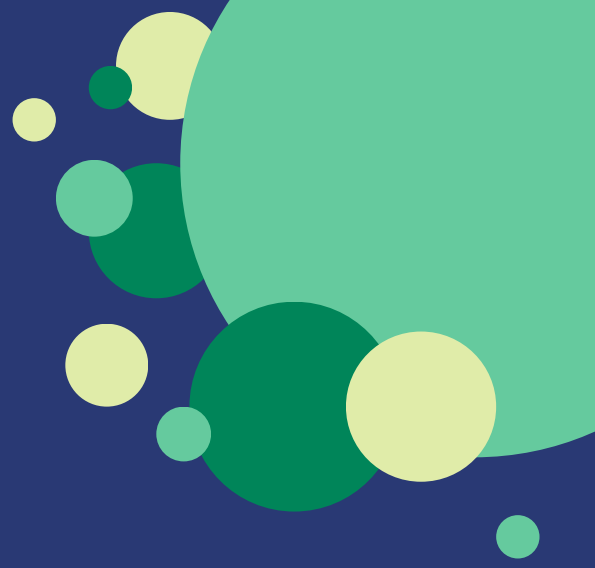




APPLIANCE ACCESSIBILITY FOR COLORBLIND CONSUMERS



JULIA DEMARCO & PAIGE MUDD
SMAD 498: CULTURE IN ADVERTISING
DR. ELIM HERNANDEZ-SANTOS



THE CREATIVE BRIEF

KEY INSIGHT

Smart fridges have been around for years, emphasizing the use of a large screen on the front of the fridge. With their rise in popularity, many Smart Fridges are lacking in accessibility for colorblind individuals. Samsung's fridges incorporate a "Family Hub," where people can adjust the settings.

ADVERTISING PROBLEM

Although Samsung Smart Fridges are more accessible than most, they are still lacking in features. The only option for colorblind individuals is to turn the screen to grayscale. This option is boring, and takes away from the pizzazz of owning a smart fridge. If the individual is only color-deficient, they may miss the colorful screen on the fridge. A colorblind individual is not against colorful things, they just see the world from a different perspective.

ADVERTISING OBJECTIVE

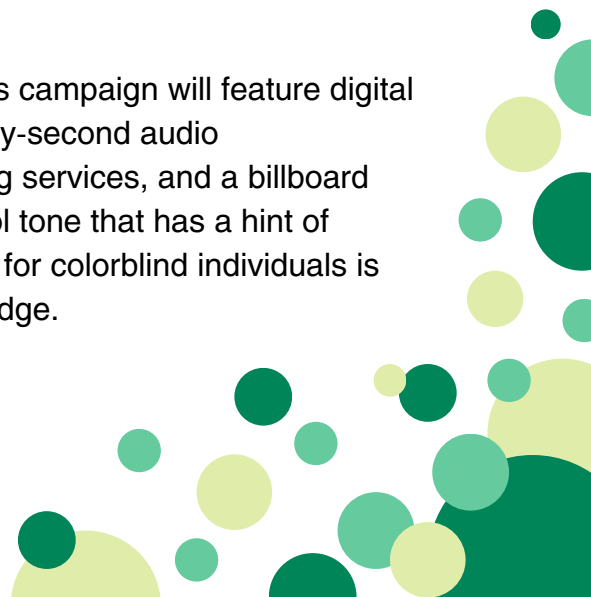
By targeting specifically colorblind individuals, the goal is to increase accessibility features of a Samsung Smart Fridge, specifically geared towards colorblind individuals. It can be difficult for colorblind individuals to properly work one of these fridges, especially when the visual aspect is one of the main factors when grabbing an individual's attention. With increasing the accessibility of this product, a Samsung Smart Fridge can stand out against competitors in more ways than they used to.

TARGET AUDIENCE

Colorblind individuals do not dislike color. They have a different perspective on the world, and being colorblind is not as uncommon as expected. There are over 300 million people in the world with a color vision deficiency. Approximately eight percent of men are colorblind, compared to half a percent of women (Color blindness in Clinton, 2023). Enter the Cool-Tone Consumer. They are predominantly males between the ages of 25-34, who love adding a pop of color to their life regardless of being colorblind or color deficient.

MEDIA IMPERATIVES

Samsung Smart Fridge's accessibility for colorblind individuals campaign will feature digital interactive advertisements for Instagram and Snapchat, a thirty-second audio advertisement on Spotify, Pandora, and other music streaming services, and a billboard advertisement. This campaign will have a straightforward, cool tone that has a hint of playfulness to effectively get across the idea that accessibility for colorblind individuals is important in all everyday devices, including the consumer's fridge.



COMPETITORS

LG is one of the leading smart refrigerator brands in the world. Their brand mission is to “create a better life for people and a better future for our planet through smart life solutions”. LG has been operating since 1958 and has made some of the top everyday appliances such as televisions, washers, computers and refrigerators. LG has smart refrigerator features such as Remote independent temperature control for fridge and freezer, Customizable cooling levels, including designated door-cooling vents, a touch-screen display that transforms into a transparent window, offering a peek inside the fridge and features information such as the date, time, temperature and weather.

