



MARKETSHARE THROUGH MINDSHARE

VOLUME 10 • NUMBER 1

Published Irregularly, Not Erratically

Hard to believe, but this is MTM's 10th year of publication! Thanks for supporting us all these years. We had such a great reaction to our recent issue about "The Color Red" that we are releasing another color study from our vaults about "The Color Blue". Please read and enjoy!

ON THE EFFECTS OF BLUE

Blue. It's ubiquitous. Culturally and emotionally speaking, blue is literally all over the map. It's above us in the sky and below us in the seas. Big in just about every culture from the South Pacific to Scandinavia, blue is as primary as you can get.

The Color Psychology of Blue:

In innumerable surveys and polls, blue often selected as the #1 favorite color, and is by far the color most preferred by men. From a color psychology perspective, blue often connotes reliability and responsibility. In color association surveys, blue is very often described as peaceful and orderly versus the turbulence of yellow and the rage of red. Cool, calm and serene as is perceived, in many cultures blue signifies cold, both physical and emotional, sometimes to the point of being icy and frigid.

Scientific evidence demonstrates that exposure to the color blue can reduce a person's pulse rate and even lower body temperature...something we don't need given the winter of 2013-2014.

Blue is a Winner

Blue has long meant triumph or achievement as in Blue Ribbon (or Pabst Blue Ribbon beer to aficionados). The Blue Plate Special was synonymous with top of the line eats. But blue can be a loser too, particularly in medicine, signifying total loss as in dead, kaput, finito.

Blue & Productivity?

Blue is a working class color too, with light shades often used to decorate factory walls and decor. Why? Because research indicates that workers are more productive in blue rooms. Can you imagine that?

Happy Or Sad?

The answer is "yes". Blue is often associated with feelings of sadness or longing...but then there's sky blue, a particularly uplifting hue.

Blue Foodies? Maybe Not!

Blue hues aren't very appetizing when it comes to food. At least one weight loss plan actually recommends eating food off blue plates to diminish appetite. Think about it. Blue rarely occurs naturally in food (ok, we'll admit blueberries, plums, gorgonzola cheese kind of). Humans are psychologically predisposed to avoid spoiled, decaying or poisonous foods for self-protection,

Blue's my color!



and blue is often an indicator of such situations. (What about Codon Bleu cooking? An exception to every rule!). A blue tinge or coloring is often indicative of edibles gone bye bye hence the source of one old rhyme is “if it’s blue, don’t put it inside you”.

Indelicato?

Blue has a randy side too. It can signify indecent or coarse, indelicate or risqué. In fact, in the USA, the Blue Laws were laws that “restricted sinning” for moral or religious reasons, especially on Sundays, and especially for the purchase of alcohol, AKA the Demon Rum.

Blue Lingo:

Blue is involved in innumerable descriptions in everyday usage. Sky blue, royal blue, ice blue, baby blue, Prussian blue, powder blue, Dodger Blue, Yankee Blue, oxford blue, electric blue.

PMG’s Laurie Elfe would tell you, the infamous color reflex blue “has rubine red in it which makes it look purple!”.

No-Blue Blue Words

Humans recognize and process blue easily. A lot of blue words don’t even need the addition of “blue” to have meaning and conjure a relationship in our minds:

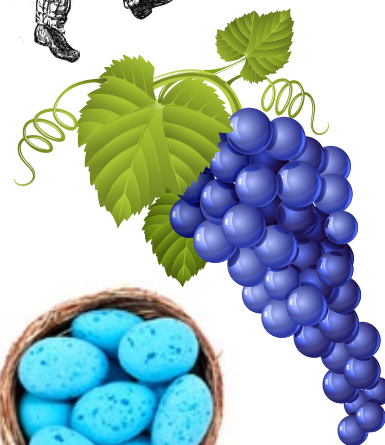
Azure, teal peacock, grape, indigo all bring visions. We may not consciously know the difference between ultramarine and aquamarine, but the fact that they include “marine” tells us they’re in the blue family. Then there’s slate and robin’s egg, cerulean and turquoise, hyacinth, sapphire cobalt (CoCl₂), navy, spruce, etc.

