what attracted them to adopt their current skin care brand and the factors they consider first when shopping for their skin care products.
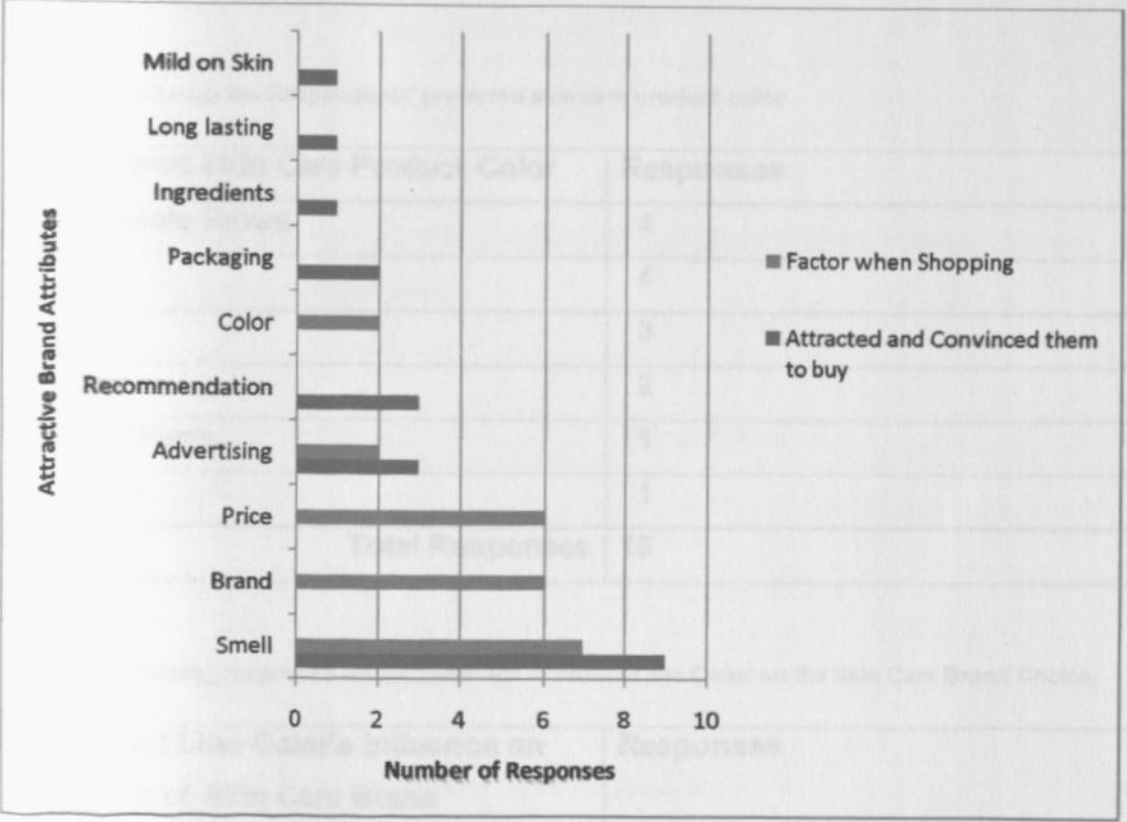
Figure 160: Graph Illustrating the Strongest attractive attributes of a Brand among the Respondents.

Skin Care Products Color

This category analysed the respondent's opinion on color and their skin care products. The results show what color the respondents prefer for their skin care product, mostly the color of the ingredients. The results also show that the respondents think that the brand color should be functional i.e. has a relationship or associated meaning with the intended function, benefits and contents of the skin care product.

Table 1: Table showing the Respondents' preferred skin care product color

Preferred Skin Care Product Color	Responses
Chocolate Brown	4
White	4
Pink	3
Blue	2
Blue-Green	1
Yellow	1
Total Responses	**15**

Table 2: Table showing responses on the Influence of Product line Color on the Skin Care Brand Choice.

Product Line Color's influence on Choice of Skin Care Brand	Responses
Influenced	7
Not Influenced	8
Total Responses	**15**

Product Color and its relationship to product function, effects and contents	Responses
Has a Relationship	9
Has no Relationship	6
Total Responses	**15**

Preferred Skin Color

Survey on preferable skin color results show that Chocolate Brown Skin is the most favorite by an overwhelming majority.

Table 4: Table showing the Respondents' most preferred Color.

Preferred Skin Color	Responses
Chocolate Brown	13
Dark	1
Light Brown	1
Total Responses	**15**

Color Blue its Association with Skin Care Products

The Color blue was associated with Nivea by majority of the respondents.

Table 5:Table showing Skin Care Brands associated with the Color Blue.

Skin Care Brands Associated with the Color Blue	Responses
Nivea	10
Vaseline	4
Fa Shower Gel	1
Dettol	1
Total Responses	**16**

Skin Care Products Packaging Survey

Results show that respondents preferred Packaging to Color as their most visually attractive attribute. The respondents were also almost equally divided on the opinion that packaging form reflected the products' quality.

Table 6: Table showing the most attractive visual cue to the Respondents when Shopping

Most attractive Visual Cue	Responses
Packaging Shape and Form	10
Color	5
Total Responses	15

Packaging Shape and Form is directly related to the Product's Quality	Responses
Yes	8
No	7
Total Responses	15

Table 7: Table shoeing the Respondents' opinion on Packaging form and Product Quality.

Gestalt Psychology Tests

Questions testing on properties and principles of Gestalt were grouped under the second section of the questionnaires; Section B. The results from these will be grouped under their respective properties and principles.

