

SCENT COMPANY

OLFACTORY BRANDING

WHY TO BRAND YOURSELF WITH A SCENT?



SCENT COMPANY
OLFACTORY BRANDING

S U M M A R Y

**SMELL AS A
BRANDING &
COMMUNICATION
TOOL PAGE 4**

**EXPERIENTIAL AND
MULTI-SENSORIAL
MARKETING STRATE-
GIES PAGE 5**

**THE POWER OF
SCENT PAGE 8**

**HOW WE DETECT
AND PERCEIVE
ODOURS, AND HOW
THEY CAN IMPACT ON
OUR BRAIN? PAGE 11**

**HOW OLFACTORY
EXPERIENCES CAN
CONTRIBUTE TO
WELLBEING PAGE 12**



INTRODUCTION

This document aims to illustrate the potential of olfactory branding and through references and scientific evidence to clarify the potential of smell and its commitment as a tool for communication and branding.

INFORMATION SOURCES:

Scents Of Life: Use And Effect Of Essential Oils di H. M. Schemske (Autore)

Rhind, Jennifer Peace (2014-06-20T23:58:59). Listening to Scent . Jessica Kingsley Publishers.

Rossi, Mariangela. Dillo con un profumo: Come scegliere la fragranza ideale (Italian Edition) . TEA.

Aftel, Mandy. Essence and Alchemy: A Book of Perfume (p.195). Farrar, Straus and Giroux.

CONTACT US FOR MORE DETAILS

SCENT COMPANY

Via Sottoprovinciale 1/H
24021 Albino (BG)
Italy

P : +39 035 720880

E : info@scentcompany.it

W : www.scentcompany.it



SMELL AS A COMMUNICATION & BRANDING TOOL

Why to brand yourself with a Signature Scent? What are your communication & marketing strategies and your customer loyalty and gifts actions? Have you ever thought of adding the “olfactory part” (and in particular your signature scent) to innovate and reinforce them?

SMELL IS A POWERFUL BRAND LANGUAGE COMMUNICATING THE BRAND IDENTITY AND CREATING THE EMOTIONAL SPACE FOR THE BRAND'S AUDIENCE.

If you work in the communication, branding, marketing and interiors fields, if you deal with art and advertising, you might be noticed that “senses’ experience” are the new words. We are going to be engaged, inside the branded spaces, not only emotionally and on the level of actions but also stimulating all our senses.

When clients, for example, shop in their favourite stores or stay in hotel or relax in the SPA, look for extraordinary experiences to forget about the everyday life and try out something new. Scents make such moments special and offer clients something unforgettable, because they reach us in ways that elude sight and sound but conjure imagination, unsealing hidden worlds.

SCENT IS A BRANDING AND COMMUNICATION TOOL WITH THE POWER TO REACH THE HEARTS OF YOUR CLIENTS, WITHOUT WORDS.

Olfactory Branding is more than just diffusing a pleasant scent in the space but it is a branding and communication tool able to transmit the company's brand identity and values, to amplify the brand experience and establish a long lasting connection with clients. Fragrances are as “souls” that bring to mind certain dreams, awaken memories and carry out to fantasy world. They have the power to transport out of you, to another place (the journey) and to another time (the memory) and, like a soundtrack of a film, to totally change the viewers perception.

Your clients' eyes might be closed, but the signature scent diffused in the business space let them see the INVISIBLE!

Beauty is also in a Perfume

Not only fashion but everything that surrounds us, from the format of social media to everyday objects, to the substance of our desires, everything is oriented to “like” and to beauty.

Beauty is a dream, a profound essence, immaterial luxury and a land to be reconquered and cultivated, perfected and studied.

Beauty is not the only product of the look but is expressed in more impalpable forms, just like perfume.

WHAT IS MORE EXTRAORDINARY THAN A FRAGRANCE THAT IS ABLE OF EXPRESSING THE BEAUTY OF A HUMAN EMOTION?

EXPERIENTIAL AND MULTI-SENSORIAL MARKETING STRATEGIES: TO CONQUER THE CLIENT AND TO INCREASE THE EFFECTIVENESS OF THE MESSAGES

Everyone knows the power exercised by music and images on our senses and therefore on our psyche, but certainly can not be said for smells, whose most persuasive power is unknown. The sense of smell also escapes the control of the rules that govern the other sensory systems, connoting itself as the most emotional and the least controllable. The apparent weakness of the nose, its being most direct (due to its immediate action on the nervous system), more intuitive and especially more evocative of the other senses (the olfactory memories are the most persistent), is in fact its strong point.

