

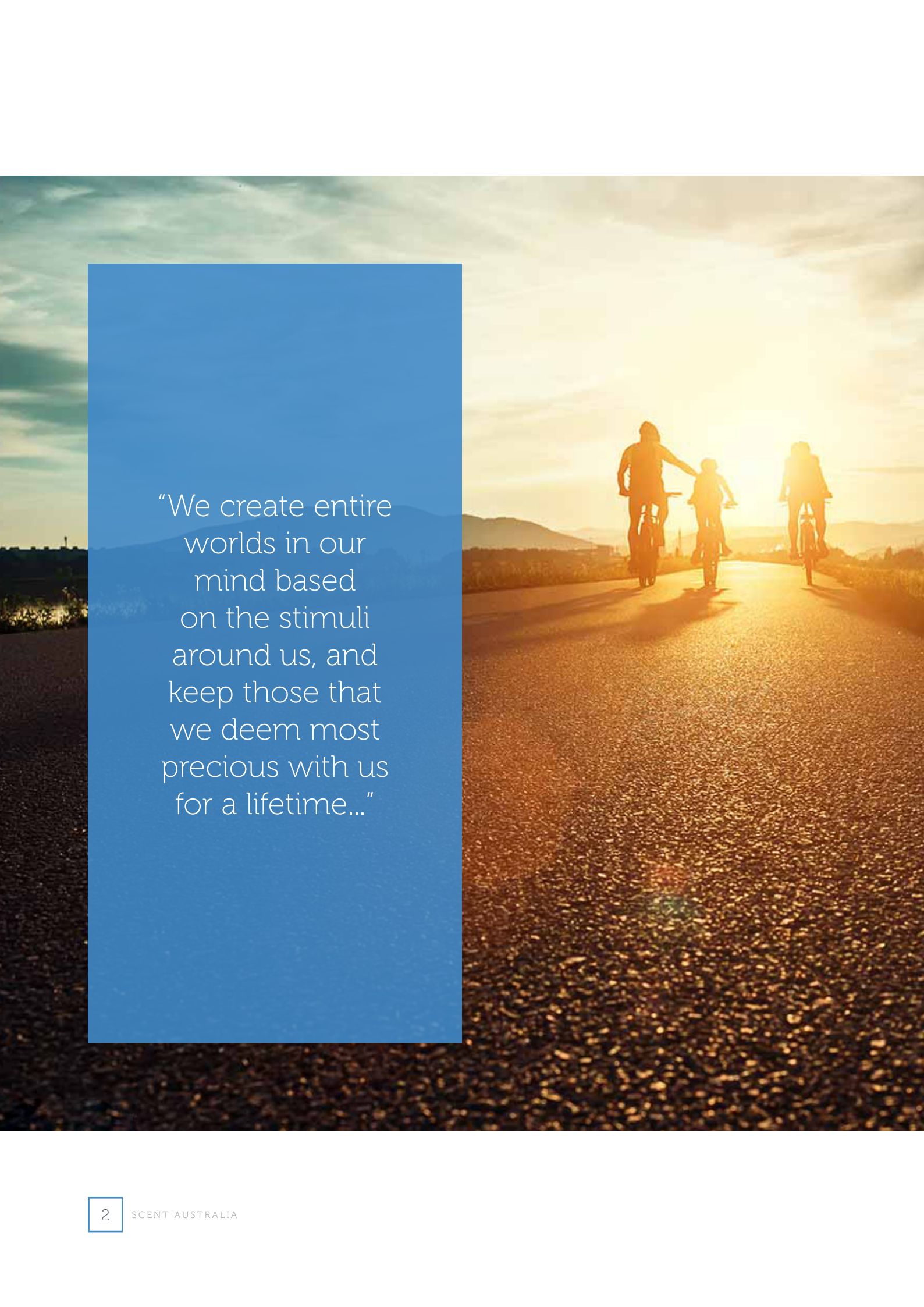


The Essential Guide to
**Ambient
Scenting**

Build brand awareness with scent.



www.scentaustralia.com.au



"We create entire worlds in our mind based on the stimuli around us, and keep those that we deem most precious with us for a lifetime..."



