

New Advisory Board Members

Our Mission Statement

As the voice of the profession, the Scent Marketing Institute advances the positive impact of scent marketing and non-traditional use of scent on business and society while directly benefiting members by evolving into the world's most effective scent marketing organization.

The Institute evaluates the size and scope of business opportunities and provides its findings to the members.



BRUMFIELD



GOLDNEY

The Scent Marketing Institute announces its first Advisory Board Members: **C. Russell Brumfield and James Goldney, Authors of "WHIFF - Scentcommunication in the Information Age"**.

Both took an important "behind the scenes" role at this year's SCENTworld conference and are helping us with developing the marketing plan for the 2009 key event.

Assembling a strong Advisory Board is one of the Scent Marketing Institute's key initiatives for the next months - with the Scent Marketing Leadership Circle being a valuable resource of industry experts and visionar-

Key industry players merge

Charlotte-based ScentAir Technologies, Inc. is combining forces with scent communications company EnviroScent of Atlanta, Ga. The merger is effective immediately.

"This merger reinforces our leadership position and increases our ability to meet customers' growing needs to use scent as a critical part of the marketing mix," said Tom Conroy, CEO of ScentAir. "EnviroScent brings a full line of complementary products and technologies serving world-class customers in many industries including hospitality, retail, real estate and gaming. Together we expect to create enhanced value for our customers, employees and shareholders."

The merger brings together two pioneers of the growing scent marketing industry and creates the broadest range of scent delivery systems in the industry. Customers will benefit from the comprehensive product line, expanded sales force and support system, as well as industry innovations resulting from shared intellectual capital and technologies.

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"We are very pleased to join forces with ScentAir," said Jeff Sherwood, CEO of EnviroScent. "With ScentAir's strength in commercial scent solutions, our in-demand specialty products and a combined 25 years of technical innovations in the scenting industry, we are positioned to take advantage of the growing market opportunities. In addition, this merger reflects the joining of two companies with shared corporate cultures and an entrepreneurial spirit that will continue to drive growth for the combined company."

Conroy is appointed CEO of the combined company, and Sherwood will become a member of the ScentAir senior management team. For the short term, ScentAir and EnviroScent will operate under their respective brand names with joint sales, marketing, administration and manufacturing resources.



Save the Date!



SCENTworld 2009
Las Vegas
November 2009

Benetton to enhance shopping experience

UNITED COLORS OF BENETTON.

When Italian clothing retailer United Colors of Benetton opens its new store this week at The Shops at La Cantera, it will be bringing more than name-brand fashion to shoppers. It will be bringing a complete sensory experience to patrons.

As a provider of sensory services, Austin-based DMX creates what it calls "the brand experience" — including music design, full-motion video, audio messaging and environmental scents that create a unique environment for patrons.

Benetton is one of several retailers opening for business this week at phase two of The Shops at La Cantera — a 300,000-square-foot project that will include a mix of shopping, restaurant and office spaces. Benetton is one several new names making their debut on San Antonio's retail landscape, courtesy of The Shops. This new phase will bring the Northwest Side regional mall to a grand total of 1.3 million square feet.

As for the experience that DMX will be creating for the new Benetton store, the sounds of the store, for example, will change throughout the day. In the morning, shoppers will be greeted by the peaceful seascape sounds of the European Riviera. The energy level of the store will then get pumped up in the evenings courtesy of some European club-mix music.

DMX is also creating a custom scent for the store — based on the Essence of United Colors of Benetton fragrances. "Every customer who walks into the (Benetton) at The Shops at La Cantera will know that they are somewhere special," says Jorge Lara, owner of the new Benetton store in San Antonio.

Become a Scent Marketing Institute Member!

Membership Benefit #5: Access to our database of editors and journalists interested in the subject of Scent Marketing.

Go to www.scentmarketing.org and click on the "Membership" button.