GE has worked its way up in popularity since 1930. Recently GE was named Smart Appliance Company of the Year for the fifth time by IOT Breakthrough Awards Program. GE has smart refrigerator features such as Wifi technology built into the refrigerator, allowing it to communicate with the SmartHQ app for alerts, controls and notifications, adjust temperatures, schedule hot water, turn the icemaker on and off and alert for full or empty ice maker.

Whirlpool, an appliance company that was founded in 1949, is on the newer side of producing smart appliances yet they are still a huge competitor for the smart fridge. Whirlpool believes that “keeping food fresh for your family is perhaps one of the most important responsibilities for an appliance” which is why the smart fridge is becoming more and more popular. With smart fridge features such as temperature setting adjustment, power outage notification, door ajar notification, water filter status notification and an energy monitor, Whirlpool is continuously adding upgrades to their smart fridges every day.

CONSUMER BENEFIT

Cool-Tone Consumers do not want to sacrifice having color in their lives solely because they cannot see specific colors, especially with their smart fridge. Samsung Smart Fridges will add a feature, called “Color Blind Assist,” to make the values of the colors different from one another to distinguish. They will help create a new standard for accessibility in smart appliances, starting with Cool-Tone Consumers.

SUPPORT

It is impossible to ignore the impact color has on everyday life. Cool-Tone Consumers do not need to sacrifice their fun personality for a grayscale, boring smart fridge. Samsung Smart Fridge will step in to help actively assist with distinguishing values or changing the colors to ones the user can see. If other devices have screen adjustments, so can smart fridges.

CREATIVE DIRECTION

Cool-Tone Consumers are tired of only having advertisements about a “cure.” Samsung Smart Fridge is for everyone, and does not try to actively “fix” Cool-Tone Consumers. They help to support the user and reinforce that it is not negative that Cool-Tone Consumers have a different perspective on the world.

PERSONAS

MEET JACKSON

Jackson Merten is a 33 year-old, upper-middle class, married male who works in sales, and happens to be colorblind. He lives in a small town in Missouri, and has to drive about twenty minutes to get to work everyday. Despite his commute, Jackson loves to cook and is the one to make most of the meals in the house. Being colorblind, he has their current smart fridge switched to grayscale. His wife, Margaret, is a successful interior designer, and it drives her a little nuts that the fridge does not match the rest of their aesthetically-pleasing home. Jackson agrees, given that there are only minor colors that cause problems on the fridge. They wish there was a way to have color on the fridge, but also allow for Jackson to see everything. Jackson needs something accessible.



MEET GRACE

Grace Smith is a 25 year-old, single female who works in the fashion industry. She lives just outside of New York City, and often has friends over to her home in the suburbs given that she has the space for it. Grace is looking for a new fridge since her current one is “blah.” She is leaning towards a smart fridge, given the convenience of it, but wants one that breathes life into her kitchen. She is struggling to find something that fits her specific style. Grace needs something cool.



ADVERTISING IDEAS

OOH

A billboard advertisement objectively stating the new features with a picture of the fridge on it. If it is a digital billboard, it will show a comparison between colorblindness and the accessibility features on the Samsung Smart Fridge. This would also work as a bus shelter advertisement or a digital poster at the mall.

SOCIAL MEDIA/DIGITAL INTERACTIVE

A Snapchat filter that shows the world around the user as a type of colorblindness. After tapping the screen, the user will be able to see the world with the accessibility settings of the Samsung Smart Fridge. This will raise awareness and emphasize how colorblindness is not as different as expected.

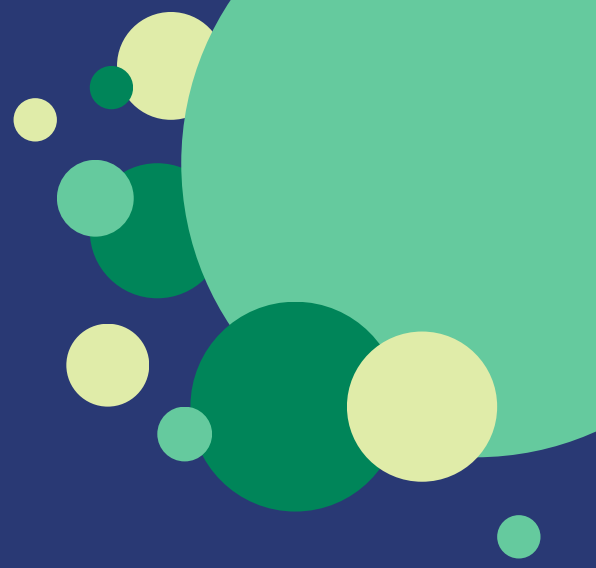
An Instagram story advertisement that is a set of three. The first will show a different type of colorblindness, and the second with the new accessibility features on the smart fridge. The final will have a traditional Samsung Smart Fridge advertisement with a link to the product.

RADIO

A 30-second spot on music streaming services, such as Spotify and Pandora. The advertisement will focus on the feeling of colorblind individuals, perhaps through a testimonial or interview with a colorblind individual.

