This symposium is sponsored by:
Dr. Irene Tijssen
Colouring perception, emphasising attractiveness through packaging
Why is this topic important?

How is colour used?

What happened to the packages?

How was the research done?

What are the findings?

What can be concluded?
People should eat more healthily
Make healthier choices easier choices
Food industry

Why is this topic important?
Governmental initiatives

Taskforce ‘Gezond eten met ouderen’ van start

Akkoord verbetering productsamenstelling zout, verzadigd vet, suiker

Why is this topic important?
• More healthier options
• Focus on healthiness of products

• More knowledge about healthy diet
Why is this topic important?

Healthier choice ≠ easier choice
Which one do you prefer?

- Tasty
- Satiating
- Rewarding

Why is this topic important?
Make healthier foods more attractive & preferred
What do you expect?
Effects of package colour on healthiness and attractiveness expectation and perception of healthier products
How is colour used?
How is colour used?
How is colour used?
What happened to the packages?
What happened to the packages?
How was the research done?
How sweet do you **expect** this product to be?

How was the research done?

What are the findings?
How sweet does this product taste?

Tijssen et al., 2017 FPQ
What are the findings?

How was the research done?

Taste

- Most healthy
- 2nd most healthy
- 3rd most healthy
- Least healthy
Taste

- Most attractive
- 2nd most attractive
- 3rd most attractive
- Least attractive

% consumer ranking

What are the findings?

How was the research done?
Attractive

Unattractive

Delicious

How was the research done?
More vibrant packages strongly associated with attractiveness (high saturation, low brightness)

Less vibrant packages strongly associated with healthiness (low saturation, high brightness)

Tijssen et al., 2017 FPQ
How was the research done?
Participants: n=34 (female), between 18-35 years old

**Vibrantly coloured packages**

- **Regular**: dairy based drink
- **Healthier**: diluted (4:1) dairy based drink

**Less vibrantly coloured packages**

**Design**

- **View package**
- **View package + Taste**
Brain

More activity in reward related brain region when viewing the *vibrantly coloured packages* compared to the *less vibrantly coloured packages*.
What can be concluded?

Packaging healthier products in warmer, and more vibrantly coloured packages may render them:

- More flavourful
- More attractive
- More rewarding
Package colours can be helpful to influence a products’ attractiveness.

Potentially making healthier choices easier choices.
Colouring perception
Emphasising attractiveness through packaging

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Questions?

Thank you!
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