



THE POWER OF SCENT MARKETING & SCENT BRANDING

Most of today's marketing and branding appeals to only two senses – sight and sound. However, what we smell is significantly more influential on our moods and emotions than any other sense. Our sense of smell is the strongest of all human senses and the closest sense linked to memory and emotion. It is our most accurate level of recall.

Scent Marketing

You can have the best product or service in the world, but without proper marketing no one will know about it. In the past over 80% of marketing has been limited to visual marketing methods, ignoring the other multi-sensual possibilities. In recent years companies around the world have discovered the effectiveness of scent marketing strategies.

Scent is the only one of the 5 senses that taps directly into the part of the brain responsible for emotion and memory. Thus by using particular scents we are able to help attract customers, create an environment to generate positive moods, encourage customers to stay longer and purchase more, strengthen the impression of your brand in customers minds and increase the likelihood that they will come back in the future.

Scent Branding

Scent branding is highest degree of scent marketing. Not only can you use scent to influence customer's mood, behavior and impression of your business, but by using a scent unique to your brand you can set yourself apart from your competitors. With a custom brand scent, consumers will develop a subconscious preference for your brand that can last a lifetime.

Research & Study Info

- 80% of consumers are more likely to purchase if they can smell the product.
- People remember 35% of what they smell, compared to just 5% of what they see, 2% of what they hear, and 1% of what they touch.
- 83% of info people retain is received by smell.
- Approx. 80- 90% of taste is the result of smell.
- 75% of Emotions are triggered by smell.
- Emotion and memory are key drivers of purchase behavior.

Integrating scent into print advertising increases consumer attention, inspires awareness, and stimulates purchase activity to a higher degree than un-scented advertising media.

Deepening Customer Connections

The sense of smell is the strongest and most primal of all our senses. It protects us from drinking milk that's turned sour and alerts us to the presence of natural gas. It vividly reminds us of moments – good or bad – we first experienced decades ago. It is the first of our senses to evolve in the evolutionary chain and the sense with the strongest, most accurate level of recall. Scent is processed by the limbic system in our brain which is responsible for memory and emotion processes.

In marketing, scent can be highly effective in helping us distinguish one product from another. It can trigger a memory or desire that influences a purchase decision. Alternatively, scent can remind us of pleasant associations, whether that is "home", the beach or a meadow. These associations help to create an environment in which we feel comfortable, "at home", and impact our decision to stay longer, consume more, and inspire purchase.

Across industries, businesses are using scent as part of multi-sensory marketing strategies to enhance customers' experiences of a location and its products or services. These experiences allow customers to develop deeper memories and emotional connections with the brand and promote sales and loyalty.

Harnessing the Power of Scent Marketing

Most of today's marketing and branding appeals to only two senses – sight and sound. However, what we smell is significantly more influential on our moods and emotions than any other sense. Our sense of smell is the strongest of all human senses and the closest sense linked to memory and emotion. It is our most accurate level of recall. Every day we encounter aromas that have a powerful influence on our emotions, moods and behaviour.

Scent marketing is becoming an incredible tool as brands discover the role scent plays in



connecting with customers on an emotional level. It is most effective when combined with other sensory triggers, such as sight, sound and textures to create a unique customer experience. Scent can trigger a memory or desire that influences a purchase decision. Across industries, businesses are using scent as part of multi-sensory marketing strategies to enhance customers' experiences of a location and its products or services.

This all adds up to a new way of impressing a company's brand identity on the memory of the consumer: not just a logo but an olfactory experience. Research has shown that people remember 35% of what they smell, compared with only 5% of what they see, 2% of what they hear and 1% of what they touch.

Scent makes a brand identity more unique, strengthens customer loyalty and adds to the perception of quality, an element that's essential to every brand in today's competitive market.

Simply put, aromas trigger memories - memories influence emotions - emotions set moods. And moods dictate reaction.

The scent branding revolution has begun ...

SCENT MARKETING IN ACTION

Research clearly shows that scent enhances consumer product memories.

Our sight has been targeted in press and cinema, our hearing in radio and cinema, and our taste and touch with sampling. Which leaves smell.

Scent marketing is on the increase in the United States and Australia, with Europe and the UK not far behind. The Langham Hotel in London has a custom-made scent to appeal to residents (in case you're wondering, it is ginger-lily).

