

COME ALIVE

THE COMPLETE GUIDE TO SCENT MARKETING

scentair®

INTRODUCTION

What if you could bond with your customers on a subconscious level? What if you could keep your brand alive in the minds of customers without needing to display your logo? What if you could connect with customers during their visit and stay with them for a lifetime?

What if you could bring your brand story to life?

From the design and aesthetic of a space to the music played, businesses have long aimed for greater control over their on-site branding. Businesses strive to create an environment that captivates and engages their customers. Humans are most receptive when each of their five senses is activated. But the focus in traditional branding and marketing efforts continues to be on visual and auditory stimuli.

Scent marketing allows you to fully design your customer experience by addressing a facet of the human experience which until recently has been largely overlooked in consumer spaces. The use of scent is an opportunity to speak subconsciously to your customers. It allows you access to powerful psychological connections which can encourage brand loyalty, increase sales, and revolutionize your customer experience.¹

By harnessing the power of scent, you can design an immersive experience in your place of business.

SCENT MARKETING OVERVIEW

Scent marketing is the use of a strategically chosen fragrance diffused at customer touchpoints. The right fragrance and strategy will communicate a clear, likable brand identity. Scent marketing increases sales and brand loyalty by creating unique customer experiences.²

To be clear, scent marketing is truly a marketing effort. Its purpose is to provide a unique path to branding, enhance a brand's image, and enrich customer experiences.

Our senses are our way of experiencing the world. The more senses you can activate in your customers, the more involved they are with your brand. Of our five senses, scent is among the most valuable to activate. Scent is unique in that it is directly connected to the brain's emotional center, the limbic system.³

A well-defined scent marketing strategy will revolutionize a business in two main categories:

Branding: capture their audience with multi-sensory branded experiences that work with the brand's colors, lighting, and atmosphere

On-Site Experience: surprise and delight customers by managing the customer experience and, in the process, increase revenue, drive brand loyalty, and differentiate the brand from the competition

BRANDING

Branding is about giving objects or services value, meaning, and associations to make them stand out from their competition.

According to The Branding Journal:

“Branding is the process of giving a meaning to specific company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by companies to help people to quickly identify their products and organization and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not.”⁴

Once a business creates meaning behind its product or service, the question then becomes:

How will the brand communicate its greater meaning to customers? How will customers come to understand what the brand is all about?

“Marriott is a global company and we needed a true global partner who can support our brand and property portfolio everywhere. ScentAir is the only company with the size, experience and expertise.”

-Executive VP of Brands, Marriott International

Scent marketing imbues a brand with feelings and associations through olfactory recognition. It's a groundbreaking approach to branding. Customers stop in for visit, but the brand will stay with them for a lifetime.

Memories related to scent are resistant to time and more easily recalled. Our sense of smell is the only sense that reaches us at a deep, instinctual level by tapping directly to the pleasure center of the brain—and the emotions, memories, and creativity that live there.³

A scent marketing system allows brands access to an under-used touchpoint with customers. It's a unique way to make the brand stand out in a crowded marketplace.

Harnessing the power of scent means keeping the brand top of mind.

People are most receptive when all five senses are activated. Each element of a company's branding needs to be strong and should be able to stand alone—including its fragrance.

The fragrance chosen will be the olfactory touchstone of the brand and will be recognizable to customers as belonging to its associated brand. When customers smell a brand's fragrance, they will immediately think of them—taking the brand to a new level of familiarity with customers.

ON-SITE EXPERIENCE

Articulating the brand experience through scent is powerful. Once a brand has a clearly defined fragrance, it can be used as a powerful tool to manage customer touchpoints. The right fragrance is authentic to the brand and will create a pleasant atmosphere that builds trust and makes customers want to return.

Recent research reveals that now more than ever, customer experience is of vital importance for businesses. The Experience Brand Index reported on global research conducted on 100 brands and 6,000 consumers. The research revealed it's the experience of working with a brand—actions of and interactions with them—that drive a brand to thrive in the crowded marketplace. The report reveals that brands who lead in experiences have a Net Promoter Score 200 percent higher than their competitors.⁵

A Net Promoter Score can seem abstract, but the reality is, it represents real money. Consider the revenue lost to brand detractors and the untapped financial potential of brand promoters. A Net Promoter Score underscores the financial impact of creating outstanding customer experiences.

Every interaction matters.

In fact, according to the Experience Brand Index, the highest performing experience brands in the world are changing the way they approach customer touchpoints. They're reframing them as "proofpoints." They perceive every interaction as an opportunity to demonstrate their brand authenticity with tangible proof.⁵

Ambient scenting with a scent marketing system is an outstanding way to provide that tangible proof to customers on a visceral level. Over the years, many independent studies have been conducted to reveal the impact of fragrance on businesses. Businesses themselves have experimented with and reported data on their experiences with using scent.