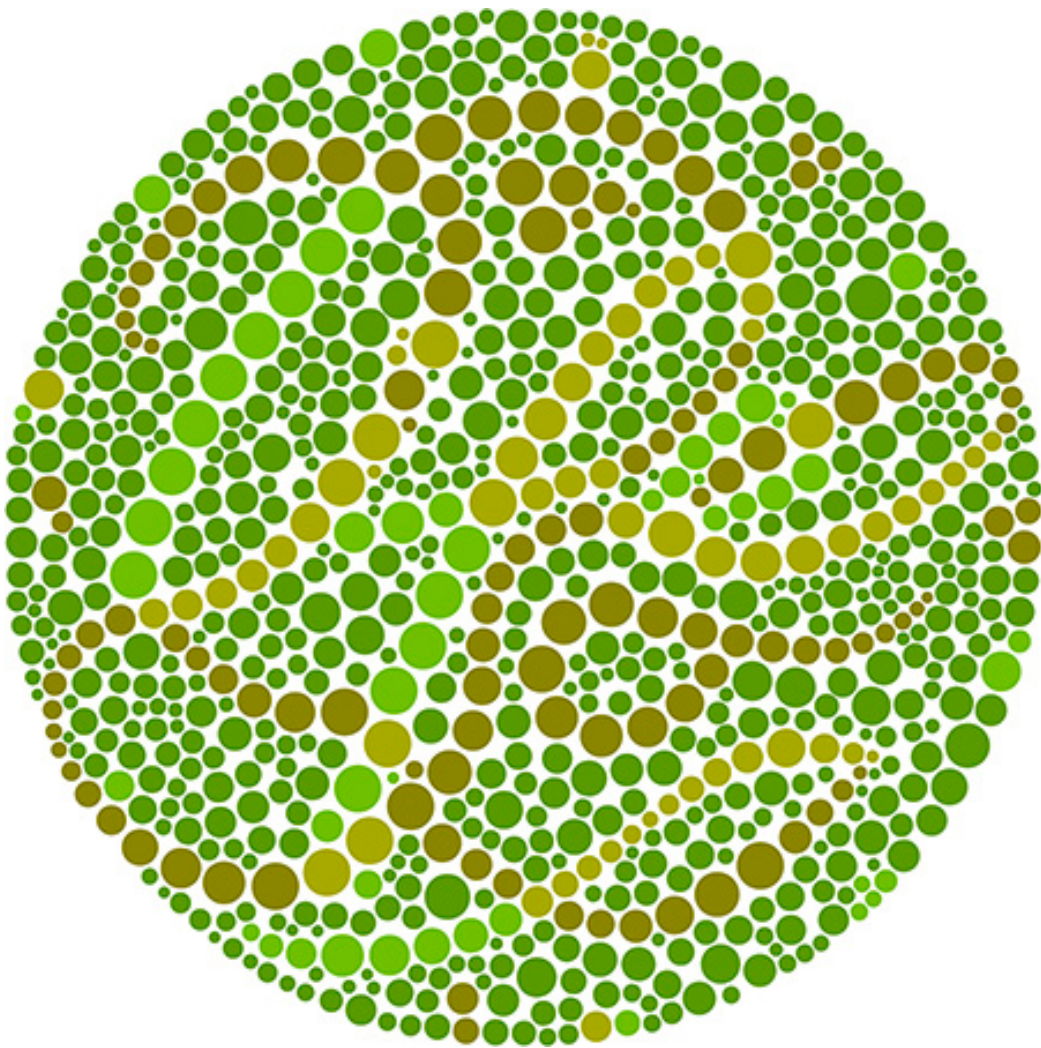
TV

A television advertisement that shows an artistic individual who loves color. They have a minor color deficiency and has to set their fridge to grayscale in order to see everything effectively. They hate their boring fridge and would like to spice it up. Enter the accessibility settings on the Samsung Smart Fridge. The rest of the advertisement would display the features and compel the user to purchase it.



MESSAGES

COCA-COLA



Coca Cola Life
Released: 2015

ADVERTISING ANALYSIS

MESSAGES

In this advertisement, *Coca-Cola* and the ad agency, *Essencius*, joined together to create a very unique ad for a new *Coca-Cola* product; *Coca-Cola Life*. *Coca-Cola* uses implicit messages to communicate this new product, *Coca-Cola Life* to target a very specific audience in the Denmark population. This ad has the purpose of being a teaser ad by hiding a message that could only be deciphered by colorblind people.

The role of the visuals in the advertisement is to draw people's attention to the different colored bubbles and make them wonder what this ad could be about. For colorblind people, this ad plays the role of soft launching a new *Coca-Cola* product. With the creative help of *Essencius*, they used an image that featured "a design of greenish-brown bubbles to 95% of the Denmark population, however; to the remaining 5%, they will see a hidden message. This type of design is called a reverse Ishihara image where only color-blind people are able to see the hidden message laced into the design. In this case, color-blind people saw the word "Life" nestled within the design" (incitrio, 2015).

The advertisement uses pathos as the main mode of persuasion because it makes the non-colorblind audience curious about what the ad actually means and it makes the colorblind audience want to know more about this new product. With this way of persuasion it finds a way to engage with many people even though the target audience is very small and specific.