Introduction

Our lives are filled with sensory stimulation that drives us wild. The feeling of a warm shower after a long day, the taste of our favorite food we eat when we need to feel comfort. Beautiful sunsets create visual gifts that we cherish so much that we take snapshots on our phones in order to keep that moment and feeling with us forever. Music that we listen to as children and teenagers, becomes a formative soundtrack that sticks with us for the rest of our lives.

Then there's the scent of a lover's distinct cologne, perfume, or fragrance that lingers in our nose for moments after they're gone. The scent of freshly baked goods as we walk down the street to meet our friends for coffee, in the cafe filled with the aroma of a freshly ground roast. Or there's the scent of your grandparent's house when you were younger, or a childhood friend's distinct odor that came from the laundry detergent they used.

What we experience in the world is based largely on how we interact with it through our senses, and how we create memories is due in large part to the sensory information that we attribute to the people we love, the places we cherish, and the things we value. We create entire worlds in our mind based on the stimuli around us, and keep those that we deem most precious with us for a lifetime...

Scent in the Marketing World

It's interesting to think about what in the marketing world we place emphasis on. We know that each and every brand looking to increase their sales wants to create an emotional bond with anyone and everyone they can, but they often overlook what exactly creates those emotions: the sensory processes of their customers.

Think for a minute about the customer experience, and the path that leads them to purchase something at a store: catchy ads with splashy titles and wording used to trigger their brain's "hot points" which leads them to visit a store. Once they make the decision to enter that physical location, they are provided with whatever customer service program that has been implemented, and if all goes well, they buy something and leave. Brands and businesses do their best in hopes that the customer returns, that the experience was so great that it is lodged into their minds and they never forget, and come back to purchase again and again.

But what exactly creates that notch in the mind where you and your product or service fit into? Why would anyone remember you? Maybe it's the visual presentations in your stores with the bright colors, and the perfectly organized shelves. Maybe it's the music they heard when they walked through the door that made an impression on them. Or maybe, it was the scent you used to create an immersive experience for them...

Well-executed "scent marketing" encourages more sales, and in this [book/report] we'll show you exactly how and why, but first, think about a particular smell that you've experienced, that you can tie to a brand. Is it the delicious, savory smell of a McDonald's location that undoubtedly smells like its french fries? What about the company Cinnabon? You can come close to one of their locations in a mall or airport and instantly make the connection with it. How about a new car? The smell of a newly purchased vehicle is so stimulating to us that we have even created artificial scents to mimic the smell, with air fresheners being sold to recreate the feeling we get when we do so.

Even in nature our sense of smell attributes experiences and memories to smells going on around us. The way the beach smells at a certain time of year, or the pine in the mountains during a camping trip or hike. A fresh pot of coffee in the morning, or pancakes and waffles being cooked that you can smell throughout a house or restaurant and immediately link to "breakfast."



The Scenting Industry

With so many things in our lives attributed to scents, it is no wonder the industry of commercial scenting is booming. From retail locations that use fragrances to give their customers the “luxury” experience, to amusement parks that pump smells into themed rides to make them more earthy and cave-like, scent is used all over the world as an advantage to make sure customers keep the positive experience they have with your brand nestled safely in their memory.

Scenting Benefits for the Brand

The founder of the Smell & Taste Treatment and Research Foundation in Chicago, Alan R. Hirsch, says:

"If you're looking to increase sales, the best approach is an appeal based on the emotions, and the quickest way to reach the emotions is through smells."

This, coming from someone who has seen his clients' sales increase by 40% after implementing processes he developed to connect with customers via their nose.

International luxury hotels already use scent in their marketing, diffusing their own custom aromas with the air in the lobby and rooms, so their customers create powerful connections with their brand. The scents have created such an emotional response with hospitality consumers, that hotels have taken it a step further by bottling up the custom scents and selling them separately, adding another stream of income into their business.



Dr. Alan R. Hirsch

www.smellandtaste.org

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Marketing and branding have always been about making an emotional connection with the living, breathing, human customer, and today, more than ever before, businesses need to step up to the plate to make sure that connection happens. As we become more and more inundated with stimuli pulling at our attention, businesses that don't exist online need to be more competitive to court that attention towards them.

In fact a physical location is representative of a brand, and the only time that brand has to engage fully with all five of the customer's senses. Brands and businesses need to take full advantage of this, as the customer

experience in a physical location becomes a multisensory one that shapes how they view the brand over time. If done right, a physical location can fuse the brand experience to the brand image, touching the customer in all the right emotional spots at the right times.