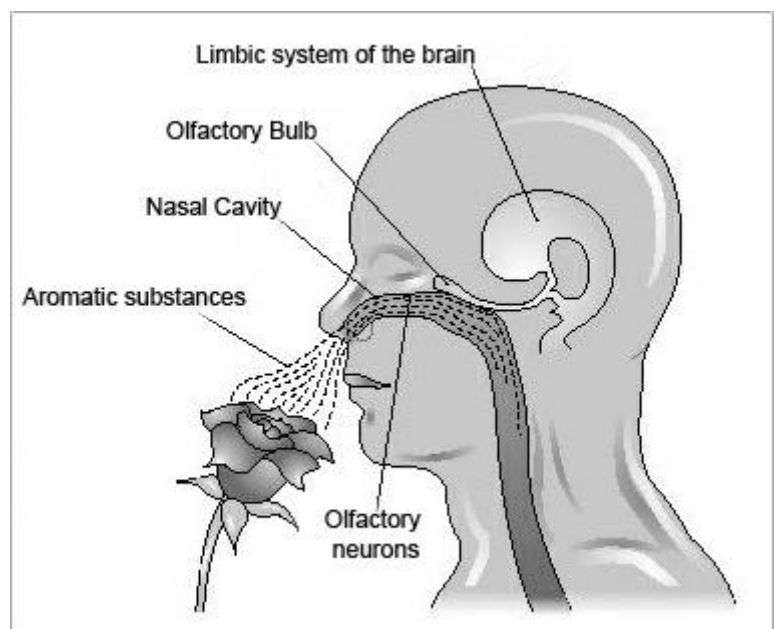
Leading luxury retailer, Harrods is also leading the way in multi-sensory experiences by injecting tailored aromas into its stores to improve the buying experience, for example, coconut oil fragrance featuring in the ladies swimwear department.

And in the USA, in New York's Time Square the M&M World Store is pumping the aroma of chocolate into the street to entice in customers.

Scent Science

The sense of smell (or olfaction) is our most primitive sense and is located in the same part of our brain that effects emotions, memory, and creativity. Our sense of smell allows us to identify food, mates, and danger, as well as sensual pleasures like perfume and flowers/nature. Sudden scents, like smelling salts, will jolt the mind.

The senses of smell and taste, two of the five senses identified by Aristotle, are called "chemical senses" and are sometimes regarded as one sense rather than separate senses. About 80% of what we taste is actually due to our sense of smell. Without the sense of smell, we would only be able to recognize five tastes: sweet, salty, sour, bitter, and savoury. A food's flavour can be altered by simply changing its smell, while keeping its taste the same. In fact, our sense of smell becomes stronger when we are hungry.



Aromas, scents and fragrances, good and bad smells, are all odours or odorants. An odour is a chemical dissolved in air, generally at a very low concentration, which we perceive by the sense of smell or olfaction. Humans are able to distinguish over 10,000 different odour molecules. When inhaled, these odour molecules travel into the nose and interact with odour receptors. The odor receptors then transmit the information to the olfactory bulb, which is located in the brain's limbic system. The limbic system also controls memory and emotions, and is connected to the pituitary gland and hypothalamus area that controls the release of hormones that affect our appetite, nervous system, body temperature, stress levels, and concentration.

While there is no theory that explains olfaction fully, one theory is that millions of axons or nerve fibres cover the circumference of the olfactory bulb. Depending on which nerve fibres interact with or capture the odour molecules, a pattern of activity is generated which cause the perception of a unique smell. Another theory is that odour receptor functions like a key-lock system. If the airborne molecules of a certain chemical can fit into the lock, the nerve cell will respond.

Link your brand to a scent

Scent Marketing is more than just diffusing a pleasant fragrance to your business environment. It's about linking a scent that compliments your brand identity, marketing message, target audience & what emotions you want your customers to feel when they think about your brand.

Our nose receptors are directly linked to a part of our brain that is responsible for our emotions and memory. Scent helps connect your customers to your brand at an emotional level & creates a long lasting memory of their experience

Neuromarketing studies show that 75% of emotions are triggered by smell. Emotion and memory are key drivers of purchase behavior. That offers businesses an opportunity to profit from its application.

The Science

Smell is used in branding because it increases the customers' remembrance of the brand. The human nose can distinguish over 10,000 different odors, besides being the most sensitive of the senses; it has a tremendous evocative power of memories and experiences over the years. Smell is the sense most linked to our emotional recollection. It can create instant connections between a brand and other memories. Neuromarketing studies show that 75% of emotions are triggered by smell. Smell is linked to pleasure and wellbeing, emotion and memory. Therefore it can influence customers' emotional state and mood to make the customers more susceptible to impact customer behaviour.

Research by the Sense of Smell Institute indicates that while people's visual recall of images sinks to approximately 50% after only three months, they recall smells with a 65% accuracy after an entire year. Similarly, a study carried out at the Rockefeller University shows that in the short term we remember just 1% of what we touch, 2% of what we hear, 5% of what we see, 15% of what we taste and 35% of what we smell.

Source: http://en.wikipedia.org/wiki/Sensory_branding

During the 1950s, marketers concentrated on using sight for branding. They focused on colour and form to promote brands. This was because the main medium for advertising was posters. As television became popular, the consumers' sense of sound was appealed to in advertising. This was mainly during television commercials in the form of jingles.

In the 1970s marketers began to find that smell could be used in brand promotion. They were also able to adjust the scent of their products to make them more palatable for the consumer. Recently sensory branding has developed to encompass all five senses. This is because marketers now know that the more senses appealed to, the more effective the branding will be.

Source: http://en.wikipedia.org/wiki/Sensory_branding

Additional sources: Scientist, Scent Marketing Institute, Scentstrategy, Hi-Rise Services, Let's Get Scented.