Emergence Property Tests

Results from responses to questions testing show overwhelming evidence of the property of emergence on the visual perception of respondents. Although the first question on emergence was not clear to a number of respondents, the responses on the other two questions shows clear property of emergence.
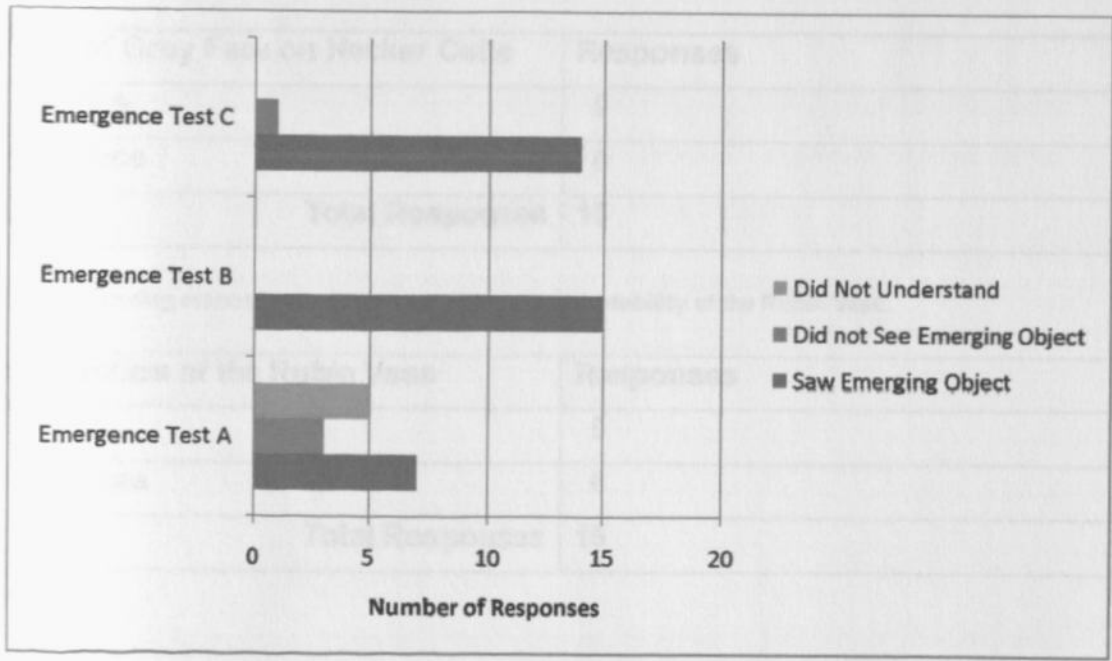
Figure 161: Chart Illustrating Responses to questions on Gestalt Principle of Emergence.

Reification Property Test

Responses from questions testing on the Property of Reification show that all the respondents could see rectangles from a mixed figure that had no complete triangle defined by boundaries.

Multistability Property Tests

Two questions were designed to test on Multistability. Respondents were given the figures of the Necker cube and the Rubin Vase. Results were positive for both with respondents seeing a multistable object 9 to 6.

Table 8: Table showing responses to question testing on multistability of the Necker Cube.

Side of Grey Face on Necker Cube	Responses
Left face	9
Back face	6
Total Responses	15

Table 9: Table showing responses to question testing on multistability of the Rubin Vase.

Perception of the Rubin Vase	Responses
A Vase	9
Two faces	6
Total Responses	15

Continuity Principle Test

Majority of responses found the smoothest path in the responses to the question testing on the Gestalt Principle of Continuity.

Table 10: Table showing responses to the question testing on the Principle of Continuity

Form of Joining Dots	Responses
Joined on the Smoothest Path	11
Joined on other principles	4
Total Responses	15

Proximity Principle Tests

Most respondents showed a tendency to perceptually group objects that are in close proximity. The second test created the illusion of angled lines that were indeed parallel, by placing the arrangement of the squares.

Table 11: Table showing responses to the question testing on grouping on dot columns.

Grouping of Dot Columns	Responses
Grouped by proximity	10
Grouped by other principles	4
Total Responses	14

Table 12: Table showing Responses to the question testing on perception of lines places between placed squares.

Perception of the Lines	Responses
Perceived as Parallel	12
Perceived as Angled	2
Total Responses	14

Symmetry Principle Test

Responses to the question testing on symmetry by grouping brackets showed that most of the respondents applied the principle of symmetry to identify the brackets as three.

Table 13: Table showing responses to the Principle of Symmetry.

Identification of Number of Brackets	Responses
Perceived as 3 Brackets	11
Perceived as 6 Brackets	4
Total Responses	15

Past Experience Principle Test

Response on the question testing on the Past Experience principle showed that most of the respondents applied their immediate past experience with the symbol presented out of context as the last similar symbol.

Table 14: Table showing responses to the question testing on the Principle of Past Experience.

Identification of Symbol	Responses
Identified as 13	8
Identified as B	6
Total Responses	14

Similarity Principle Test

One question was designed to test on the Principle of Similarity. Most of the respondents identified and grouped similar shapes.

Table 15: Table showing responses to the question of grouping shapes.

Form of Grouping Shapes	Responses
Grouped by Similarity	12
Grouped them by other principles	1
Total Responses	13

Figure-Ground Perspective Tests

Two questions were designed to test on the principle of the figure-ground. An illusion of figure and ground was created and respondents tested on the principle that the mind tends to identify objects in the background and foreground as of different sizes.

Table 16: Responses to the question on identifying sizes of Soldiers.

Perception of the Soldiers' Sizes	Responses
Different sizes	8
Same size	6
Total Responses	14

Table 17: Responses to the question on identifying sizes of Lines.

Perception of the Lines' Sizes	Responses
Different sizes	8
Same size	6
Total Responses	14

Color Psychology Tests

Survey of Respondents' Favorite Colors

The following are the results of the respondents' favorite colors and their gender.
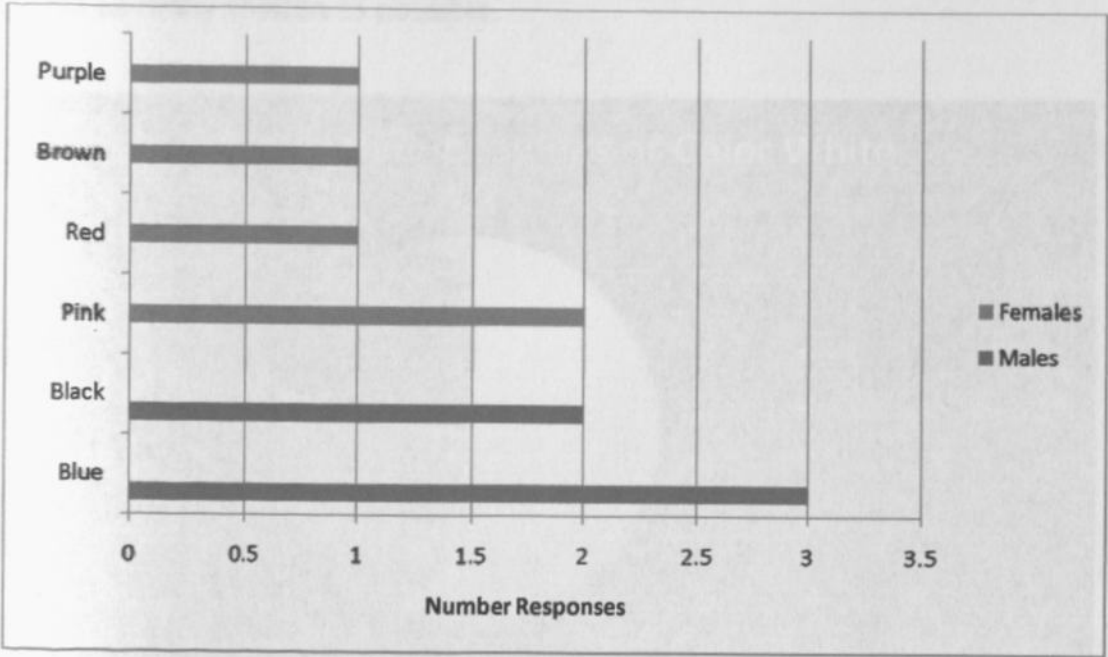
Figure 162: Chart Illustrating data on Respondents' Favorite Colors and their Gender.