Poets and writers in all times have speculated on the emotional sensations aroused by the smells and told how these provoke wide flights of memory. The language of smells acts on a less frequented channel - **the emotional one** - and therefore it is more receptive and immediate, a peculiarity that certainly must be exploited in communication: this makes it much more eloquent and **more convincing than words**, stimulating the purchase of a product in a more incisive and seductive way.

«the perfume has a more persuasive force of words, appearance, feeling and of the will “ - P. Süskind

Some researches of the last decades have shown that over two-thirds of consumer choices are attributable to subjective sensations not dictated by rational motivations and, more interestingly, such sensations



would be directly connected to the sensory stimuli unleashed at the time of purchase.

“The path of persuasion - says A. Testa, an expert in advertising communication - develops more easily for the shortcuts of emotions that along the highway of reason” (2003: 31).

And by orienting our perception of reality, emotions influence our thoughts and actions. So, **more and more companies rely on experiential and multi-sensorial marketing strategies**: to conquer the client and to increase the effectiveness of the messages, it is used a synaesthetic languages, teasing all five senses (see Miani et al., 2008).

These strategies are inspired by the assumption that **the choice of a product is not dictated solely by reasons of utility linked to the cost-benefit ratio, but also by emotions and moods evoked by the product itself** or simply aroused by the environment, which act in more profound and direct way **on our emotional sphere**.



THE POWER OF SCENT

The olfactory marketing concept is due to the American psychiatrist A.H. Hirsch. Observing that the customers of a big casino in Las Vegas spent a lot more money when the environment was perfumed with floral aromas, he decided to write his observations in a book and to explain them to companies.

This is the olfactory marketing and the secret of its success, realized by exploiting the knowledge of the psychology of smell (the study of the effects exerted by the smells on the nervous system and the psyche). Herebelow we mention some famous and successful cases.

The English chain of **Woolworth** department stores, a few years ago, during the Christmas period has spread in many of its stores an intense aroma of vin brûlé, at intervals of a quarter of an hour, experiencing a significant increase in sales.

In the United States many **bakers**, especially in large supermarkets, at the opening of the store, spray some scents with the smell of freshly baked bread or pizza. And in France, some **underground bars** attract customers by diffusing scents of hot croissants.

Even some **used car dealers** have used a scent that tastes like a 'new car' to make the buyer feel more comfortable even on the older car.

In order to optimize employee performance and ensure that their stay at work is more enjoyable, some Japanese companies have been using **fragrance strategies for their offices** for years: in the morning, citrus essences to stimulate, in the afternoon, floral fragrances to prolong resistance and in the evening, fragrances of wood to promote optimism.

Major retailers like **Nike** found that scent marketing in retail stores "increased intent to purchase by 80%." In another real-world scent marketing experiment, the smell of fresh-brewed coffee at a gas station increased coffee sales by 300%.

“75% of the emotions we generate on a daily basis are affected by smell. Next to sight, it is the most important sense we have.”

The most dramatic scent effect is perhaps illustrated by a field experiment in a **casino**, which found that ambient scents made people throw in 45% more of their hard earned dollars into the one armed bandits.

Four hundred consumers surveyed after shopping in a **Nike** store reported that a “pleasant ambient scent” improved their evaluation not only of the store and its products, but the likelihood they would shop there again, according to research conducted by the International Journal of Marketing Studies.

Lightspeed reports a **German study** in which the smell of freshly cut grass was diffused throughout parts of a large home improvement store—shoppers in the scented environment viewed employees as more knowledgeable than those in the non-scented part of the store. Another study in **Sweden** found that a point-of-sale display of shampoo that emitted a pleasing odor increased sales at that location by 36.9 percent, while overall store shampoo sales jumped by almost 27 percent.

A study jointly conducted by Washington State University and **Switzerland’s University** of St. Gallen concluded that basic smells are best to get people into a “shopping state of mind.” More sales happened when shoppers were exposed to a simple orange scent than when they were exposed to a complex orange-basil and green tea aroma. The thinking is that a simple scent is easier for our brains to process, so people focus more on shopping.

