

What Color is your Library?

How Color Impacts Library Promotion in a Hospital Setting

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OBJECTIVE

Determine the impact of color in promoting the UT Southwestern Medical Center Library in a hospital cafeteria setting.

BACKGROUND

Emily Patridge, MLS, and Catherine Schack, MLS, used a “table top demo” – consisting of signs, flyers, and give-away items – to promote the library in the cafeterias of two University Hospitals. During the promotions, both librarians noticed that more people approached them when they wore bright colors. After reviewing the literature on the use of color in marketing, they decided to conduct a case study using five colors to assess the impact of color in promotion. The prior year and month’s activities were analyzed and no significant patterns emerged. Therefore, color became the only variable.

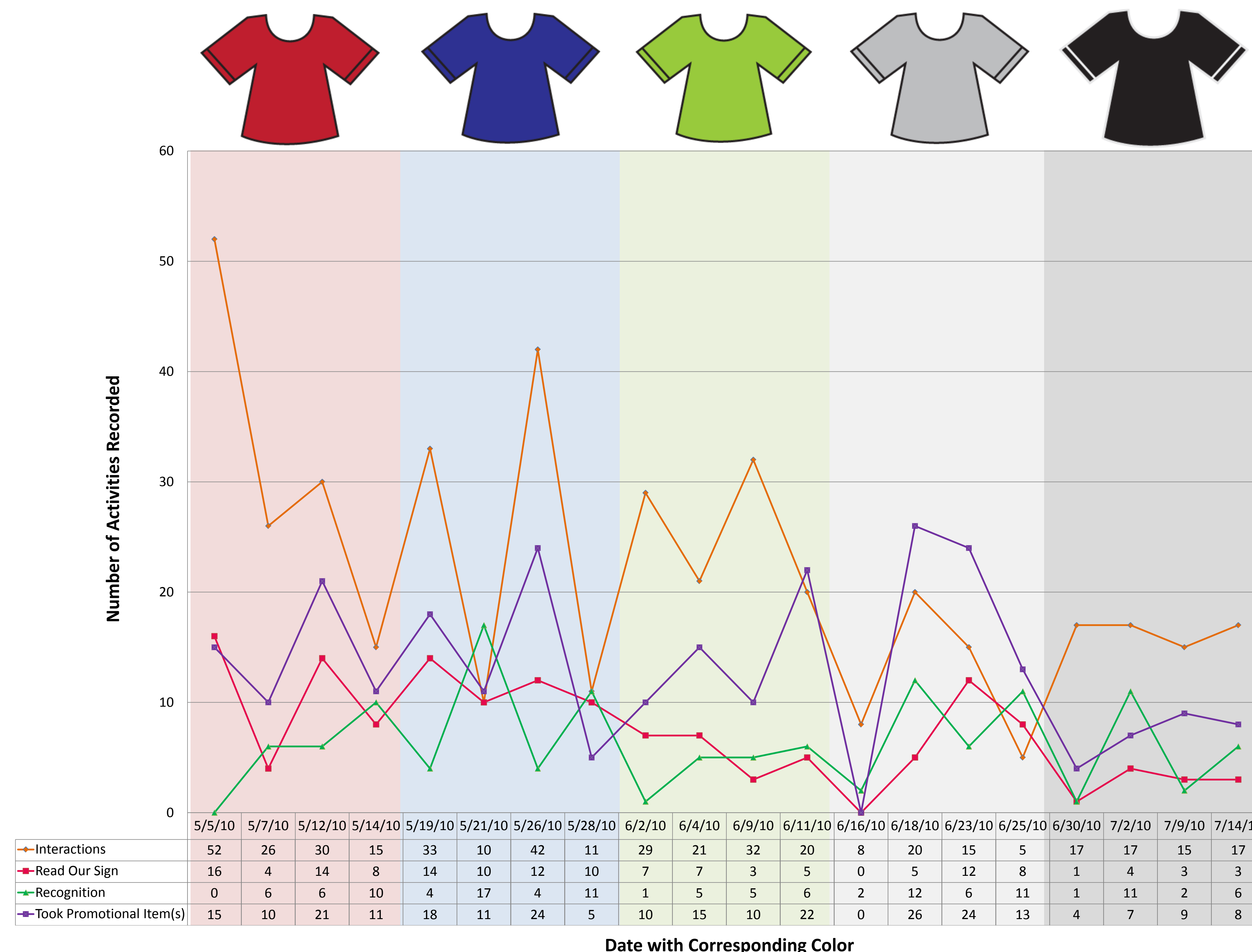
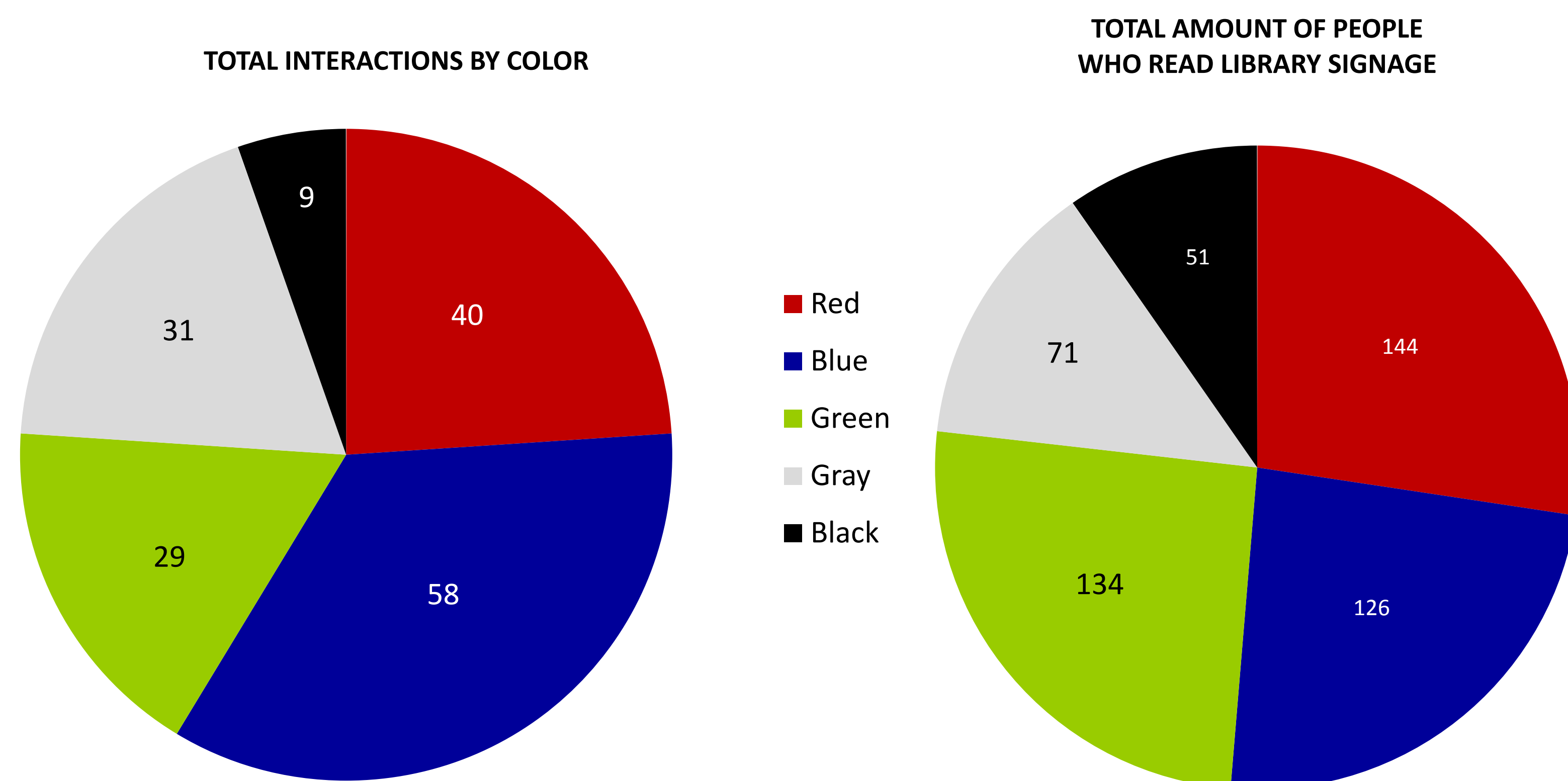


Table: Activities by Date with Corresponding Color

METHODOLOGY

- Conducted “table top demos” twice a week in two different University Hospital cafeterias from May 5, 2010, until July 14, 2010.
- Red, blue, lime green, gray, or black shirts were worn with black pants, in sequence, with a color-matched tablecloth at each session.
- Each color was worn for two weeks – i.e., two times at each location – for a total for four times per color.



DATA COLLECTED

- Number of people who interacted with librarians, showed recognition, read signs, or asked a question requiring follow-up via email.
- Number of promotional items taken (e.g., pens, screen sweeps, library bookmarks, campus maps, NN/LM cards, business cards, sticky note pads, promotional flyers)

CONCLUSION

The colors red and blue had the greatest impact on promotion by attracting more interactions, reading of promotional signs, and questions. Our data confirmed the findings of the literature review about color psychology and marketing. This approach provided an inexpensive and effective way to increase our Library’s visibility.

ACKNOWLEDGEMENTS

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