

# Scent Marketing in the Fair Business - *Introduction*

## Latest Empirical Results

Ongoing changes throughout the area of »pleasure, experience and leisure orientation« shape the growing »Wellness- and Experience Economy«:

- Brand emotionalization gains further importance
- Purchase decisions are spontaneously made at the PoS

Fairs are, due to their focus on experiences, predestined for any direct and emotional customer address. How to use scents for differentiation was now investigated at the Stuttgart Media University. Industrial engineer Isabella Flamm examined the ***utilisation of scent material as a component of multisensual marketing at fairs.***

In order to analyze both, the expectations of exhibitors as well as the effect on visitors, the empirical part of the study focussed on two different perspectives:

**Part 1** Exhibitor-Perspective: Online-Questionnaire, April 2007, 1000 German companies from producing industries and trade.

**Part 2** Visitor-Perspective: Visitor survey at the Vodafone-Pavillon at CeBIT 2007, 180 trade visitors (in cooperation with MAGIC BOX® eK, responsible for the fair odourization in the pavillon)

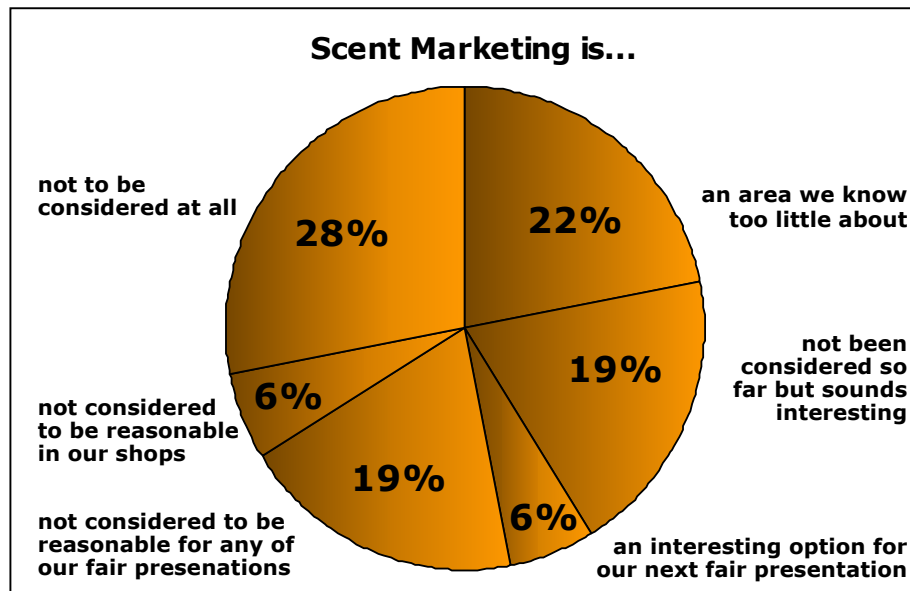
The results verify the impressive potential for emotionalization exerted by scents and mirror the increasing importance of this previously neglected medium for successful marketing and communication strategies.

# High Potential for the Future of Scent Marketing

Part 1

## Survey setting

Online-Questionnaire on 1000 companies from producing industries & trade  
Time period: April 2007