The brands that don't will be left behind, and those that do will be remembered, living inside the customer's mind long after their visit. Those businesses will be the ones that look beyond traditional branding, and break the mold by creating experiences that encompass their customers complete sensory process: sight, sound, taste, touch, and smell. How will YOU tell your brand's story?



How Scent Affects the Consumer Brain

How Scent Works: The Science Behind The Most Powerful Of The Five Senses

In order to understand how scent marketing can help your business, you should first understand how scent affects the brain. How does scent trigger our emotions and memories? Well first, smells are intercepted by the olfactory bulb inside the nose that begins there and runs along the bottom of the brain and has two direct connections to the areas of it that process emotion and memory, the amygdala and hippocampus. This is what is referred to as the olfactory system.

The hippocampus is the portion of the brain which stores the information related to short-term memory, long-term memory, and spatial memory. The amygdala also helps process memory, but also plays a primary role in the processing of decision-making and emotional reactions. These two, together, influence how we recall memories, how we react to those memories, and how we respond to the world around us based on those memories, and scent is a direct line to both.

When you think of our senses, you think sight, touch, smell, sound, and taste. Though there is debate as to exactly why smell is one of the most successful of the senses to elicit intense emotions and memories, there is an argument to be made about its connection to these parts of the brain. The sight, sound, and touch senses do not pass through them, leaving only taste and smell (which are inextricably linked).

There have also been studies which indicate that specific scents light up the entire limbic system (which includes, in large part, the hippocampus and amygdala), rather than the word that describes the scent. So, the actual smell of a freshly baked cookie forces the brain to retrieve positive memories associated with past cookie experiences, much more so than if someone were to just say the word "cookie" to you.

Not only do odors influence the way we recall imagery, they also affect our moods, how we think, and how we act.

A number of studies over the years, according to the Scientific American, have shown that positive moods linked to our sense of smell show an increase in productivity, and social behavior. Even more interesting is that those people who were exposed to the comforting smells of cookies or coffee actually showed signs of being helpful to strangers than those who were not.

This leads us to the conclusion that not only does scent play a role in shaping our emotions, but also how we outwardly express those emotions through behavior.

How Positive Emotions From Scent Affect Our Shopping Behaviors

Yes it's true, scent does play a huge role in altering our mood, emotions, and behaviors, but how does that directly affect a customer's shopping experience? As we already stated, scents perceived as pleasant to people created more positive emotions, thus leading them to behave more productively and happily. This makes scent a great tool for hospitality brands. Scented common areas in hotels can—somewhat predictably—create sociability between guests, according to one study. But there's more to it than just that...

The idea behind scent marketing, is that brands can deliberately target this extremely powerful sense, and permanently associate themselves with their products or services in the customer's minds. In fact a particular marketing technique would not be successfully used in marketing if it could not be targeted, scaled, and used to drive more sales and branding engagement with customers.

Humans are interesting characters, and while we don't always like to admit it, we are driven by our senses at a subconscious level. It's marketing 101 knowledge that a customer who

is given too many options to choose from feels overwhelmed, which may lead them to purchase less or none at all. This is why retailers have gone out of their way to do as much as possible with as little as possible within their stores, keeping the appearance of minimum choices so their customers don't become overwhelmed. The same goes for scent. In one study published by the American Journal of Business, scent that induced positive emotions was shown to lower anxiety levels, leading to less stress during the shopping experience. This is a feeling we imagine all brands would like to instill.



Scent also creates a halo effect for the shopper, activating parts of the brain that wouldn't otherwise be set off, and creates a holistic experience for them. If something is lacking a particular smell, the customer notices, and that absence creates an emotional disconnect with them. If you walked into a donut shop and it didn't smell like fresh donuts and coffee, and was actually void of smell, you might think something was wrong. This is true for most retailers now, as is the case for department stores. If you walked into a luxury department store and it didn't smell like perfume in the women's section or cologne in the men's, it would come off as odd.

In the European Journal of Marketing it was noted that the overall store image was improved by scent and so was the intent to purchase certain products, even if the consumer didn't know it! Another study shed light on this by placing the exact same product (a pair of shoes), in two identical rooms, one of which had scent pumped into it. An astounding

84% of the test subjects preferred the shoes in the scented room.