Color Meanings and Associations Survey

Respondents were given eleven colors with choices of pan-cultural meanings and association and were required to match the choice that best matched according to their own comprehension and liking. Respondents were free to select as many choices as possible.
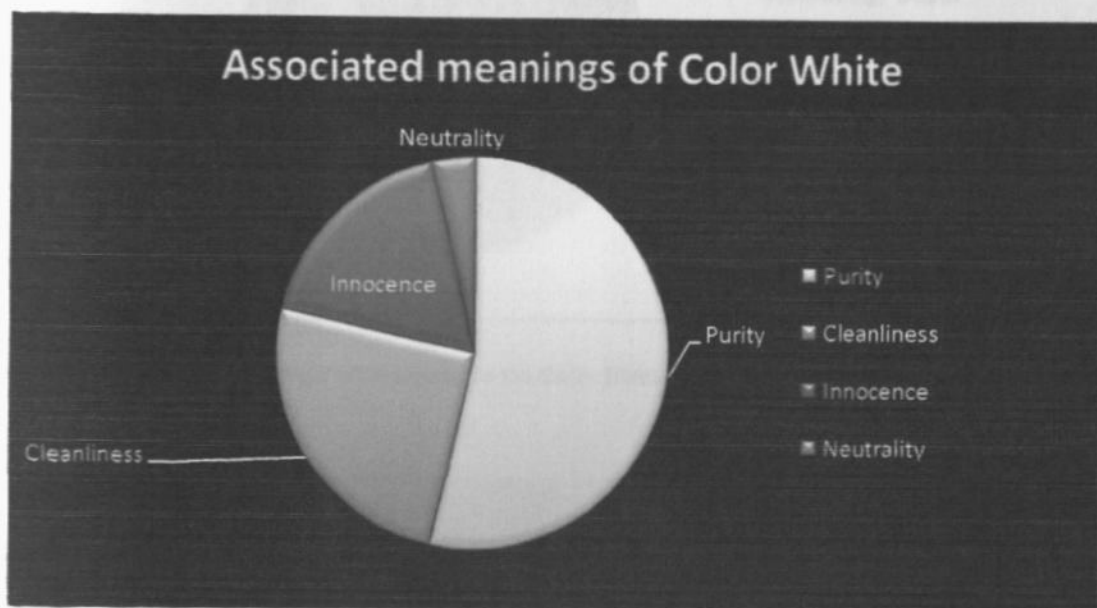
Figure 163: Chart Illustrating associated meaning of the Color White.

Associated meanings of Color Black

- Evil
- Mourning/ Death
- Authority
- Strength
- Intelligence
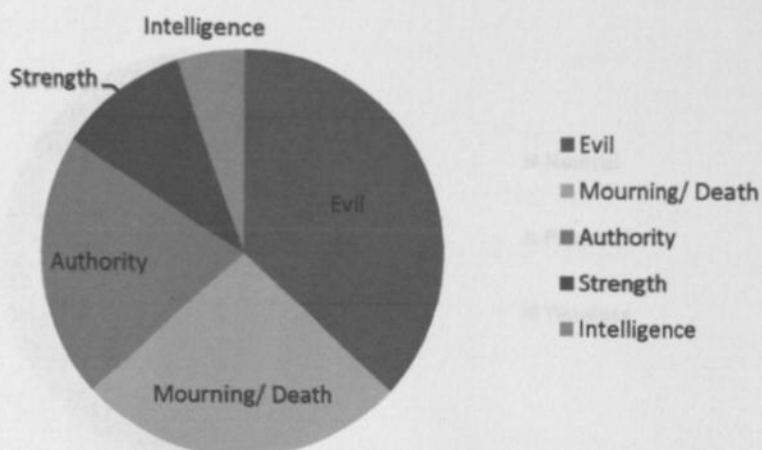
Figure 164: Chart Illustrating Associated meaning to the Color Black

Associated meanings of Color Grey

Figure 165: Chart illustrating associated meanings of Color Grey

Associated meanings of Color Red
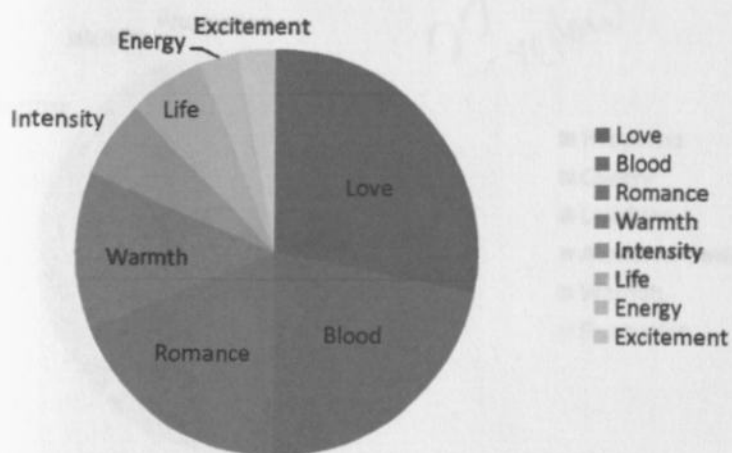
Figure 166: Chart illustrating associated meanings of Color Red

Associated meanings of Color Orange

Legend:
- Happy
- Excitement
- Enthusiasm
- Energetic

Slice labels: Change, Happy, Excitement, Enthusiasm, Energetic, Warmth, Wealth and Prospertiy, Sophistication
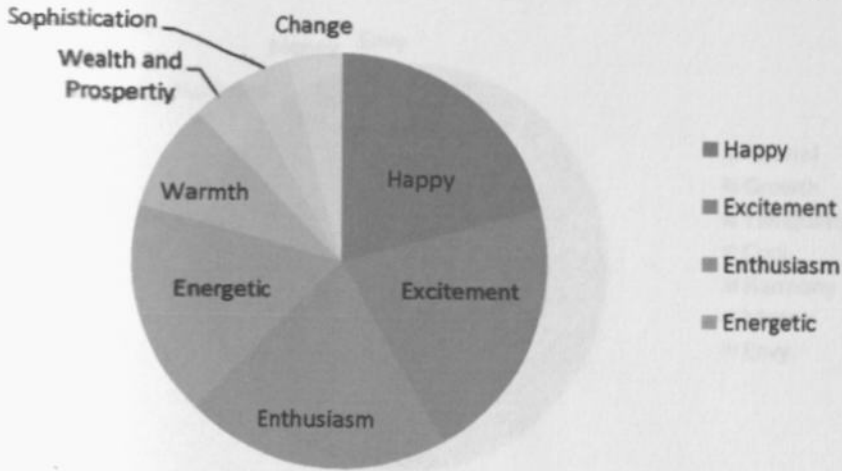
Figure 167: Chart Illustrating associated meanings of Color Yellow