The main persuasion theory that is used is the Peripheral Route of the Elaboration Likelihood Model. There is no clear message to this advertisement especially at first glance and the audience could experience a temporary change in attitude.

The main goal of this ad is audience engagement. *Essencius* and *Coca-Cola* want their audience and everyone who sees the advertisement to stop and wonder what the ad is what it means. This specific ad has a surprise effect to increase interest and engagement of the brand and product (incitrio, 2015).

ADVERTISING ANALYSIS

LANGUAGE

With no words, the visuals provide a confusing and unorganized tone to non-colorblind people and a fun and interesting tone to effectively communicate with people who have a color deficiency. Because of this, the point of view is from the advertiser. The people of the Denmark population who see this advertisement are left to decipher the message which will vary based on if they are colorblind or not. The call to action in this advertisement is not stated however, it is implied that something is being hidden and once you find that out then the audience will find out what they need to do.

MISSING PIECES

Because the advertisement only used visuals to communicate the already hard to find message, the audience whether that be the colorblind or not, may have a hard time figuring out what it means. If this ad was shown to someone today, and they were not colorblind they would probably be very lost and not even know it's any advertisement let alone for *Coca-Cola*. It is very likely that *Essencius* and *Coca-Cola* made this ad the way they did to increase engagement among the Denmark people.

ENCHROMA & VALSPAR



Color calibration bar and color bars for color management.

The Valspar brand colors used in this poster are all colors that colorblind people can't see. If you're colorblind, try out these glasses and experience color to its fullest. For more information about our colorblind project or to purchase a pair of glasses, check out our site at valsparcolorblind.com. #Colorblind

valspar
PAINT

COLOR FOR ALL
Released: 2016

ADVERTISING ANALYSIS

MESSAGES

The advertisement is a collaboration between Valspar and EnChroma, to sell both colored paint and colorblind-curing glasses. It uses bright colors to cover the entire page, with only a pair of glasses as the white space. It is chaotic, bright, and fun but has a clear shape to define the audience's purchasing choices. They use implicit messaging to communicate that the product, glasses, will cure color blindness. Within the context of the campaign, the message is clear, but on its own the message gets muddled.

The role of visuals is to draw the viewer's focus to the only white space, which is the cutout of a pair of glasses. The artistic streaks are very colorful and blended, unable to be seen by colorblind individuals. The somewhat chaotic visuals provide a moment of clarity to the audience as they see the answer: a pair of EnChroma glasses. Valspar and EnChroma chose to collaborate with an artist to create a series of three print advertisements for their campaign, all of which have the same chaotic, colorful background with space resembling a pair of glasses.

The advertisement uses a combination of logos and pathos. It appeals to the audience's reason by showing them that the answer to see the entirety of this advertisement is to buy the pair of glasses at the focal point. It uses pathos by making the audience want to see all of the advertisement. With this combination, Valspar and EnChroma are effective in relating to the audience and providing a helping hand. Valspar and EnChroma encourage the audience to buy their pair of glasses so that they or their loved ones will be able to see color.

The advertisement follows the Peripheral Route of the Elaboration Likelihood Model. It is somewhat fluid, and does not have a clear message for the audience. They may experience a temporary change in attitude or no change in attitude given the vague message in this advertisement.

The persuasive goal is to share seeing in color with everyone, including people who are colorblind.

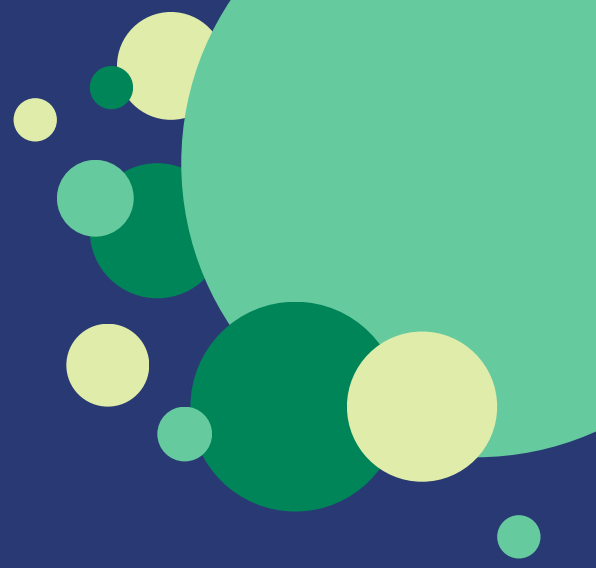
ADVERTISING ANALYSIS

LANGUAGE

With no words, the visuals provide a fun and bright tone to effectively communicate to the audience. The point of view is from the advertiser, who wants to show the product as the clear image at the center. The chaotic, bright visuals reveal the pair of glasses as the white space. It allows the audience to want to be a part of the chaos. With the answer of EnChroma glasses revealed, the call to action is not stated. However, it is implied that buying the glasses will allow the audience to see color if they are color blind.

MISSING PIECES

The advertisement solely focuses on visuals to communicate the message. Because of this, some information may be lost on the audience. For instance, someone who is not color blind may see this advertisement and wonder why a sunglasses ad is coming from Valspar. The advertisement may be confusing to people without the context of the rest of the campaign.