The Language of Blue

- | | | |
|--------------------------|------------------------|----------------------|
| • azraq (Arabic) | • blu (Italian) | • plava (Croatian) |
| • azul (Spanish) | • glas (Cornish) | • puru-pouri (Maori) |
| • azzuru (Italian) | • gorm (Gaelic) | • xankh (Vietnamese) |
| • bleu (French) | • ockchamali (Choctaw) | |
| • blau (German, Catalan) | • modra (Czech) | |

Blue Inundates Our Culture.

- **What we wear:** Blue jeans are ubiquitous all over the planet.
- **What we drink:** How about Blue Moon Belgian White, a Belgian-style witbier brewed by Blue Moon Brewing Co. It’s not blue in hue but has been quaffed with increasing regularity since 1995.
- **Where we live:** Blue Ball Pennsylvania and Blue Earth County Minnesota. The Blue Grotto, the Blue Nile, Blue Lake and the Great Blue Hole Of Belize, where else...in Belize. Then there’s Indigo Valley, Creek in Victoria Australia, Cobalt Ontario, Cote D’Azure France.
- **Look, Up In The Sky:** Know what a blue moon is? It’s an extra full moon that appears, either the third of four full moons in a season or, a second full moon in the same month.
- **Singing The Blues:** Perhaps the most famous use of “Blue”, at least in the Western World, is “Blues”, or more specifically “The Blues”. A type of harmonica is so prevalent in The Blues, that it is called a blues harp.



• **Blue has been in hit song forever.** Just witness Am I Blue (1929), Blue Moon written by Richard Rogers and Lorenz Hart (1934) and the upbeat doo-wop hit by the Marcells Blue Moon (1961). And of course, St. Louis Blues, perhaps the granddaddy of them all, published in 1914 by W.C. Handy. And what about “Behind Blue Eyes” (The Who), Blue Velvet (Bobby Vinton), Blue Suede Shoes (Carl Perkins), Mr. Blue, and the wonderful sub-genre called Blue-Eyed Soul.

Blue everywhere:

- Blue Agama
- Blue Angels
- Blue Blood
- Blue Hyacinth Macaw
- Blue Claws
- Blue Goose
- Blue Grotto
- Blue Gum Tree
- Blue Heron
- Blue Jays
- Blue Marlin
- Blue Point Oysters
- Blue Porcelain Crab
- Blue Poison Frog
- Bluebird Of Happiness
- Blues Image
- Blues Magoos
- Rinso Blue
- The Blue And The Gray
- True Blue
- Wild blue yonder

Blue People:

- BB King, AKA the Beale Street Blues Boy
- Bear Blu: Daughter of Alicia Silverstone and Christopher Jarecki
- Ben Blue: Canadian Actor
- Blue Angel Evans: Daughter of U2 guitarist The Edge
- Blue Boy: Phenomenal oil by Thomas Gainsborough,
- Blue Ivy Carter: Jay Z and Beyoncé’s daughter.
- Blue Man Group
- Blue Moon Odom: MLB pitcher
- Bluebell Madonna: Daughter of Spice Girl Gerri Hall
- Bobby Blue Bland: R&B singer
- Elijah Blue Allman: Cher & Greg Allman b. 1976
- Forrest Blue: Former NFL center with 49ers and Colts
- Jackson Blue McDermott (Maria Bello and Dan McDermott)
- The Moody Blues
- Blue Oyster Cult
- Mrs. Peacock (Clue),
- Raquel Blue: Joe Don Rooney (Rascal Flatts) and Tiffany Fallon
- Vida Blue: MLB star pitcher



Jamie Stanco, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.



The ballerina linebacker symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

