

Holiday Gift Guide

FOR TECH LEADERS

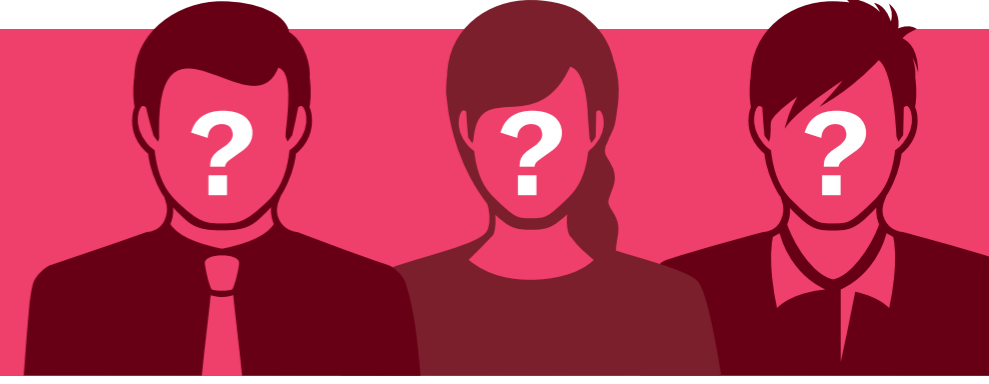
Match color psychology to mobile device cases for the perfect gift ideas

ARE THEY WARM, COOL, OR NEUTRAL?



This holiday season you may be wondering what to get that techie who already has all the latest gadgets. Or maybe you're shopping for a client or your boss – a tech leader who lives and breathes new tech trends. Try using color psychology to find that perfect gift.

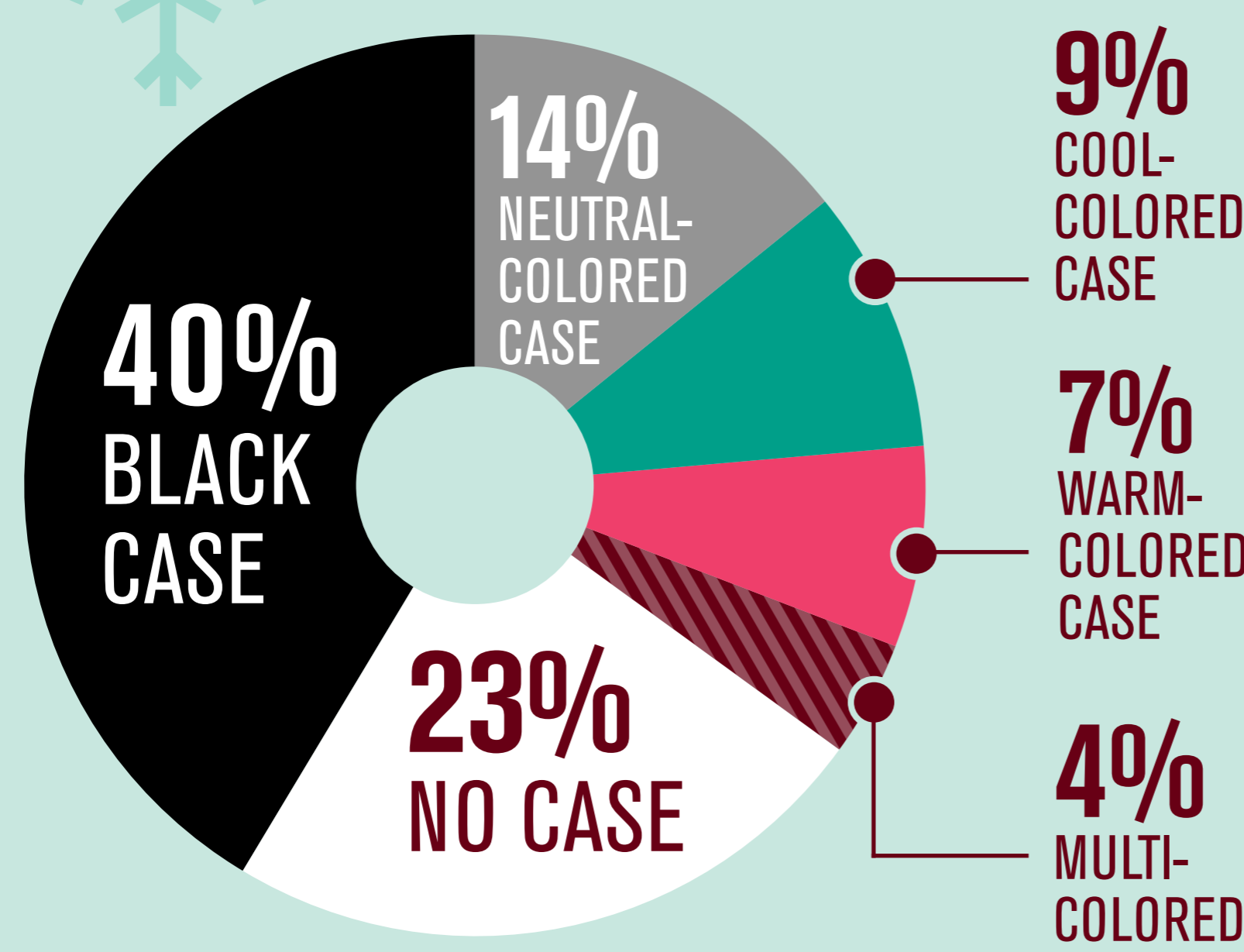
HOW DO YOU KNOW WHAT COLOR MATCHES THEIR PERSONALITY?