CULTURAL SIGNIFICANCE

COLORBLIND INDIVIDUALS

Colorblindness, or color deficiency, is a condition that causes the individual to have trouble seeing specific colors. It varies in severity from person-to-person, and affects approximately 300 million people worldwide. Most individuals who are colorblind are male, with colorblindness and color deficiency effecting almost 8% of the population. Being colorblind, or color deficient, can cause everyday problems. A colorblind individual may have trouble picking out an outfit or grab the wrong flavor of a drink in the vending machine. These minor inconveniences can become tiresome in everyday life.



VALUES

Colorblind individuals are like everyone else. They value community and want to be surrounded by a strong support system. They are independent, driven, and ambitious.

ATTITUDES

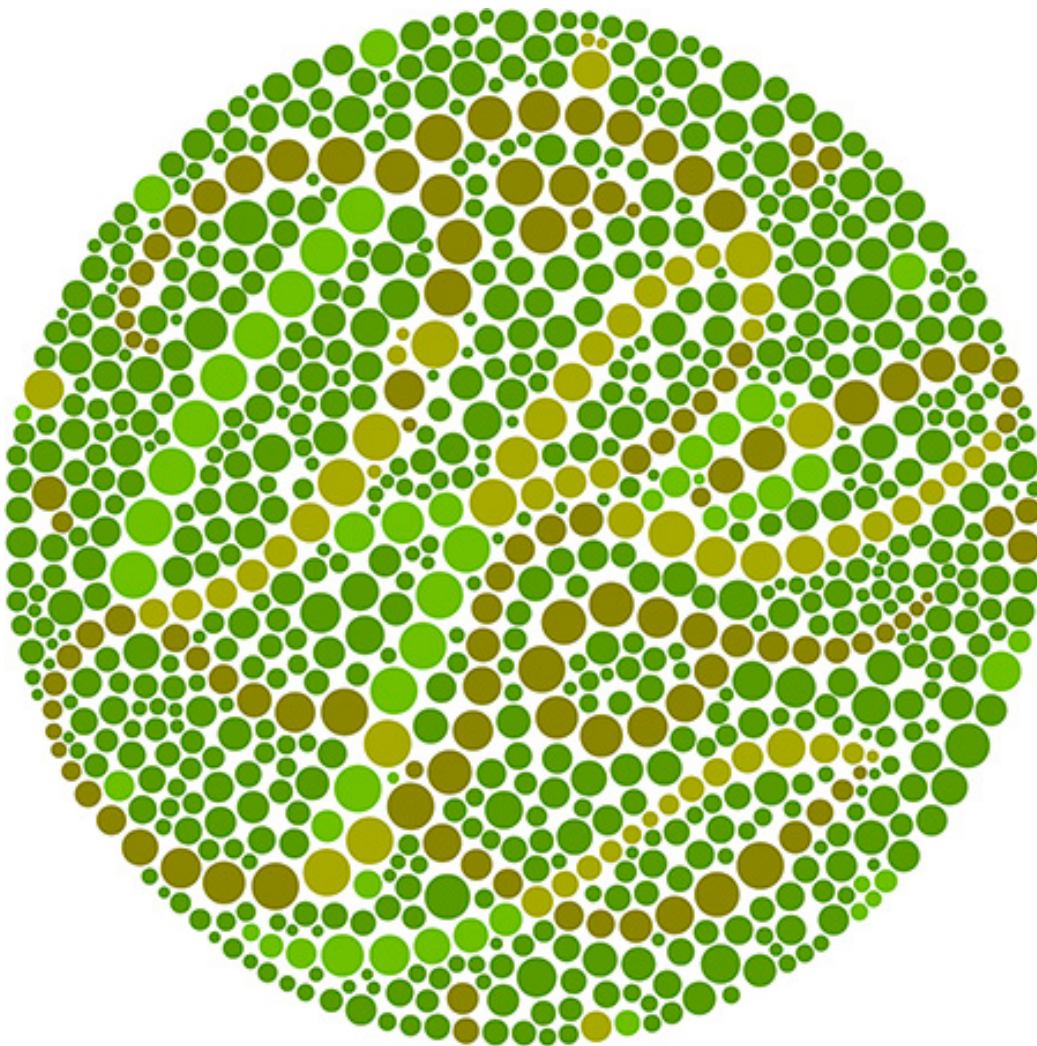
Colorblind individuals take their buying habits seriously. They spend a lot of time thinking about a purchase, especially for appliances. They often ask friends and family for their opinions on a product before purchasing.

LIFESTYLES

Although they may be colorblind or color deficient, these individuals are not against color itself. They love adding a pop of color to their lives, especially when it is their favorite. They enjoy eating out, watching movies, spending time with friends, and getting outside every once in awhile.

Cool-Tone Consumers are **BELIEVERS**

COCA-COLA



Coca-Cola and the ad agency, *Essencius* use a design of greenish-brown bubbles with a hidden message for the new *Coca-Cola Life* product, meant to be deciphered by colorblind individuals. It aims to show the consumer that this is a teaser ad for both colorblind and non-colorblind people. For the non-colorblind individuals they are curious what the message means as a whole and for colorblind individuals they are curious what the hidden word "Life" means.