If scent does its job, and the customer perceives it as an overall great in-store experience, and they will keep the memory of that scent, and the good feelings associated with it, with them forever. In fact 3 out of 4 people polled in a different study said that scent led them to recall feelings of tranquility. Those are the feelings which drive loyalty to certain products or services.

Not only that, the nose and brain can differentiate between 1 trillion olfactory stimuli, and can recall, after a year, smells with 65% accuracy. This is what creates strong association to brands, be they retail shopping centers, hospitality brands like hotels, restaurants, or anywhere in between. Memories attached to brands create awareness, which creates loyalty over time.

Guests at a Las Vegas Hilton Hotel stayed at the slot machines longer, 50% of them to be exact, when the



"84% of the test subjects preferred the shoes in the scented room"

air around them was laced with a floral fragrance. This means that scent had a direct effect on the company's bottom line, which it increased. All thanks to the use of carefully curated scent. Brands like Marriott, Sheraton, and hundreds of others are all putting the powerful sense of smell to use in their hotels because it works.

Especially for luxury and boutique brands, in order to stand out they need to have as big an impact on how their brands are remembered as they can. Marketing to the affluent is done by driving home the point that the experience is special, worth the extra money, and more tailored to the customer experience than anything else. This means as soon as the hotel guests hit the lobby, hotel owners need to set themselves apart immediately.

Scent can change a person's perception of their surroundings on a visceral level, before they even know what's happening. This means that the perceived value of something is immediately heightened by sensory branding which includes scent in its repertoire, touching emotions, memories, and overall thoughts in places like hotel lobbies especially. As noted earlier studies have shown that people linger longer, and socialize more when the right aroma penetrates the area of interest, so not only can businesses in the hospitality

sector benefit from this, but places looking to increase happiness in their patrons in waiting rooms in any business.

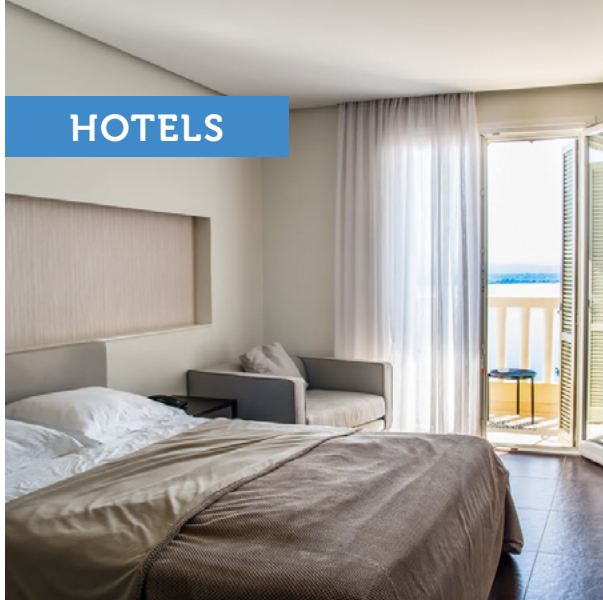
When sensory branding is done right, pulling all of the senses together to create a perfect harmony of emotion, brands and businesses can etch themselves into the minds of their customers. While we're focusing mostly on scent, if an establishment captures all of the characteristics they're looking to portray to the customer, mixed with elegant design to trigger vision, and the right music for sound, they can create a powerful customer experience that produces repeat business over time.

"Scent can change a person's perception of their surroundings on a visceral level, before they even know what's happening."

The Facts Show That It Works

Facts and figures discovered and logged over decades of study from various sources all agree, that scent will dramatically alter the perception of a brand.

An impressive **74%** of people are drawn into a store because of the odor it is emanating. Of those customers, **42%** admitted that the ambience and pleasant atmosphere is what they most liked about the store, meaning that the odor drew them in led them to have a better overall experience once inside.



The same studies show that a staggering **91%** of customers say an enjoyable scent in a hotel would have a positive impact on them, and **67%** of them would feel more at-ease, relaxed, and less anxious, with **48%** saying they'd be likely to return to the hotel based on a pleasant scent.



