THE COMPLETE GUIDE TO SCENT MARKETING
INTRODUCTION

Humans are most receptive when each of their five senses is activated.

The focus in traditional branding and marketing efforts continues to be on visual and auditory stimuli. 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.

What if you could…

- Bring your brand story to life?
- Bond with your customers on a subconscious level?
- Make your customers recognize your brand without needing to display your logo?
- Connect with your customers during their visit and stay with them for a lifetime?

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.

By harnessing the power of scent, you can design an immersive experience in your place of business, which can encourage brand loyalty, increase sales, and revolutionize your customer experience.¹

The use of scent is an opportunity to speak subconsciously to your customers and form powerful psychological connections.

SCENT MARKETING

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.

Scent marketing is truly a marketing effort, with the use of a strategically chosen fragrance diffused at customer touchpoints. The right fragrance and strategy will communicate a clear, likable brand identity.

Designed to provide a unique path to branding and enhance brand image, scent marketing increases sales and brand loyalty by creating unique customer experiences.²

A well-defined scent marketing strategy will revolutionize a business in 2 main categories:

1 **Branding**
   
   Capture the audience with multi-sensory branded experiences that work with the brand’s colors, lighting, and atmosphere.

2 **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.

WHAT IS BRANDING?

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.  

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.

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?

Harnessing the power of scent means keeping the brand top of customers’ 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.

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.

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.

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.

“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

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.

Report revealed brands who lead in experiences have a Net Promoter Score 200% higher than their competitors.

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.

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.

Customer experience is of vital importance for businesses.

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 are reframing them as “proofpoints.” They perceive every interaction as an opportunity to demonstrate their brand authenticity with tangible proof.⁵

The right fragrance is authentic to the brand and will create a pleasant atmosphere that builds trust and makes customers want to return.

⁵ The Experience Brand Index(Rep.). (2018). Jack Morton. doi 2018
Ambient scenting with a scent marketing system is an outstanding way to provide that tangible proof to customers on a visceral level. Many 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. According to their findings after implementing scent:

- +50% Positive customer impressions
- Customers perceive the staff as harder working and more knowledgeable*

A kitchen appliance store began using the scent of freshly baked apple pie.

- +33% Sales*

Westin Hotels & Resorts have taken the idea of sensory branding to new heights.

Not only offering a light and refreshing White Tea welcome in Westin hotels across the world, Westin also brought in a collection of scented merchandise of their bespoke signature White Tea fragrance for guests and visitors to bring home and extend their Westin experience.

Ambient scented 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.  

### A well-chosen scent can change customers’ mood.

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Fragrance Type</th>
<th>Mood Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>Soothing scents</td>
<td>Welcome and calm patients.</td>
</tr>
<tr>
<td>Gyms and Fitness</td>
<td>Bright &amp; invigorating scents</td>
<td>Inspire action and make members feel more prepared for their workout.</td>
</tr>
<tr>
<td>Retail Outlets</td>
<td>Fragrance that matches brand tone</td>
<td>Reinforce their image and brand promise.</td>
</tr>
<tr>
<td>Senior Living</td>
<td>Calming scents</td>
<td>Help new residents and their families feel more relaxed during the stressful times.</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Odor neutralizing fragrances</td>
<td>Combat malodors and create a more pleasing atmosphere.</td>
</tr>
<tr>
<td>Luxury Brands</td>
<td>Rich fragrance</td>
<td>Congruent with their offerings to impart an instinctual feel of luxurious.</td>
</tr>
</tbody>
</table>

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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**

+20% Customer satisfaction scores.

**Food Service**

+8% Food quality satisfaction scores.

An 8% uptick in food quality satisfaction could bring in up to US$250,000 in additional yearly revenue.

**Retail**

+11% Daily retail sales.

For a store that averages US$5,000 in daily sales, that comes out to a yearly revenue increase of US$198,000.

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.

“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.”

Manager,
BMW Performance Center
Greenville, SC

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.
ABOUT SCENTAIR

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 Westin, Crown Casino, The Executive Center, Air New Zealand, Tag Heuer, KOOKAI, Under Armour and more.

If you would like to explore what ScentAir can do for your brand, Contact us now!

Check out our Blog for more tips to improve customer experience.