Coca Cola Life
Released: 2015

CULTURAL SIGNIFICANCE: COCA-COLA

The *Coca Cola Life* ad shows the intricate, and unorganized parts of the subculture. The advertisement is intriguing to any individual who looks at it whether they be colorblind or not. This advertisement draws the attention of many different audiences because even if they don't know what it means or can't even read it, they are curious to find out what it is. This advertisement also tells the consumer that there aren't many colorblind individuals and in some cases they are left out of the messages in ads but in this case they get the big hint to the message and what the product is.

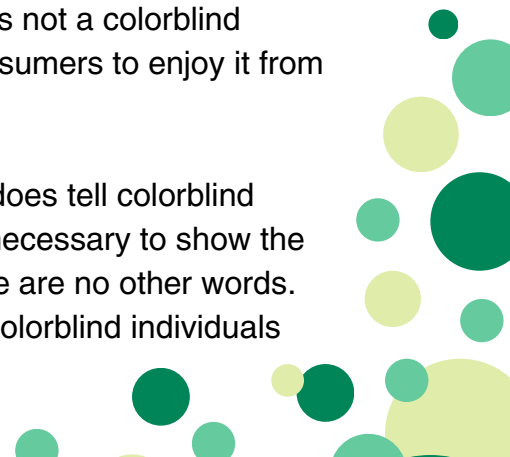
This advertisement creates a cultural connection by showing that colorblind individuals can understand some ads that non-colorblind individuals can not. It can be difficult for other people to understand an individual's perspective, especially when non-colorblind people don't think about how there are some individuals out there that can't read or understand certain ads like they can. *Coca-Cola's Life* advertisement is there to show that they won't always be left out and in this case are the only ones that will understand the message.

The different colors, placement of bubbles and size of bubbles are cultural markers that allow the subculture to interact with the advertisement. The colors used in the advertisement have similar values, which make it easy for a person with colorblindness to see. The placement of the bubbles are laid out in the visual in a way that spells out the word "Life". The size of the bubbles are also strategically put together so the colorblind individual is able to read the word easily.

This advertisement is made specifically for this subculture, with colorblind individuals as the only group able to read the ad. However, it is something that would catch the eye of all types of individuals which would expand the target audience. To non-colorblind individuals, they see an intricate design that has no meaning. To colorblind individuals, they could see colors that blend together with a word in the middle. The consumer is able to use their own perspective to view the ads in different ways

This *Coca-Cola Life* ad does endorse a little bit of a stereotype. Because this ad is made for only colorblind individuals to decipher they are singling them out and reversing the normal stereotype of the non-colorblind people being the ones that can read the ad. This advertisement does focus strictly on them even though *Coca-Cola* is not a colorblind product. However this advertisement does allow many different consumers to enjoy it from their own perspectives even if they can't understand it fully.

This advertisement works but only for a small number of people. It does tell colorblind people what the message says but it does not provide the context necessary to show the viewers what the actual advertisement and product are since there are no other words. Without the context, it could be a PSA message or a wall mural to colorblind individuals



ENCHROMA & VALSPAR

The collaboration between EnChroma and Valspar paints chaotic, colorful streaks across the page with EnChroma glasses as the only white space. It aims to show the consumer that the glasses are there to share color with colorblind Individuals.

COLOR FOR ALL
Released: 2016



© 2016 Valspar Paint Company. All rights reserved. The Valspar brand colors used in this poster are all colors that colorblind people can't see. If you're colorblind, try out these glasses and experience color to its fullest. For more information about our colorblind project or to purchase a pair of glasses, check out our site at valsparcolorblind.com. #Colorblind

valspar
PAINT

CULTURAL SIGNIFICANCE: ENCHROMA & VALSPAR

The collaboration between EnChroma and Valspar shows the fun, somewhat chaotic personalities of the subculture. The advertisement is intriguing and focuses on many different parts, not one specific color palette. Unlike a typical conversation one may have between a colorblind individual and a non-colorblind individual, the advertisement shows that colorblindness is only one aspect of the person.

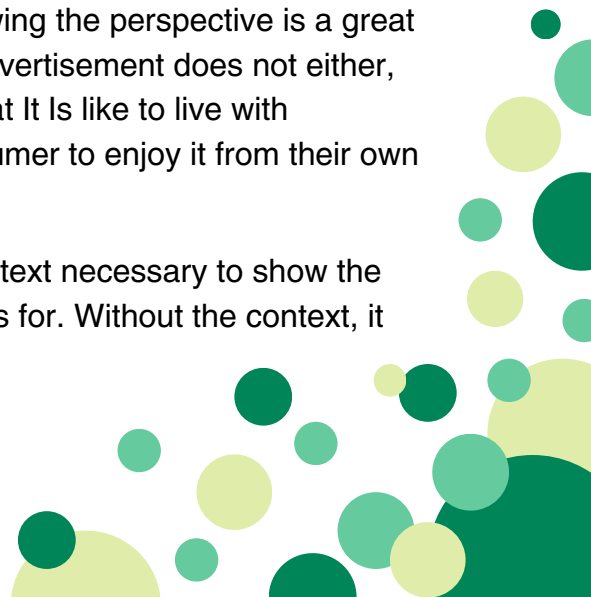
The advertisements create a cultural connection by showing that both brands not only understand their struggles, but can relate to them. It can be difficult for other people to understand an individual's perspective, especially with something that is considered a given with non-colorblind individuals. The brand is there to see their perspective and provide resources to uplift their experience.