- <https://lions-talk-science.org/2014/10/08/smells-ring-bells-how-smells-can-trigger-emotions-and-memories/>
- <https://www.psychologytoday.com/blog/brain-babble/201501/smells-ring-bells-how-smell-triggers-memories-and-emotions>
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- <https://www.scientificamerican.com/article/do-scents-affect-peoples/>



The Benefits of Scent Marketing

Competition in the Marketplace

According to the National Retail Federation, retail sales are expecting 3.7-4.2% growth, and online retail sales specifically are expecting 8-12% growth—three times the overall percentage of the industry at large. Compare this to the growth of traditional brick-and-mortar retail establishments that is set at 2.8%, “slower than the average rate of growth for the overall industry.”

What this means for brands and businesses looking to make the most of their physical channels is they need to take advantage of what is being called a “seamless omnichannel experience.” Simply put, brands need to meet their customers on their own playing field, at every level and touch point. If they fail to do so, they will be left behind as most people begin to move to online ecommerce shopping for all of their goods.

People that visit the retail stores of their favorite brands, though, do so because they feel a great connection to the brand. They’re not satisfied with just putting an item in the cart and checking out, they want more.

Brands need to take representation into their own hands, and make sure that they are engaging with customers both online and offline.

It's all about customer experience.

With this in mind, it's important to note that a recent study showed that two-thirds of shoppers who were shopping at a physical location had their senses so disengaged that they were able to check their smartphones for prices on their before making a purchase. They came in, looked around, and either bought from a competitor or didn't buy at all.

So what brings more people into the traditional retail stores that are often reported in the news as being things of the past? The answer is nuanced, and depends on a number of variables, but boils down to one concrete point: the customer experience.



The Customer Journey: Traffic, In-store, Brand Loyalty

Customers buy because the process of buying makes them feel good. In order for a retail location looking to capitalize on the incremental gains being made in the brick-and-mortar industry by using scent marketing, they have to understand the customer journey, and the role that scent plays in it.


Traffic has now become a way to define online users landing on a certain page, but the traffic of the physical world is still good 'ol passersby that can be defined as foot traffic. 74% of people still say that they would enter a store based on scent. Compare this to the average click-through rate for a Facebook ad at 0.9%. This gives retailers a huge advantage, for living, breathing people that pass by a store, the chances of them stepping into it are higher than trying to shove an ad in their face online.

Once in-store, the customer is likely to buy if their senses are stirred by the emotions that produce the buying behavior. They're more likely to purchase a product if they're having a wonderful experience, and if that experience is immersive, they will not have time to make a decision to go elsewhere, or check their phone for prices. The customer experience in store needs to be fully thought out, and as stated before, businesses need to take full advantage of prodding at

all senses, which is only possible by the physical presence of a customer in their facility.

And it's not just retail stores that need to be taking advantage of the physicality of the shopping experience. Hospitality brands must go the extra mile once they've captivated a customer inside the walls of their hotel, and places like gyms, doctors offices, spas, salons, etc., must heed the calling and work scent into the lives of the customer experience.

The result of that experience, if executed properly, is the omnipotent power of brand loyalty. When customers report a feeling of complete immersion in a brand, their minds register that as part of their identity. The feeling of relief when they get to a physical therapist's office and the reassuring smell of a particular flower they won't smell anywhere else creates a bond that cannot be broken.



Scent goes far beyond the big name retail establishments pumping fragrance into their stores to buy products.

Creating an emotional bond with customers in corporate offices, or real estate showings to give a home for sale an extra unique touch, can all be achieved through scent, which is often overlooked.

New York grocery store Net Cost has admitted to using scent to trigger the emotions most desired from its customers. Their sales went up 7% after introducing scent into their grocery store, and in just one department. They regularly fill the aisles and various departments of their stores with captivating aromas of freshly baked bread, or milk chocolate all to do one thing: make their customers hungrier. The hungrier the customer in a grocery store, the more they'll spend on products within the store.

The strategy is simple, but effective, and will help to keep them competitive as online services for grocery shopping are emerging with Instacart and Amazon now cutting into the action in this sector as well.



How Scenting Works

What is just as important as the role of scenting in business, is how the scent itself works. The fragrance pyramid outlines the hierarchy of scents and how they work their way into our system and how we react to them. There are three levels of the pyramid and each of them affect us in a particular way.

1


The top of the pyramid defines what are known as **Top Notes**. These are the scents that our olfactory system receive right away when a fragrance appears. This makes the top notes a very important piece of the fragrance puzzle, as they are the first thing we sense, so it becomes the initial representation of a scent.

