

Consumers prefer their low-calorie products in red

Manufacturers often sell their low-calorie products in light blue packaging, but consumers prefer warm, bright colours such as red and orange, as PhD candidate Irene Tijssen discovered. In a computer game, the participants in her study said they found the yoghurt drink packaging in warm, bright colours more appealing than the light blue packs. Tijssen also made brain

scans of the participants during the game. 'We saw more activity in the part of the brain that is linked to reward when they saw the packaging with warm, bright colours,' says Tijssen. She conducted the research, which is all about encouraging healthier choices, in collaboration with Unilever and FrieslandCampina.

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