Although there does not appear to be many cultural markers, there are many ways that the subculture can interact with the advertisement. Many of the colors used in the advertisement have similar values, making them blend together for individuals with certain types of colorblindness, such as deuteranopia. The darker values of colors allow a stark contrast between the colorful background and the white glasses at the center. Another marker is the glasses themselves, which imply that they could be used to increase an individual's vision. A colorblind individual may even recognize glasses as the brand, EnChroma, as they rose in popularity after a few viral videos in 2016.

These particular advertisements are not necessarily made for the subculture, rather they are made for both colorblind and non-colorblind individuals to enjoy from their own perspectives. To non-colorblind individuals, they see the chaotic colors that lead to the pair of white glasses. To colorblind individuals, they could see colors that bleed together and a simple pair of glasses at the center. There is not personal representation in the advertisements, but they allow the consumer to use their own perspective to view the ads.

This collaboration does a good job of avoiding stereotypes. Many advertisements for colorblind individuals focus solely on the fact that they are colorblind, and show non-colorblind individuals how they see the world. While showing the perspective is a great effort, they do not show the struggles of everyday life. This advertisement does not either, however it does not try to show non-colorblind individuals what it is like to live with colorblindness. Instead, the advertisement allows every consumer to enjoy it from their own perspectives.

This advertisement does not work. It does not provide the context necessary to show the viewers both what the product is and who the advertisement is for. Without the context, it could be an ad for any type of glasses, not EnChroma.



FURTHER RECOMMENDATIONS

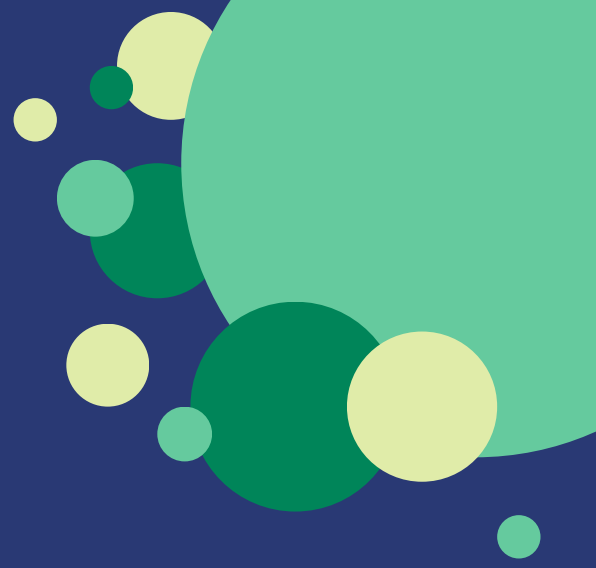
Coca-Cola's Life advertisement created an advertisement only able to be understood by one subculture. The advertisement was successful in teasing the colorblind individual about a new product. However, it is hard to tell that it is for *Coca-Cola*. Because there are no other words or hints, it is easy for a consumer to think this advertisement is for a different brand. A recommendation would be to add another word or a hint that would help *Coca-Cola* stand out more. Yes it is an ad that hopes to catch attention but at the end of the day they are still trying to sell this new product and they can't do that if the consumer doesn't even know what the brand is.

EnChroma and Valspar's collaboration attempted to create an advertisement that could target two different groups for two different products. The advertisement was successful in allowing the consumer to use their own perspective to see the ads, as opposed to trying to make each group understand each others' struggles. A recommendation for advertisers would be to keep that same mindset, because many advertisers can get caught up in showing "normal" people how colorblind individuals see the world. Advertisers should focus on the specific subculture more and understand what their values are, rather than attempting to appeal to a wider audience.

CONCLUSION

Colorblind individuals are like everyone else. They are ambitious, fun, and clever. Although they have everyday struggles and constant minor inconveniences, the subculture is overall very positive. Advertising to the subculture varies, but the commonality between them is that they try to focus on the perspective and individual experiences of colorblind individuals in an energetic, fun way. Based on this analysis, the strategy is to create advertisements that are focused on creating accessible products with a straightforward message to the Cool-Tone Consumer. Digital interactive, radio, and out-of-home advertisements will be created, all of which have the same cool-tone color palette, and overarching theme.