2

Following that are the **Middle Notes** which are the secondary notes that appear when the top notes disappear. These are the core of a fragrance, also referred to as the “body” or the “heart.” These middle notes are generally mild, and mellow, to offset the top notes—which are often sharper—and the deeper sense of the base notes. These notes can last from two minutes up to one hour after the scent appears, and they are sometimes referred to in conjunction with top notes and referred to as “head notes.”

3

At the bottom of the pyramid there are the aptly named **Base Notes**. When the top and middle notes dissipate, the base notes are the remaining scent. Base notes are often used to hold together and boost the overall scent, and won't be picked up by our noses until about 30 minutes after the introduction of the scent during the period known as “fragrance dry-down.” Generally (but not always), the middle and base notes are the main component of a scent.



Each of these three tiers make up a complete fragrance, with a scent for every occasion.

There are scents that are assigned to certain products to advertise that specific product, such as how fresh roasted coffee in a cafe, or bread in a bakery. There is the more thematic approach, with tropical sections of stores smelling like fruits and anything that the customer might associate with that, or Christmas themed scents over the holiday period.

You'll often hear people in the scent industry refer to ambient scent as something that complements the store or business as a whole but isn't very thematic. Think of a citrus-ginger smell a doctor's office may use.

Finally, there is what's called a signature, or custom scent, which a brand or business may have made just for them, and is used to create brand awareness and loyalty. For instance, a hotel chain might have a custom scent created for them, pump it into the lobby, but also bottle it up and sell it in the form of oils or candles – whatever generates cash flow.



<http://www.businessinsider.com/national-retail-federation-estimates-8-12-us-e-commerce-growth-in-2017-2017-2>
<http://marketingland.com/report-e-commerce-accounted-11-7-total-retail-sales-2016-15-6-2015-207088>
<http://www.retailtouchpoints.com/resources/type/infographics/retail-vs-e-commerce-trends-a-match-made-in-heaven>
<https://www.usnews.com/news/articles/2016-12-20/with-online-sales-booming-is-brick-and-mortar-on-the-way-out>



Modes of Scent Delivery

Scent Distribution

The way scent gets distributed is just as important as what kind of scent a store or business might choose to use. There are lots of different types of scent delivery systems, from the most basic reed diffusers made to fill up tiny spaces like bathrooms or offices, to the large commercially outfitted AC units. There is no space too small or too big.

For brands and businesses that want to make the greatest impression using scent in their arsenal, there are two different types of diffusers we've seen work well for commercial use: the medium-size diffuser, and the large air conditioner diffuser.



Medium-Size Scent Diffuser

The industry standard when you want to effectively keep a balanced aroma present in a room.



Air Conditioner Diffuser

The most common diffusers for large-scale commercial use.

Medium-Size Scent Diffuser



The medium-sized scent diffuser is the industry standard when you want to effectively keep a balanced aroma present in a room. It uses submicron diffusion technology, which makes it 100% safe for all purposes, and also uses the minimum amount of liquid possible, so the fragrance lasts longer.

The 400 ml. fragrance dose lasts approximately two months when used at 50% power for 10 hours continuously in a day (depending on other operation settings). The cold evaporation technology lets scent particles naturally evaporate into the air, leaving no residue, meaning there is no change to the natural air movement in the room.

With cold evaporation technology there is no heat used, so the chemical properties of the fragrances remain intact, which is an added health benefit as some other diffusers on the market can create toxicity when the chemical properties of the scent are exposed to heat.

Dimensions	W: 12cm L: 30cm H: 20cm
Weight	2.5kg
Power	15 Watt 230 V / 50 Hzz
Color	Anodised aluminium - and we can paint them to suite decor
Refill Bottle	400 ml 100% Fine Fragrance Oil
Technology	Micro Diffusion Technology
Coverage	Up to 900 m ³
Control	Electronic controls - adjust operating hours and intensity level. Electronic controls allow exactly controllable scenting hours and strength of scent for this Medium Scent Diffuser.
Area of use	Indoor scenting of areas where central or modular scenting systems are not applicable. Simple "plug-n smell" portable application. Most common areas of use are; retail stores, smaller hotel and residence lobbies, waiting rooms, showrooms, car galleries, offices and houses.