Disney has been using this tool for more than 15 years in its theme parks. First they gave a touch shows by adding odors to gunpowder or rubber. Later they impregnated the streets of their parks with the smell of popcorn to awaken the appetite of the visitors. This technique is now used in most movie theaters, so when you enter one of them, a smell of popcorn invades you and encourages you to buy a popcorn box.

In London, the T-shirt designer Thomas Pink perfumes its shops with the smell of linen. It is the way of showing the quality of the tissues. The Jordan’s furniture store in Massachusetts uses two different flavors in two sections. In the first section, they use gum scent to go with the youth age desire. In the second section, a rustic furniture and accordingly a pine smell is used. In this way the brand adapts the smell to its products. As a result of perfuming their stores, their sales have increased.



DECORATE A PLACE WITH A PERFUME

Scenting the rooms is an ancient art that characterizes and connotes the function of a place, encourages conviviality, revitalizes, reassures and influences the state of mind.

It is a true **mood enhancer**, which also improves brain activity. In short, the essences take care of the person even among the walls where they live or work. The new model is a home, or office which is sensitive, intelligent and emotional.

In a moment of growing sensitivity and attention to the art of receiving and wellness, a fragrant place always likes more. It speaks of us and it is the archive of our life. In short, air quality improves

the quality of life. In addition, it is known, the perfume is psychoactive: it relaxes, stimulates, energizes, concentrates. The spreading trend of interior fragrances is increasingly expanding today.

The ability of the sense of smell to send signals, to influence interpersonal relationships and to alter moods has always existed, but only since some years science has explored the fifth sense with commitment and deepening.

According to the results of a research in Japan, where there are many fervent supporters of the applied atomic chemistry to the world of work, spreading lemon essence in the offices through the air ducts, the percentage of errors due to the distraction of the employees decreased by a third, while productivity was in visible increase.

An American center, Scent Marketing Institute, which studies the methodology of application of essences to marketing, has deepened with a classification a series of associations between smells, sensory experiences, availability to purchase and various reactions.

Some examples:

To be more vigilant: mint, lemon.

To relax: lavender, vanilla, chamomile.

To perceive a smaller room: smell of grill / barbecue.

To perceive a bigger room: apple, cucumber.

To push for the purchase of furniture: leather, cedar wood.

To entice you to buy a home: freshly baked bread.

To increase anger: unpleasant odors, such as burnt rubber or pollution.

To be sexually excited (masculine): pumpkin pie.

HOW WE DETECT AND PERCEIVE ODOURS, AND HOW THEY CAN IMPACT ON OUR BRAIN?

An odour exists in the form of a vapour – where its molecules are light enough to evaporate into the atmosphere and reach the nose. The olfactory organ is our detection system. This consists of very thin, twin membranes located on each side of the bony part of the nasal septum. It is thought that it contains around 800 million nerve endings, known as olfactory hairs. These are connected with the secondary neurons of the adjacent structure called the olfactory bulb, which extends to form the olfactory nerve (Williams 2000). Via the olfactory nerve tract, an olfactory signal is transmitted to the brain. Neurons from the olfactory tract project to several parts of the brain that constitute the limbic system (limbus means ‘border’). The limbic system is situated in the temporal lobes of the brain; it is a diffuse region that is associated with emotional response, memories, motivation and pleasure – and where there is no conscious control. It comprises a loop of structures surrounding parts of the brain known as the corpus callosum.

The neurons from the olfactory tract therefore project to the thalamus, where sensory integration occurs, the hypothalamus, where bodily functions are monitored and maintained, the amygdala, which is associated with basic emotions, and the hippocampus, which is associated with memory. In addition, the olfactory neurons also project into the frontal cortex, a region associated with organising and planning, where rec-



ognition of the odour occurs. The area known as the prefrontal cortex (PFC) is also influenced by odours – and this is where executive, logical and social decisions are made. There are many connections between these parts of the brain. So there are two interrelated responses to odour – the cognitive, interpretative aspects at the frontal cortex and the emotional response at the limbic system.

A smell can trigger emotional and physical reactions even without our conscious awareness of it.