ADVERTISEMENTS

MOOD BOARD



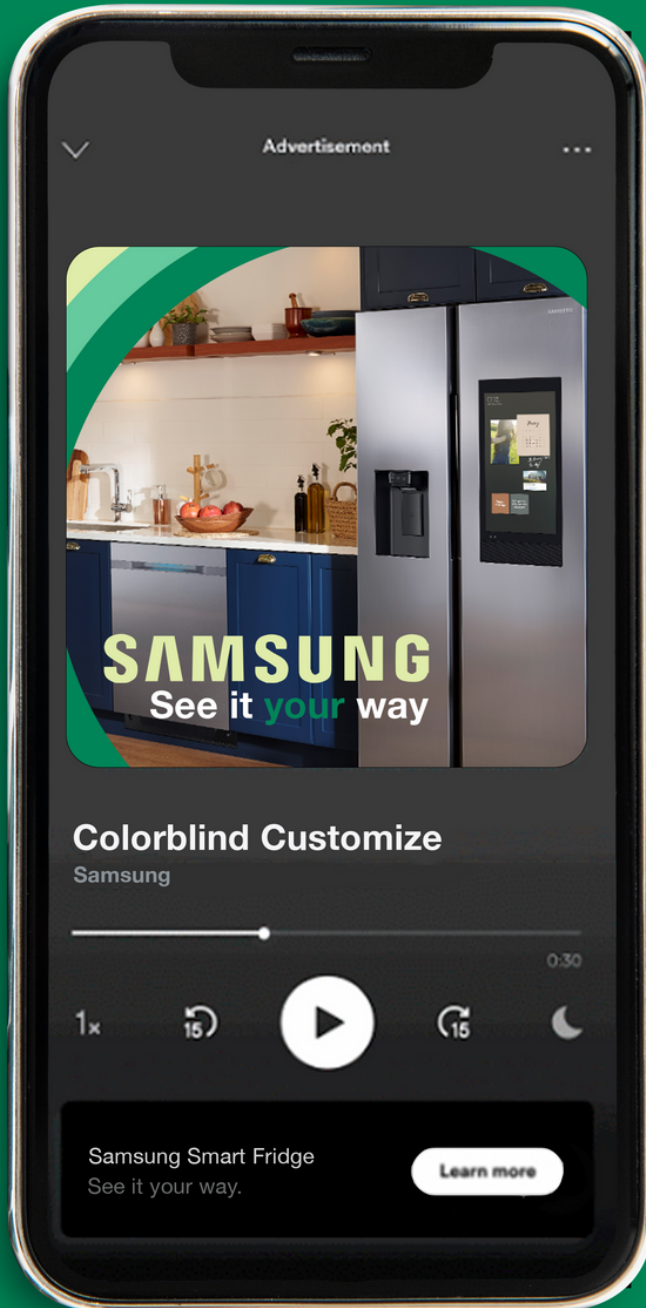
INSTAGRAM STORY



GROCERY CART



SPOTIFY & PANDORA



RATIONALE: INSTAGRAM STORY

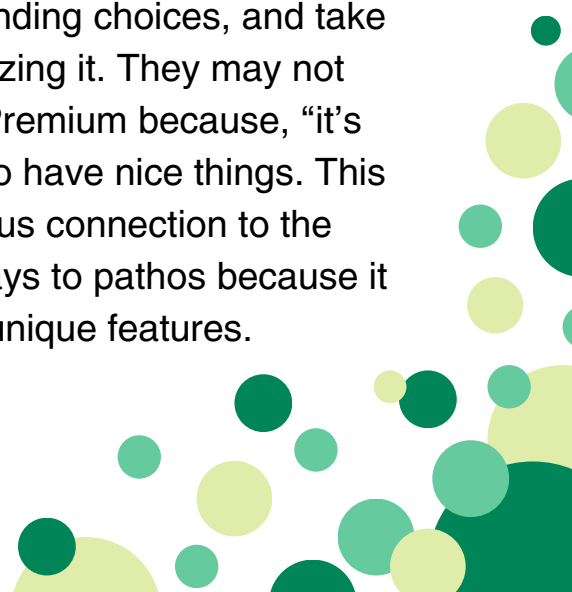
Cool-Tone Consumers are all about trendy, cool styles. They want to know what the best products are for themselves, but also see what catches their eye. This Instagram Story advertisement utilizes animations to grab attention. Many users on Instagram will tap through story advertisements, not realizing that it is an advertisement until the last card. It needs an animation that keeps their attention and showcases how the product looks in their lives. The advertisement plays to logos and takes an informational approach, showcasing specific features to entice the audience.

RATIONALE: GROCERY CART

Cool-Tone Consumers are young adults with their own jobs and routines. Going to a grocery store such as Costco, or even stores such as Home Depot are a part of their everyday lives and so is keeping up with the newest everyday trends and products. This out-of-home grocery cart advertisement draws attention in a public place where these consumers are very often. It plays to logos and takes an informational and reasonable approach to keep up with the newest products on the market. Putting this advertisement specifically on a grocery cart in a store that sells refrigerators, will spark their interest in this product even more. They are essentially putting the food they are about to buy into their fridge and will get them thinking about this new product and how it could benefit them.

RATIONALE: SPOTIFY & PANDORA

Cool-Tone Consumers are trendy, upper-class 25-34 year olds who are all about treating themselves. They make intentional spending choices, and take time to consider all aspects of a purchase before finalizing it. They may not feel the need to pay for Spotify Premium or Pandora Premium because, “it’s all the same music.” Cool-Tone Consumers deserve to have nice things. This advertisement focuses on making a relatable, humorous connection to the audience about the regrets of buying appliances. It plays to pathos because it evokes emotion and brings attention to the product’s unique features.



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