Associated meanings of Color Yellow

Legend:
- Happiness
- Cheery
- Laughter
- Attention-Getting
- Warmth
- Frustration

Slice labels: Frustration, Warmth, Attention-Getting, Laughter, Cheery, Happiness

(handwritten) ?? yellow?
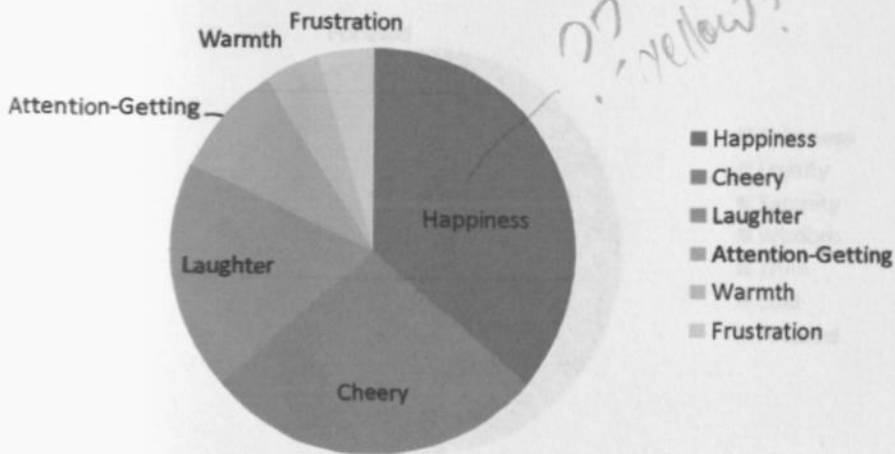
Figure 168 Chart Illustrating associated meanings of Color Yellow

Associated meanings of Color Green
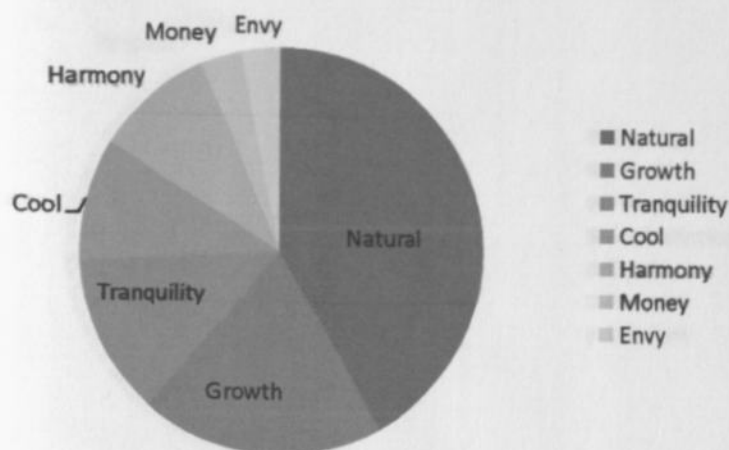
Figure 169: Chart Illustrating associated meanings of Color Green.

Associated meanings of Color Blue
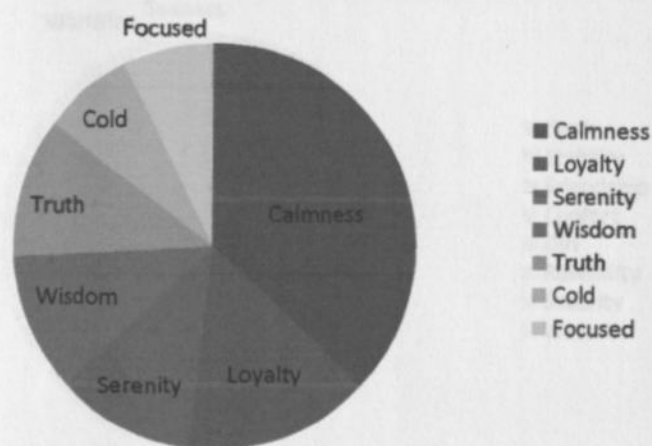
Figure 170: Chart Illustrating associated meanings of Color Blue

Associated meanings of Color Purple

Wisdom
Respect
Exotic
Sophistiction
Prosperity
Wealth
Royalty

- Royalty
- Wealth
- Prosperity
- Sophistiction
- Exotic
- Respect
- Wisdom
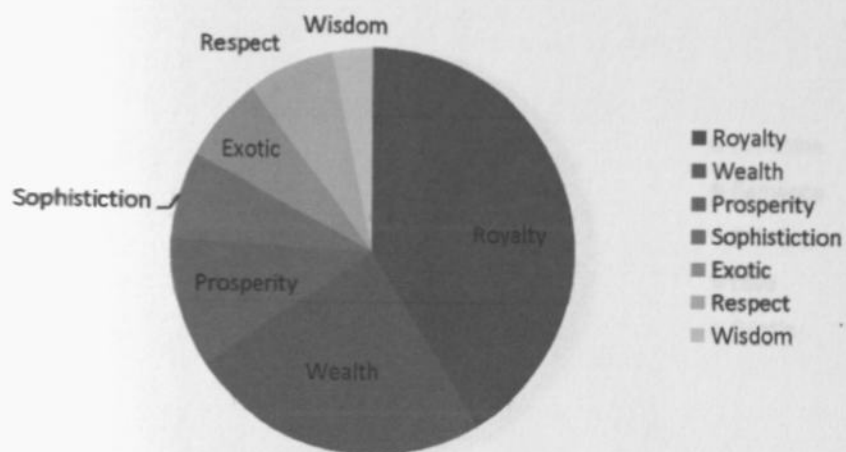
Figure 171: Chart Illustrating associated meanings of Color Purple