## Core results

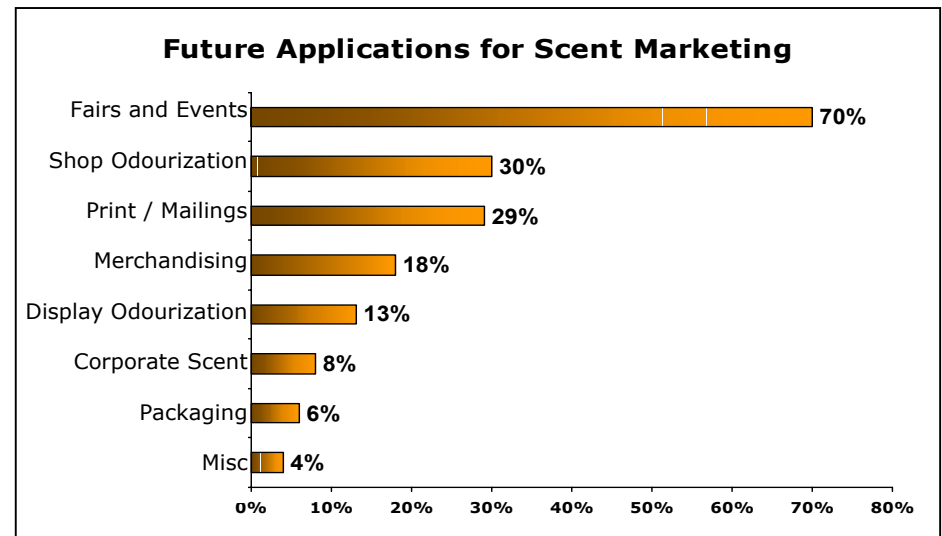
- Generally there is great interest in the topic of scent marketing.
- There is a common acceptance of the lack of basic knowledge relating the topic.
- Results highlight the wish of companies for increasing engagement in fair stand odourization.
- Important future applications for olfactorial marketing are fairs/events, shop odourization and the odourization of print-/mail products or merchandising articles.
- 10% of the companies already engaging in olfactorial marketing developed a Corporate Scent.

# Appraisal of the Potential of Scent as a Live-Marketingtool

Part 1

## Which potential areas will become of future importance within olfactorial marketing?

Generally all areas will increase in importance. Areas exceptionally articulate in increases, though, will be events and fairs.



# Appraisal of the Potential of Scent as a Live-Marketingtool

*Part 1*

**What chances, in your opinion, accrue from fair stand odourization?**

- Increase of appeal to potential visitors
- Maximization of visitors' length of stay
- Maximization of the potential for consultation
- Increases in sales by emotionalization through scents
- Creation of positive memories on visitors' minds
- Attentiveness focused on the company
- Positive differentiation in terms of competition
- Scent as integral part of brand building and customer retention