Just about everyone with a mobile device has a carefully selected protective case. Black, white, clear or multi-colored — options abound for disaster-proofing our constant companions. So before you start shopping for that techie on your list, sneak a peek at their mobile device. It may give you some clues!

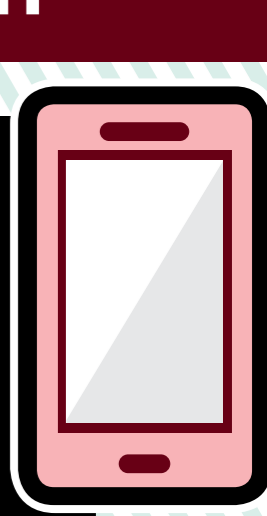
Here are the Trends & What They Mean

CELL PHONE COVER COLOR CHOICE

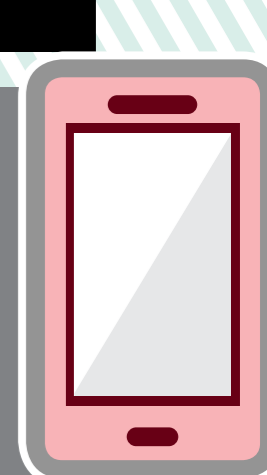


COLOR PSYCHOLOGY

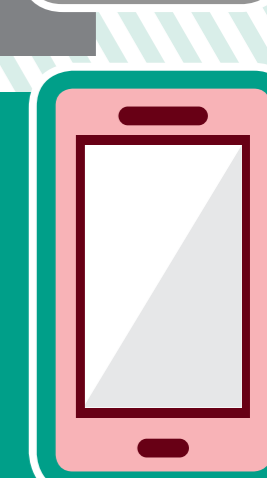
BLACK
AUTHORITY
POWER
STRENGTH
INTELLIGENCE



NEUTRAL
(GRAY, WHITE, BEIGE, CLEAR)
TIMELESS
PRACTICAL



COOL
(BLUE, PURPLE, GREEN)
SERENITY
FOCUS
SOPHISTICATION
ADVENTURE

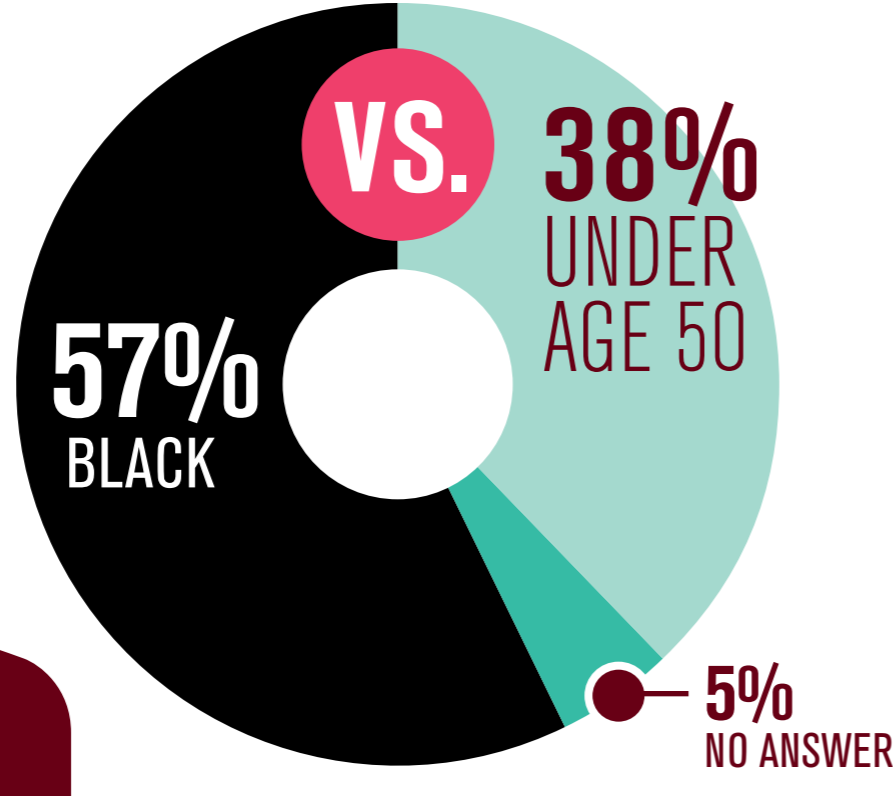


WARM
(RED, ORANGE, YELLOW)
ENERGY
INTENSITY
OPTIMISM/HAPPY

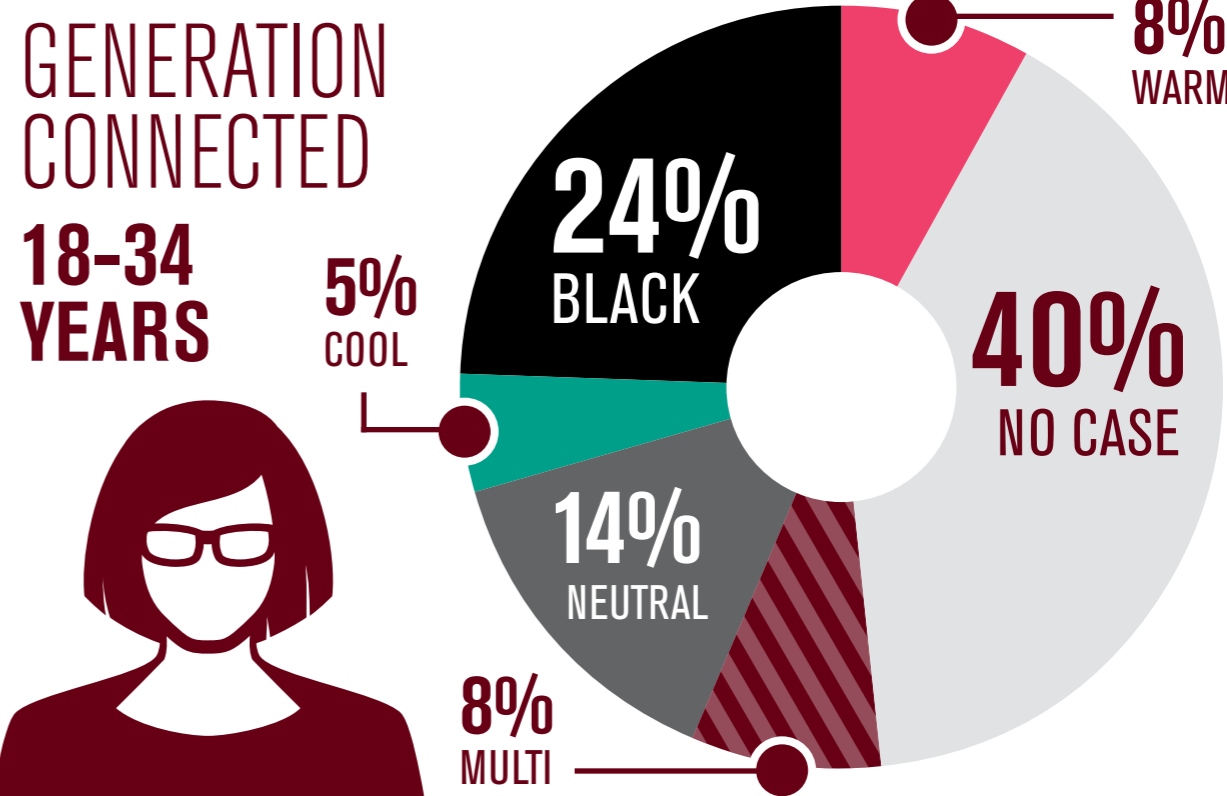


DOES AGE MAKE A DIFFERENCE?

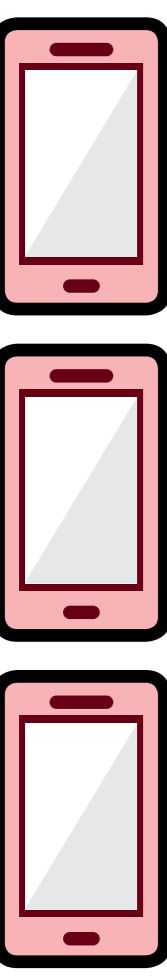