Associated meanings of Color Brown

Warmth
Sadness
Security
Reliability
Dirt
Confort
Friendship
Stability
Earth

- Earth
- Stability
- Friendship
- Confort
- Dirt
- Reliability
- Security
- Warmth
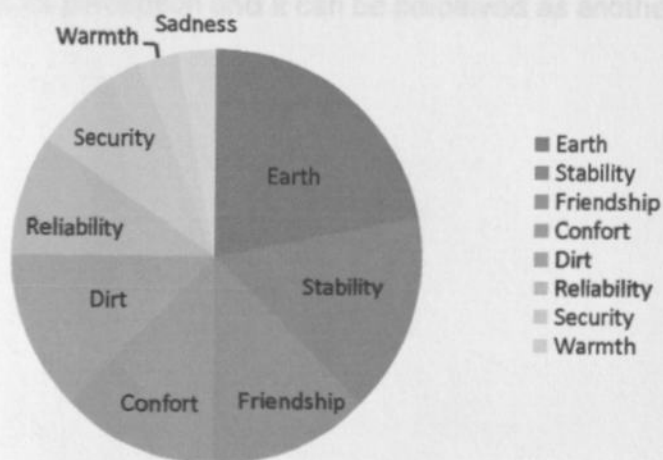
Figure 172: Chart Illustrating associated meanings of Color Brown

Associated meanings of Color Pink

- ■ Feminine
- ■ Romance
- ■ Calming
- ▪ Love
- ▪ Gentle
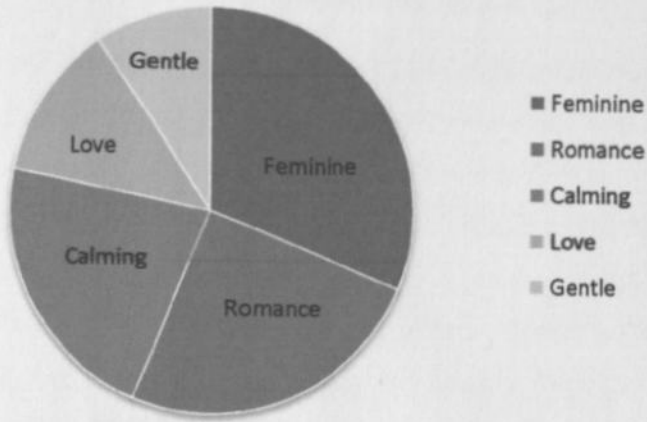
Figure 173: Chart Illustrating associated meanings of Color Pink

Color Combinations and Contexts Survey

The results on tests on simultaneous contrast and color context show 100% positive results that the contrast of a color affects its perception. The context of a color affects its perception and it can be perceived as another color.

RECOMMENDATIONS

In an effort to create a vivid visual communication design to reinvigorate the Vaseline brand, the following are the recommendations drawn from the research and findings.

From the findings and discussions, we find a lot of data on marketing, branding advertising, advertising media and packaging. Therefore the following recommendations were reached from analysis of the data obtained. One major finding is that the youth are the biggest market and influence even the remaining market segment. They like listening to music, reading books and watching TV. They are glued to Music videos and shows. They like to hang out at church, sports grounds, restaurants and shopping malls. The youth like action flicks. Among sports they like soccer the most followed by athletics then rugby. They find identity by clothes and fashion. They aspire to be successful, cherish education and careers. The top careers are the emerging ones which are communication, music, art, design, IT, and sports (specifically football and rugby). They sport cell phones packing a lot of entertainment features like music players, fm radio, TV. Among music, the most popular is local music like Bongo, Genge and Kapuka. They like interacting with other people, meeting, dancing, socializing and interacting with technology (games, sms and facebooking). Therefore the researcher recommends that in advertising the youth be considered as a major market. Using the characteristics and features of this group as outlined, these may be used effectively as media and content that the youth can identify with and be reached through.

Considering the rest of the market, the most popular newspapers found are The Standard and Nation newspapers. Churchill is the most popular media personality. Kenyans cherish getting ahead the most. Kenyans are also highly connected online and members of social media. Kenyans' role models are Mr. Koffi Annan, Nelson Mandela, Fathers, Wangari Maathai and Jomo Kenyatta.. Music is the most favorable past time. Kenyans do cherish their health, many have taken steps in trying to achieve that. The most influential fields are politics, religion, media and sports. The most influential politicians are Raila Odinga and Mwai Kibaki. On these, the researcher recommends use of these content in advertising since it is the most influential among Kenyans.

From findings of Advertising, the researcher recommends that to produce on of the best ads, the following are paramount. They have to depict real life, situations with universal emotional appeal and characteristics of basic human nature e.g. parental love, romance and grief. A wining advert is made by originality, relevance and simplicity.

In advertising media, the researcher recommends the use of the following media since they were found to be the most influential and most memorable by average percentage; Television-73%, Newspapers-57%, Radio-50%, Website-47%, Email-45.5%, SMS-44%, Person to Person-41%, Magazines- 38.5%, Billboards-35%, Posters-30%, Brochure/Fliers/Leaflets-30%. In-store are a powerful influence even exceeding TV commercials in brand awareness and 56% in influencing a purchase of an alternative brand. The research also revealed that the mobile phone screen is the most used gadget in accessing the internet far surpassing the other electronics like CPUs. The researcher therefore recommends that the above media be used as they have been found to be the most suitable.

In shopping, the researcher recommends the use of the supermarkets as the most suitable media is designing and setting advertisement since Kenyans have developed a weekly habit of shopping at the supermarkets and only supplementing deficiencies from the local duka.

In Packaging, the researcher recommends developing smaller packages since shoppers have reduced shopping to weekly and have increased their purchase of the smaller packages of Fast Moving Consumer Goods.

Kenyans have unwavering brand loyalty and the researcher recommends that to maintain that one has to apply good packaging, clever advertising and recommendations by experts, friends and relatives. Among the factors that matter most in one buying a brand are; Testing/Trials, Quality, Price, Attraction Reference by others and Advertising. These are to be used to maintain brand loyalty.

The researcher recommends advertising to men and women on an equal basis since the findings show that men actually out shop women. Men are also more loyal to a brand than women who will prefer to buy cheaper brands instead.

One the market standings research the researcher recommends analysis of the branding and advertising of the following brands leaders to draw findings and recommendations that can help build other brands. In the Juices industry the following market leaders are to be noted; Delmonte, Afya and Pick and Peel. In the beverages market the following are to be noted; Milo, Cadburys, Nescafe, Fahari ya Kenya Tea, Horlicks, and Raha. In the savourys category, Royco leads the market followed by Deepa and Oyo. Knorr a sister brand to Royco is at the bottom. In the Oral Hygiene Colgate, Corona and Aquafresh are the top Brands. Lastly among the hand wash market; Farmasi, Dettol and Handfruits are the brand leaders.