# Visitor Survey in the Vodafone-Pavillon, CeBIT 2007

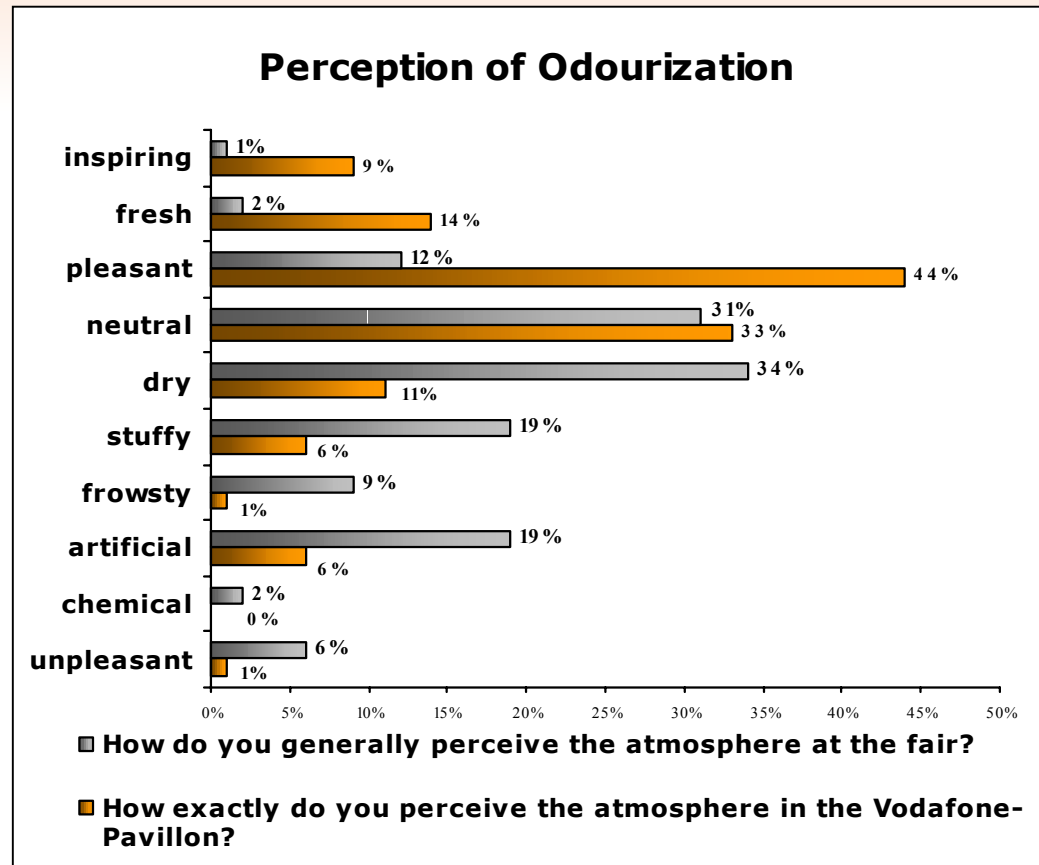
Part 2

## Survey setting

*Personal Interviews with  
180 visitors to the CeBIT 2007  
Place of survey: Vodafone Pavillon  
Age structure: 20 – 60 years  
Time Period: Two fair days*

## Core results

- Utilisation of scents results in rigorous improvement of the compartment air quality.
- Utilisation of scents is perceived positively.
- Utilisation of scents coins a positive product differentiation and appraisal.



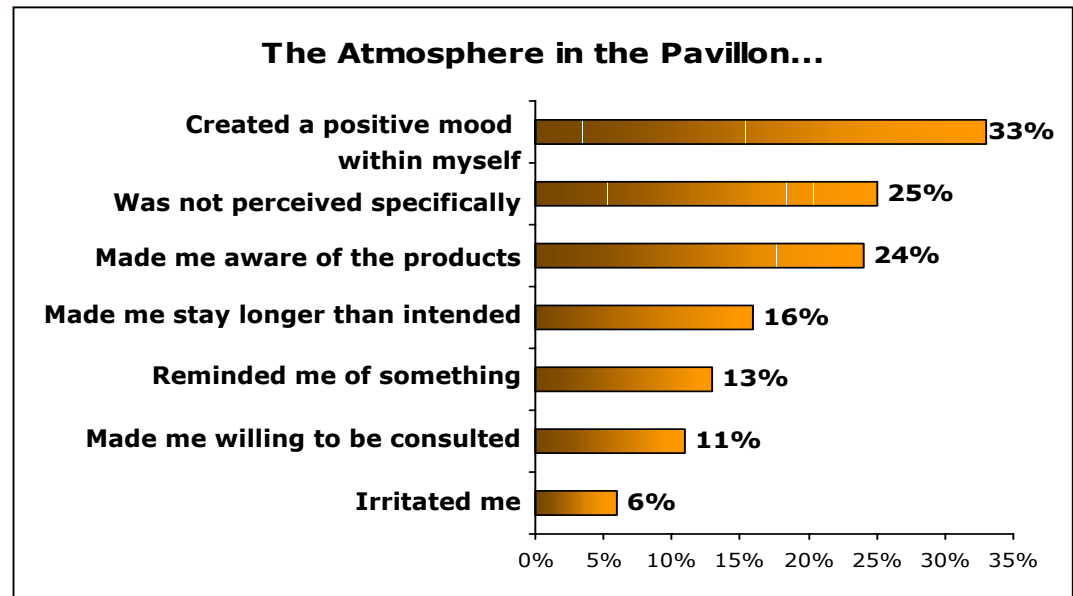
# Visitor Survey in the Vodafone-Pavillon, CeBIT 2007

Part 2

## The survey showed:

The utilisation of scents creates positive mood changes within visitors.

The utilisation of scents has positive effects on attention span and length of stay.



# Visitor Survey in the Vodafone-Pavillon, CeBIT 2007

Part 2

## The survey showed:

The utilisation of scent is predominantly perceived pleasantly.

The utilisation of scent noticeably improves the appraisal of the fair presentation.