50+ YEARS



GENERATION CONNECTED
18-34 YEARS



FAVORITE COLORS BY COMPANY TYPE



Overall, these companies prefer sleek black, but which are the runner-ups?

B2C

Nothing rattles B2C folks — they're cool, neutral cucumbers.

COOL TIED
NEUTRAL

HYBRID & B2B

Hybrid (B2C/B2B) and B2B orgs have a very Swiss aesthetic — neutrality is in style.

NEUTRAL

Start Shopping!

BLACK



Getting a gift for a person with a black case? Try a book (maybe a business best-seller), a nice pen, or a bottle of fine wine.

Does your tech friend have a neutral-colored case? Select something timeless like a watch or perhaps something practical like a desktop organizer, or a kitchen or yard tool.



NEUTRAL

COOL



Do you have a cool-colored case tech friend? Go for something more sophisticated like a leather wallet. If adventure is more their style, gift them tickets for an activity like skiing or white-water rafting.

Notice a warm-colored case on the mobile device of the person you're shopping for? Try something fun like a mug with a clever quip or a brain-teaser game.



WARM

NO CASE



What if they don't have a case? Then they're most likely a risk-taker. Skydiving perhaps? Or maybe a mobile device case...

WANT MORE IDEAS? CHECK OUT THESE GIFT GUIDES!

CIO.COM

The 15 best books of 2015 for IT leaders

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Six great gifts for the nerdiest needs you know

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2015 geek gadget gift guide

NETWORK WORLD.COM

Top gift guide ideas from the Cool Yule Tools Team



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idgenterprise.com/report/2015-idg-enterprise-building-the-mobile-enterprise-survey

SOURCES: 2015 IDG ENTERPRISE BUILDING THE MOBILE ENTERPRISE; IDG ENTERPRISE/IGS MOBILITY SURVEY, 2014; ART THERAPY