The research using questionnaires revealed a lot from the survey among the respondents about skin care products. The first finding is that Vaseline is a well known and a house hold name among skin care products. As mentioned earlier, Vaseline even became synonymous with petroleum jelly. But its position among skin care products seems to have become second to Nivea.

Customers find Color and Packaging attractive. Therefore the importance of maintaining attractive use of color is primary in maintaining a brand. Brand loyalty can also be maintained through these as long as the brand remains attractive and delivers quality.

In analyzing the attractive brand attributes;

- Smell
- Brand
- Price
- Advertising
- Color and Packaging

were found to be the most attractive and in that order. This means that in visual communication, the same attributes should be communicated in the same order of importance. Smell should be communicated as the most intriguing and strongest quality. By visual communication, this can be achieved by vivid imagery, creative copywriting and visual organization.

The brand should be clearly identified and its identity maintained in terms of color, layout and quality. The following are the strategies to be implemented in improving the Brand and Corporate Identity;

- Extensive use of the Brand Colors
- Use of the Logo and Blue Seal
- Typeface design
- Online experience in terms of designing interactive websites, social media pages in the leading social media platforms and communities i.e. Facebook, Twitter, Google+, Pin Interest and LinkedIn.
- Print Media; Newspapers, Magazines, Posters, Banners, Brochures, Handouts, Leaflets, Vehicle signage, Stadium banners, Info graphics.
- Calendars, letterheads, complimentary slip invitation cards, receipts, memos, business cards,
- Alternative medial like Cups, Wall Branding and T-Shirts.

The advertising should also be creative since its power is immense in attracting and maintaining loyalty to the brand. The color to apply in this case as related to the Vaseline brand is Blue although this has been strongly associated to Nivea. Research has shown that colorful print advertising can capture and maintain attention as a 30 second TV adverts. Therefore advertising should be emphasized with creative use of color, form and layout.

The most attractive colors to combine with the brand colors of skin care products are from the research;

- Chocolate brown
- White
- Pink.

These colors can be used to imply the color of the contents and ingredients, the backgrounds or the models' skin color. Their meanings and associations are strong in skin care products. Therefore their importance is paramount if used creatively.

The researcher recommends the functional use of color across the product line, to be used to differentiate and offer more options in terms of choice. The color should be functional e.g. If it's orange then it should communicate fun and excitement which should be matched with the smell. The product line should have a unique range of color schemes to match products for men, women, cooling products, exciting products etc.

The recommended skin color to be used should be chocolate brown skin. This is the skin color that was found most appealing contrary to expectations that light Caucasian skin would be preferred.

Blue was found to be strongly associated with the Nivea brand. Thereof the researcher recommends efforts to differentiate these two brands strongly in terms of color association. One way is to maintain a consistent blue background and the use of brown.

Packaging was found to be a huge attribute in the visual communication of a skin care brand. The researcher recommends that the following be implemented;

- A unique packaging system that strongly identifies with the Vaseline brand.
- Packaging that provides consumers with functional benefit so that the brand products are perceived as of high quality.
- Packaging design that provides a social benefit to help establish group norms.
- Packaging that provides emotional attachment, satisfaction and benefit through the efficient use of color to evoke emotions.

Gestalt Psychology and Visual Form Perception

The findings on tests on properties and principles of gestalt reveal that the mind tends to organize information from visual perception according to the gestalt psychology. Therefore the researcher recommends that gestalt be used to create and organize visual communication according to these principles and properties;

- Emergence property

- Reification Property
- Invariance Property
- Multistability property
- Principles of Continuity, good gestalt, symmetry, proximity, past experience, figure ground.
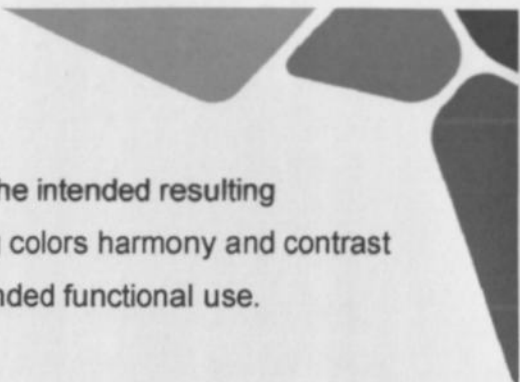
The researcher recommends that if data and information is organized based on the gestalt psychology, customers would be able to easily pick out information with ease and interpret it fast. Gestalt can be applied in advertising, packaging, photography, typography and any other visual communication that requires form and layout. Based on a proven psychological framework, layout and composition would be easier and more methodological.

Color Psychology

The researcher recommends that darker or cool colors be used for men's products line and warmer and lighter colors be used for women's products line. This is because of the difference in preference for colors on the gender principle.

The researcher recommends that the functional use of color be used to effectively communicate the brand and its products. The following were the major associated meanings of the major colors.

- White – Purity, Cleanliness' and Innocence.
- Black – Evil, Mourning/ Death, Authority, Strength.
- Grey – Neutral, Practical, Timeless.
- Red – Love, Blood, Romance.
- Orange – Happiness, Excitement, Enthusiasm.
- Yellow – Happiness, Cheery, Laughter, Attention-getting.
- Green – Natural, Growth, Tranquility, Cool, Harmony.
- Blue – Calmness, Loyalty, Serenity.
- Purple – Royalty, Wealth, Prosperity, Sophistication.
- Brown – Earth, Stability, Friendship.
- Pink – Feminine, Romance, Calming.

Color context and combination depends on harmony and the intended resulting perception. The researcher recommends that in combining colors harmony and contrast be balanced to achieve a clear communication on the intended functional use.

CHAPTER SIX

CONCLUSIONS AND IMPICATIONS

CONCLUSIONS AND IMPLICATIONS

Conclusions

The researcher has taken as part of the fulfillment of the degree course, a research on the Kenyan Market, leading brands, advertising and media in Kenya, skin care products, the Vaseline brand and how application of gestalt and color psychology can be used to enhance visual communication.

Chapter one introduces the study, reports the study problems, guiding questions, sub problems, limitations and delimitations.

The second chapter is a review of literature covering gestalt psychology and color psychology. These have been discussed widely and clearly from well established sources in the simplest manner possible. This has brought a scientific perspective and approach to visual communication and graphic design which was thought as a random process of organizing data to look 'good and understandable'. But with a psychological approach, visual data can be organized in a more methodological way that is more strategic, effective and proven.

The third chapter sets out clearly the methodology used for the study and the reason and purpose for the choice. This covers research study, data collection, data analysis, sampling and site selection, validity and reliability.