A do-it-yourself store in Germany began using the scent of fresh cut grass in their retail locations. They found that positive customer impressions of the store went up almost 50 percent. Their research also revealed that the scent led customers to perceive the staff as harder working and more knowledgeable.¹

In another example of scent marketing in action, a kitchen appliance store began using the scent of freshly baked apple pie and their sales went up an astonishing 33 percent as a result.¹

Many studies have also been conducted on the power of scent to affect mood. Ambient scenting with a scent marketing system allows you to direct customers in a gentle yet impactful way. By putting customers in the right mindset, businesses can enhance customer experience by mitigating stress and anxiety during tough customer interactions. Or simply set the tone for the atmosphere.²

A few examples include:

- Healthcare facilities use a soothing scent to welcome and calm patients
- Gyms and fitness facilities incorporate bright, invigorating scents which inspire action and make members feel more prepared for their workout
- Retail outlets include a fragrance that matches the tone of their location to reinforce their image and brand promise at the intuitive level
- Senior living communities include a calming fragrance to help new residents and their families feel more relaxed during the stressful process of choosing and moving into a new residence
- Entertainment venues such as casinos, bars, and pubs frequently implement fragrances with odor neutralizing technology to combat malodors and create a more pleasing atmosphere
- Luxury brands choose a rich fragrance congruent with their offerings to impart an instinctual feel of opulence

“ScentAir has helped us achieve a luxurious feel within the Performance Center. From the moment guests arrive, they are treated to a refreshing sensory experience that is as unique as our brand. We were able to address a few key areas and now we’ve seen a big improvement in the overall feel of our center since installing the systems.”

-Manager, BMW Performance Center

Greenville, SC

POTENTIAL FOR RETURN ON INVESTMENT

A scent marketing system has the power to dramatically impact a business by bringing its brand to life in the minds of customers. But how does that translate to dollars and cents? Our clients conducted independent research to verify the validity of their own investment with ScentAir. Below are the results of their findings.

General Customer Satisfaction

Client reported data shows a 20% increase in customer satisfaction scores responsible for significant increased monthly revenue.

Retail

Client reported data revealed an 11% daily increase in retail store sales. For a store that averages \$5,000 in daily sales, that comes out to a yearly revenue increase of \$198,000.

“I own a 3000 square-foot store and the fragrance fills up my entire store. My customers are always telling us how much they love how good our store smells. It is very much worth the money, I could never live without it. My customers have told me they like coming to my location over other locations because it smells better.”

-Franchise Owner, Once Upon A Child location

Food Service

Client reported data shows an 8% improvement of food quality satisfaction scores—without making any changes to the food served. An 8% uptick in food quality satisfaction could bring in up to \$250,000 in additional yearly revenue.

CONCLUSION

Scent marketing is an impactful branding and customer experience management tool that brings brands real results. Scent marketing allows brands to stay top of mind and create outstanding on-site touchpoints that help them demonstrate their authenticity to customers.

Now, more than ever, business success hinges on thrilling customers and creating an impact that will stay with them for a lifetime. A scent marketing system puts brands on the fast track to developing relationships with customers that will ensure their survival for decades to come.

If you're ready to explore what scent marketing with ScentAir can do for your brand, visit scentair.com/contact/business-inquiry.html to fill out our New Business Inquiry form.

ABOUT SCENTAIR

We're ScentAir

And we're here to build human connections with the power of scent.

For more than 20 years ScentAir has been helping industry leaders across the globe create powerful customer experiences using fragrance. Our passion for helping brands tell their story through fragrance combined with our unique approach to designing quality-driven fragrance delivery systems in-house, has helped us grow into the world's largest scent marketing company. With corporate offices on 3 continents, we've spread the power of scent across 119 countries!

Our expertise has allowed us the privilege of working with some of the world's most recognized brands. We've developed scent marketing strategies for exciting brands like Under Armour, BMW, Dave & Busters, Harry Winston, Paul Mitchell, Hugo Boss, and more.

To find out more about ScentAir, please visit us at ScentAir.com.

The above data was reported by our clients after a collection period of over two years. The data represents the findings of their independent studies.

Fact Sources:

- [1] Lindström, M. (2010). *Brand sense: Sensory secrets behind the stuff we buy*. New York: Free Press.
- [2] Krishna, A. (2010). *Sensory marketing: Research on the sensuality of products*. New York: Routledge.
- [3] BrandSense Building Brands with Sensory Experiences(Rep.). (2001). Harvest Consulting Group.
- [4] M. (2018, May 21). What Is Branding? Retrieved from <https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>
- [5] The Experience Brand Index(Rep.). (2018). Jack Morton. doi:2018