



# CALIFORNIA STATE SCIENCE FAIR 2010 PROJECT SUMMARY

<b>Name(s)</b> <b>Kathryn S. Tovar</b>	<b>Project Number</b> <b>J0633</b>
<b>Project Title</b> <b>Advertising Effect of Color</b>	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b> This project investigated the effects of subliminal messaging by using color. I created three commercials advertising red licorice with three different color schemes (red, white, and brown). I wanted to see if the color scheme had a bearing on the amount of children that responded to my commercial clip. I anticipated that the white scheme would be the most effective in persuading students to get licorice, whereas the brown scheme would be the least effective.</p> <p><b>Methods/Materials</b> Nine fourth period junior high classes were shown either a red, white, or brown color-schemed clip advertising licorice. All factors (spokesperson, film footage, music, etc.) were kept the same throughout each clip. During the clip, I told students to come to my science classroom at lunchtime and there they would receive a free piece of licorice. I recorded the number of students who saw the clip and came to the classroom in my logbook for further analysis.</p> <p><b>Results</b> My results showed that my white clip had the largest effect on students, though brown came in as a close second with red trailing in last. Proportionally, 8% respondents came from the red category, 29% came from the brown category, and 30% came from the white category.</p> <p><b>Conclusions/Discussion</b> When looking back over my project, I came to the realization that my results were inconclusive. As I planned my project, there were several factors I had not foreseen that tainted my results. A few were lack of teacher cooperation, word of mouth, and technical difficulties that resulted in me having to be present during the presentation of some of the clips.</p> <p>Despite of the mishaps, I am fully prepared to replicate this project in high school where I will make the necessary adjustments in order to prevent problems from arising that I encountered my first time around. I am also going to test a larger sample of people in order to disaggregate my data by gender and age. This data is important because it can be applied to twenty-first century technology considering that people today use more visual media than they do telephones or posted mail.</p>	
<b>Summary Statement</b> This project assesses how color influences the impact of advertising on teenagers.	
<b>Help Received</b> Father assisted in displaying data analysis; Teacher gave idea on where to begin research for project	