The fourth and fifth chapters clearly present the research findings and recommendations. The data has revealed a lot and proven previous research. A lot of light has been shed on the Kenyan market, Advertising, Packaging, Brand Loyalty, Brand leaders, Gestalt psychology and color psychology .

In conclusion, gestalt and color psychology are the core principles in any form of visual communication. They present a framework that is scientific and has been proven over years. Instead of designers looking for inspiration and templates these theories simplify this by explaining human mind perception. With this framework designers can approach visual communication in a more holistic and foundational approach. In advertising, packaging and branding, the researcher will apply the information and

recommendations drawn from above in the final project implementation. The researcher will use the content and media recommended using gestalt and color psychology. With the extensive data on the Kenyan Market the researcher will apply the information appropriately in order to anticipate drawing the best memorable and influential advertising and packaging of Unilever products and any other brands and products that will emerge from the creative input of the researcher.

Implications

Results from this study indicate that visual communication is a powerful aspect in the marketing of products and brands. Consumers are almost wholly influenced visually in making decisions to buy based in the strongest visual stimuli. Consumers even keep and remember brands that had the greatest visual impact on them. Based on the theoretical framework of gestalt and color psychology, visual communication is set to become more powerful as a media in creating powerful brands and customer bases.

Recommendations for Future research.

This research can be replicated in future research to gain further insight in gestalt psychology, color psychology and visual communication. The relationship of these discipline can be explore to analyse their implication in marketing.

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CHAPTER EIGHT

APPENDICES

APPENDICES

TABLE OF FIGURES

QUESTIONAIRE

This is a questionnaire on Visual Communication and its influence on your choice of skin care products. It has been designed purely for an academic research project and not for commercial purposes.

NB. Skin Care products Include Petroleum Jelly, Lotions, Lip care, Deodorants and creams.

It is divided into three sections. Section A, Section B and Section C.

Please answer as much as you can with all honesty and sincerity.

SECTION A.

1) Age _____

2) Sex/ Gender _____

3) Current Residence _____

4) Do you use any skin care products?
   a) Yes   Which one? _____
   b) No

5) Do you use one product brand for all your skin care needs?
   a) Yes
   b) No

6) What attracted you and convinced you to buy that brand?
   a) The Advertising
   b) Recommendation by a Friend
   c) Low Price
   d) Color of the Package at the Store display or Supermarket
   e) Package design

f) Smell of the product

g) Other. Please specify _____

7) Do you find the product packaging attractive?

a) Yes

b) No

8) Do you find the product color attractive?

a) Yes

b) No

9) What Color do you prefer for your skin care products?

10) What Skin Care product do you know that is associated with the color blue?

11) Do you think that the Shape of the packaging is fundamental to the quality of a skin care product?

12) In Shopping for Skin care products what factors do you consider first?

a) Price

b) Brand

c) Color

d) Package Shape

e) Smell/ Odor

13) What strikes you first visually when shopping for skin care products

a) Package Shape

b) Color

14) What Skin Color do you prefer as beautiful?

    a) Dark Skin

    b) Brown Chocolate Skin

    c) Light Brown Skin

    d) Light European Skin

15) Does the Color of the product line influence your choice of your favorite skin care brand?

    a) Yes

    b) No

16) Do you thing the color of the product has a relationship to the intended function or contents of the product? E.g. The Color of Coco butter.

    a) Yes

    b) No

SECTION B

1. How many Squares and Triangles can you see

   a) Triangles _____

   b) Squares _____

2. How many Triangles can you see below?

3. Mark what you can see from the pictures

   a) Ships

   b) A bridge

   c) A shoe

4. Is the Grey side
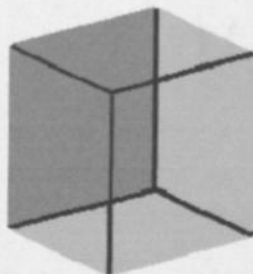
a) The Left Face

b) The Back Face

_____

_____

_____

_____

5. What can you see from the Image on   the side?

    a) A Vase

    b) Two faces

6. Join the dots with one stoke of line   (without lifting the pen or   creating an angle)

7. How many groups of dot columns can you see?

    a) 3

    b) 6

8. How many brackets can you see?   {   } {   } {   }

    a) 3

    b) 6
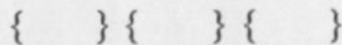
9. Name at least five things you can spot from the picture

    a) _____

    b) _____

    c) _____

    d) _____

    e) _____

10. Write below the pictures the numbers or words you can read

A B C   12 13 14   13

11. Please circle in groups of two the following shapes.

see Next

(a)

(b)

(c)

(d)

(e)

(f)

(g)
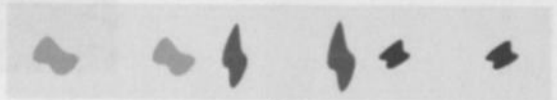
(h)

12. How many Horses can you spot from the picture?
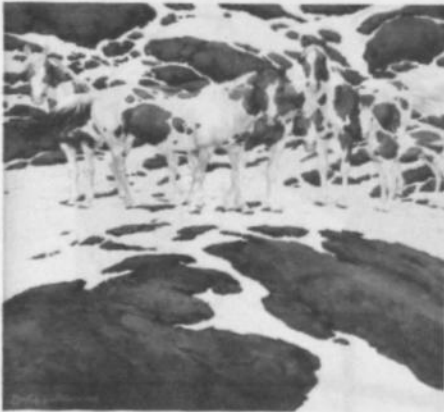
13. Are the following lines

  a) Parallel
  b) Angled
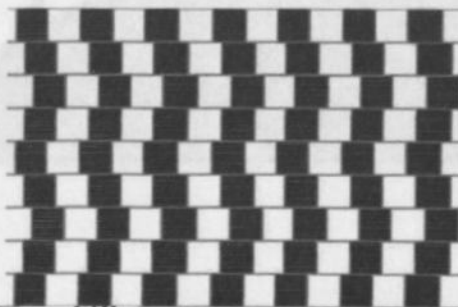
14. Are these soldiers the same size or different? If different mark the larger one.

15. Which line is larger?

A.   B.

SECTION C.