Air Conditioner Diffuser



The most common diffusers for large-scale commercial use are the premium air conditioning units that dispense your chosen scent via your already installed air conditioning system. The Central Air range of diffusers inject an air conditioner sanctioned fragrance right into the the air-ducts by way of the AHU or HVAC unit. These HVAC air units allow for:

- Precisely controlled scenting of any area, of any size, so you can monitor how much scent is going in and out of it at all times;
- Self-regulation, meaning you can “set it and forget it”—just dial in the correct settings and let the HVAC system do all the work;
- Silent distribution for discrete scenting that blends seamlessly into the environment making for a more relaxed customer;
- Extremely powerful rates of consumption, that way you can go full power into every end of the building or maintain just a slight amount of scent—whatever you’re looking for, the AC units cover areas from 150 m² to 20,000 m³;
- Healthy fragrance diffusion which doesn’t alter the chemical properties so there are no toxins created by the scent for happy AND healthy customers.

Dimensions	W: 30cm L: 20cm H: 20cm
Weight	5kg
Power	240v, 70-100 watts
Color	Black / silver (gloss aluminium)
Refill Bottle	400-4,000ml per diffuser fine fragrance oil
Technology	Micro Diffusion Technology
Coverage	Up to 900-9,000 m ³ depending on model selected
Control	Electronic power selector (on/off/timer and diffusion cycle for intensity control)
Area of use	Can be used for all room sizes up to and including the colosseum!

The Different Types of Scent

Calming and Warm

These scents create a relaxing environment causing people to breathe a sigh of relief and makes them want to stick around. Think of scents like Vanilla, Assorted flowers, Cinnamon, Birthday cake, Sandalwood, Roasting coffee, Pumpkin, Chocolate...



Brisk and Refreshing

These scents brighten the mood of a room, and create an environment that encourages action, excitement, and energy. Great for businesses that want to remind customers and visitors of beautiful memories such as Sage, Pomegranate, White Tea, Ginger, Fresh Magnolias, Rainfall, Clean Air, Citrus, Apple, Green Tea and many more...

Each and every business is unique and needs a scent that best represents it. There is no shortage to the many different kinds of scents that can be used, here are just a few.



Holiday Themed

Nothing gets customers in the holiday spirit like invigorating scents that remind them of the holiday cheer. Encourage those in-store to stick around, be merry, and buy more with scents like Evergreen, Pine, Pumpkin Spice, Gingerbread, Holiday spice and more...

Opulent, Sensual and Chic

These scents are of the luxurious cloth, for those brands that really want to drive home the value of their businesses in the eyes (and noses!) of the most sophisticated customers.

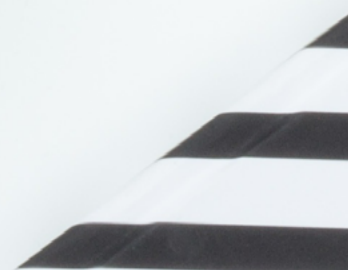
Think of scents like Orchid, White Tea, Fig, Wood, Oudh, White Blossom, Leather, Rainfall White Patchouli.





**SO IF YOU'RE READY
TO TAKE YOUR
MARKETING TO THE
NEXT LEVEL...**

Contact us today for a
FREE Scenting Sample!



If your brand or business wants to stay competitive in today's ever-changing retail market, you **need** scent to help you to achieve maximum brand awareness. Let Scent Australia take care of the hard part. In order for scent marketing to have the maximum effect, follow these next steps and give us a call.

1 Identify Your Target Market

The better you know your customers, the better you'll be able to serve their senses holistically using scent marketing. What do you want them to know about your brand and its story? In order to best connect with the customers of your dreams you need to know the unique attributes you want to communicate to them through scent.