Olfactory signals, unlike other sensory inputs, do not always have to pass through the thalamus to reach the cerebral cortex. However, there is another aspect to the sense of smell that differs from the other senses in terms of brain connections. Olfaction is the only sense that does not have a 'cross-over' brain connection, so odours that enter the left nostril are accessed by the left hemisphere, while those entering the right will be accessed by the right hemisphere (Carter 2010; Hawkes and Doty 2009; Malaspina, Corcoran and Goudsmit 2006). This too has implications for how odours interact with the brain; for example, it was found that if the left nostril was occluded, the sympathetic nervous system predominated, and occlusion of the right nostril allowed predominance of the parasympathetic nervous system. Also, in very loose terms, it is believed that the left hemisphere is associated with logic and analysis, and that the right hemisphere has a more sensory and artistic orientation. It is possible to assess how odours affect different areas of our brains by using Functional Magnetic Resonance Imaging (fMRI) scans, and these have revealed that brain activity can be considerable, even when the odours presented are at levels below our conscious detection (Hawkes and Doty 2009). So although there is much that we do not yet understand about olfaction – such as how odour molecules bind to the olfactory receptor cells, or indeed how olfactory signals are generated, or how odour is interpreted by the brain, or the many factors that affect sensitivity – we do know that there is a direct and significant link between odours and our brains.

HOW OLFACTORY EXPERIENCES CAN CONTRIBUTE TO WELLBEING

Lawless (2010) compared the experience of smelling with 'awareness and enquiry' with the 'just sitting' method of meditation. He explained that this method is a practice of body awareness known as shikantaza, which is attributed to the Zen master Dogen. In order to still the mind, awareness is deliberately shifted to the body, which is always 'present', unlike our thoughts, and, with practice, mind and body become harmonised. When we fully engage with a scent and it becomes our focus, we can detach from busy, distracting thoughts, what Bloom (2011) calls our 'monkey mind', and experience a state of mindfulness and reflective awareness. So it is suggested here that working with our olfactory palate has threefold benefits – sensory, cognitive and emotional. It can stimulate our olfactory receptors and perhaps maintain acuity, it can improve our cognitive abilities and, not least, it can contribute to wellbeing.

Scents can help us to meditate, to relax, to concentrate, to think and to plan. They release, calm and stimulate and give us olfactive motives to achieve inner harmony. The odours are used to open the subtle energy channels of the body in many ceremonies of cultural and medical tradition in India. In brain rejuvenating, curing through nasal passage, the sense of smell and odour are as important as the other senses.





SOME EXAMPLES OF AMBIENT FRAGRANCES

Refreshing scents: pine needle, sweet orange, lemon, lime, petitgrain, rosemary, juniper berry, fir needle.

Calming and relaxing scents: cedarwood, chamomile, clary sage, marjoram, neroli, rose, sandalwood, vetiver, ylang ylang.

Sandalwood (from *Santalum album*) is a viscous oil, pale yellow to yellow in color, with an extremely soft, sweet-woody odor. It is an **aphrodisiac** which is also calming and quieting.

Clary sage has a sweet, ambery, herbaceous top note that progresses to a warm, balsamic dryout note. It is the sweetheart of aromatherapy oils for its **calming, revitalizing, and balancing properties**.

Narcotic essences have a **hypnotic quality** to them that is sultry and calming. I include among them jasmine concrete, jasmine absolute, tuberose, ylang ylang absolute, and ylang ylang concrete.

Chamomile, in all its forms, is one of the most popular scents in aromatherapy. Its uses for skin and body are legion, and its **calming and relaxing** properties are palpable.

True lavender oil is still unequalled as a perfume ingredient that blends well with almost any other essence. (Some varieties, however, have a harsh note and should be avoided in perfumery.) Lavender is **strengthening, refreshing, and calming**.



Certain oils have a long history of association with meditation and spiritual practices.

Frankincense, sandalwood, and myrrh have long been recognized by many religious traditions for their ability to tranquilize and clarify, and in general to bring us back to ourselves. Benzoin's sweet, resinous odor steadies and focuses the mind for meditation and contemplation. **Cedarwood** is a grounding oil that mobilizes the transformative powers of the will. Clary sage is an aid to inspiration and insight. Lavender absolute calms the spirit, while **bergamot** helps one to let go. **Aromatics** can be used to purify the place where you meditate, and to create an atmosphere conducive to peaceful reflection. The consistent use of a blend that you have set aside expressly for the purpose of meditation will give it the power to transport you into the desired state of consciousness.

SCENT COMPANY

OLFACTORY BRANDING

WHY TO BRAND YOURSELF WITH A SCENT?

This document aims to illustrate the potential of olfactory branding and through references and scientific evidence to clarify the potential of smell and its commitment as a tool for communication and branding.