

Is that your brand I smell?

Olfactory marketing sounds mysterious. The topic of using scents is usually approached purely emotionally. A study by the Stuttgart Media University has provided the first hard and fast facts on the use of aroma in communications.

Continuing changes in pleasure, experience and leisure orientation are characteristic of the expanding wellness and experience business. As a consequence, the emotionalisation of brands is more significant than ever and purchasing decisions are increasingly being made spontaneously at the POS. At the same time, trade fairs are the ideal medium for a direct and emotional appeal to customers because of their orientation towards experience. The potential that scents have for emotionalisation is becoming increasingly important for successful marketing and communication strategies. There is an increasing desire by companies to use scents on trade fair stands. One interesting finding is that only 10% of companies already using scents have developed a 'corporate scent'. One of the questions put to around 1,000 companies was to what extent scent is used to communicate the marketing message. Activities in store scenting (39%), direct mailing (23%) and event, trade fair and MICE activities, grouped under miscellaneous, (47%) ranked top. It was also shown that use is on the increase in all sectors, but especially markedly in events and trade fairs. Opportunities for differentiation from the competition with well designed stand scenting are recognised. For example, companies think they can increase the appeal to potential visitors, generate positive memories, maximise the time spent at the stand and the advising potential. They also believe that scent can become established as a permanent part of branding and development of customer loyalty, draw attention to the company and boost sales by appealing to the emotions. *ank* 

medium of scent

The Stuttgart Media University has researched how the medium of scent can be used for differentiation: Isabella Flamm, a qualified industrial engineer, has examined the use of scents in multi-sensual marketing based on the example of trade fairs. The study was conducted in two steps: the exhibitors' viewpoint by online survey, 1,000 German companies from trade and industry, and the visitors' viewpoint by a survey of the public in the Vodafone pavilion at Cebit 2007, 180 trade visitors (in cooperation with Magic Box, responsible for scenting in the pavilion). *ank*