1. What is your favorite color?

2. Mark below what u think are the meanings of these colors to you?

    I.   The Color White

        a) Purity

        b) purity

        c) innocence

        d) cleanliness

        e) sense of space

        f) neutrality

        g) mourning

    II.   The Color Black

        a) Purity

        b) Authority

        c) Power

        d) Strength

        e) Evil

        f) Intelligence

        g) Mourning/ Death
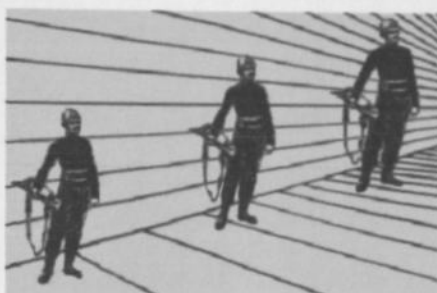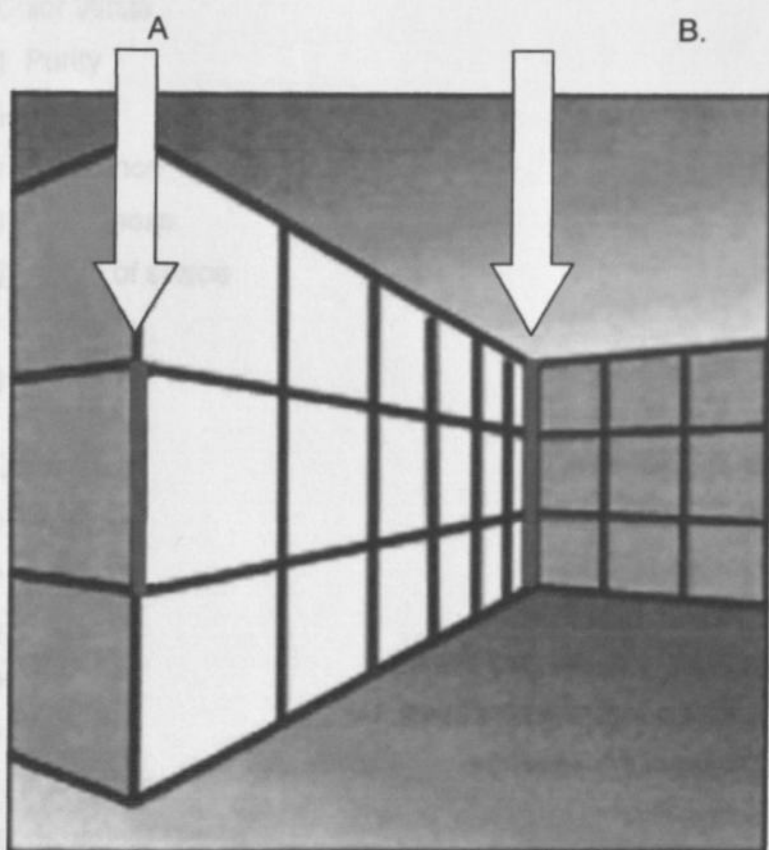
III. The Color Grey

    a) Neutral

    b) Timeless

    c) Practical

IV. The Color Red

    a) Purity

    b) Love

    c) Romance

    d) Gentle

    e) Warmth

    f) Comfort

    g) Energy

    h) Excitement

    i) Intensity

    j) life

    k) blood

V. The Color Orange

  a) happy
  b) energetic
  c) excitement
  d) enthusiasm
  e) warmth
  f) wealth prosperity
  g) sophistication
  h) change
  i) stimulation

VI. The Color Yellow

  a) happiness
  b) laughter
  c) cheery
  d) warmth
  e) optimism
  f) hunger
  g) intensity
  h) frustration
  i) anger
  j) attention-getting

VII. The Color Green

  a) natural
  b) cool
  c) growth
  d) money

e) health

f) envy

g) tranquility

h) harmony

i) calmness

j) fertility

VIII. The Color Blue

    a) calmness

    b) serenity

    c) cold

    d) uncaring

    e) wisdom

    f) loyalty

    g) truth

    h) focused

    i) un-appetizing

IX. The Color Purple

    a) royalty

    b) wealth

    c) sophistication

    d) wisdom

    e) exotic

    f) spiritual

    g) prosperity

    h) respect

    i) mystery

X. The Color Brown

    a) reliability

    b) stability

    c) friendship

    d) sadness

    e) warmth

    f) comfort

    g) security
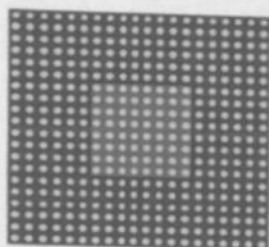
h) natural

i) organic

j) mourning

k) dirt

l) earth

XI. The Color Pink

a) Romance

b) feminine

c) love

d) gentle

e) calming

f) agitation

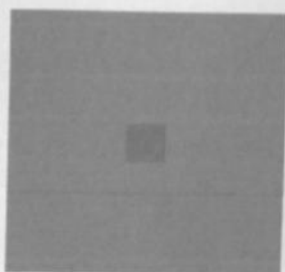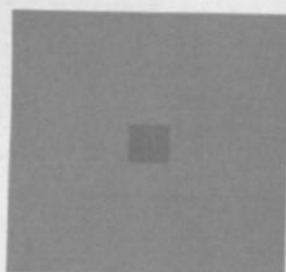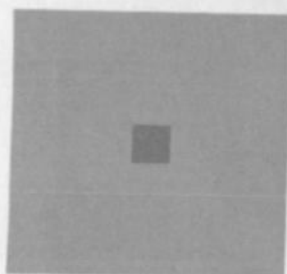3. What colors are the following two horses? Label below the horses.
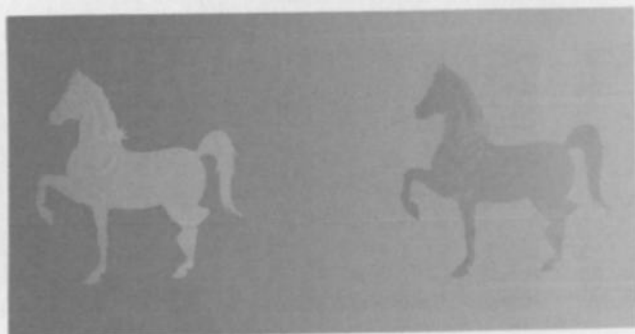
4. Label the colors of the small middle square. Please label at the sides or use an arrow.
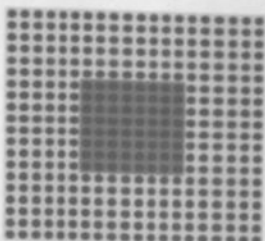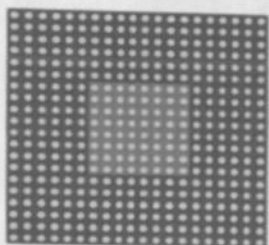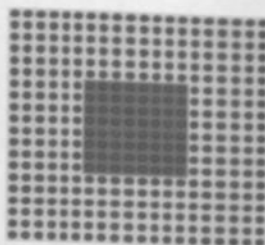
5. Are the small circles in the middle the same color?

   a) Yes

   b) No

Thank you for participating in this survey.