2 Keep Your Brand Characteristics In Mind

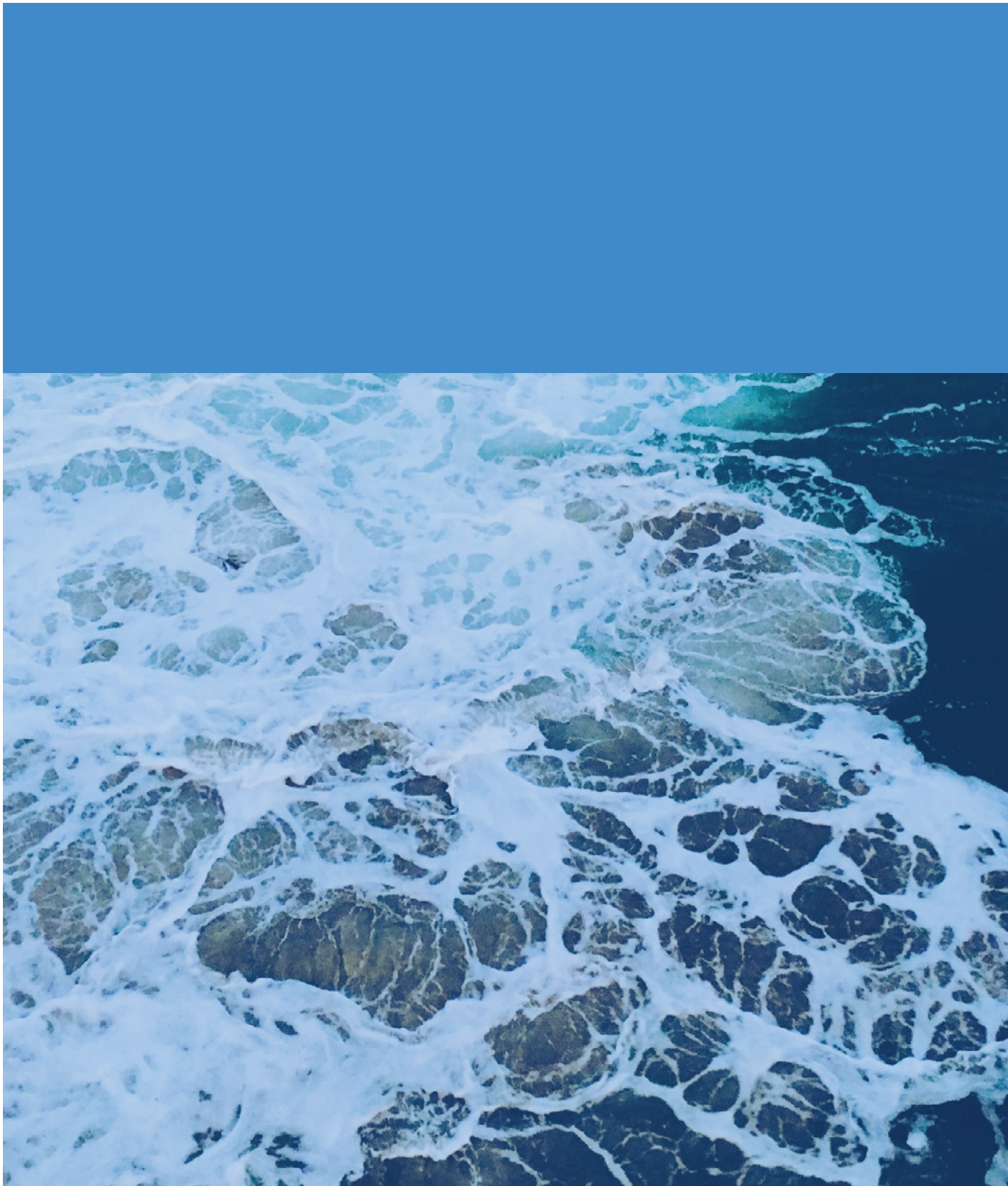
In keeping with your correct messaging, your unique business will want to match up attributes with different scents correctly. What parts of your brand do you want to accentuate with scent? Each business is different, and the luxury commercial brand using leather and wood to express sophistication will differ from the candy store who wants to create a fun and cheery vibe. Know where you want to plug yourself in, in the minds of the market.

3 Remember Your Location

The type of scent you'll want to use will be highly dependent on your location. Retail stores on the inside of malls will want to draw in traffic with strong, distinct odors. Once on the inside, will your customer be visiting just one store? Or will they have the pleasure of visiting different worlds inside of that store, with scent transporting them mentally and emotionally to the place you want them to go. Our experts can help you decide the best route for you to take based on your physical limitations.

4 Strategize Accordingly

Remember: scent is only one part of the physical branding of your business. In order for you to create a truly omnipresent branding experience for your customers, the scent you use needs to stretch out over all aspects of the customer journey. Link the pleasant aroma of your physical location with your overall brand strategy, taking into account the presence of it everywhere you may have the honor of connecting with a paying customer.



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