10 Steps to Successful Scent Marketing

STEP 4: Kick the tires with some consumer research

After an advertising agency puts the results of their creative labor in front of a client, one or even several rounds of consumer research usually follow. Corporate marketers (sorry!) in general are risk averse and want to make sure that they are taking their best step forward. Unbeknownst to most consumers, fragrance marketers such as Estée Lauder, L'Oréal and COTY do the same before they launch a new fragrance.

When it comes to scent marketing, only recently the Scent Marketing Institute has proposed similar protocols for the “non traditional” users of fragrances, such as brands engaged in scent marketing. Often, in the scent-design process decisions are made based on key executives’ personal preferences (or dislikes), trust in the perfumer’s expertise or after cutting the creative process short because of budget concerns. But how does the scent resonate with employees and staff exposed to it for long working hours and the customer walking into the store?

It sounds like a no-brainer that any brand should look into these questions and apply at least some of the methods (perception testing, benchmarking) currently available. Is the scent perceived pleasant in general? Is it too strong and overpowering or too weak? Is it “congruent”, meaning matching the customers’ expectation? Research shows that a scent perceived as “feminine” turns off male customers, that a coconut scent released in winter confuses everybody – unless you walk into a travel agency promoting summer vacations.

International Fragrance Association Workshop

So much to do and so little time... Agnieszka Dabrowska, our colleague from Poland, will represent the Scent Marketing Institute at this industry event taking place in Brussels on November 4th.

The subject is “Allergy Prevalence in Fragrance”



With this second installment in a series of articles for marketers we want to contribute to the dire need for information and education on Scent Marketing. We hope we will be able to help you better understand the benefits and challenges surrounding the subject.

If you were in the fine fragrance business (like Estee Lauder or COTY) your consultant would take the brief to a number of fragrance manufacturers, most of which you probably never heard of; Givaudan, IFF, Firmenich, Symrise, Taksasgo to name the five largest. With an extensive staff of in-house perfumers they translate your “fragrance brief” into a scent and present you with the results. You narrow them down, maybe run some market research, make some modifications, shoot a beautiful ad campaign and you’re off to the store shelves. The “creative”, the perfumer’s work, by the way, you would get for free. It’s a well-oiled machine, which in the end produces large amounts of “juice”, fragrances often described as “emotions in a bottle”. And those manufacturers who didn’t win the brief will try again (and win) next time.

But since you are an airline, a consumer electronics brand or a car manufacturer, those traditional rules and processes do not apply. Your scent marketing consultant better be well connected to a world-class perfumer who can think “outside the bottle” and deliver the appropriate translation of your brand into a signature scent. Once this scent is formulated – increasingly this involves throwing in a couple of flavor components – you need to find a manufacturer to produce the fairly small quantities (usually around 500 kilo a batch) that an IFF wouldn’t make for you. By the way, the “creative” for a signature scent can run between \$25K and \$100K, the fragrance oil anywhere between \$35 and \$75 per kilo. So, unless being associated with your brand has a major PR value for the fragrance manufacturer, be prepared to pay for the creative upfront and to guarantee the minimum quantities they demand.

Another option is a “library scent”, often the result of various trial-and-error or rejection processes every perfumer and manufacturer goes through over the years. It wouldn’t be designed especially for you but it would save you the creative cost and you would only have to pay for the bulk. However, finding the fragrance that matches your initial brief from tens of thousands of library scents out there is looking for the proverbial needle in the haystack. Get ready to face lots of small bottles and have your consultant pre-select them or at least categorize them. There’s only so much a nose can handle...

As so often, there’s a major “buyer beware”: Don’t try this on the cheap! Whenever a substance is released into the open there are health and safety concerns – apart from some people’s assumption that a scent can make you do anything, including buying stuff you don’t need. Which, by the way, is not true. But please get your fragrance from a manufacturer that will abide to current industry regulations, that belongs to IFRA and RIFM which are the self-regulatory bodies of the fragrance industry that conduct product testing and evaluation, and that can provide you with the necessary paperwork. A product from a back lot in China will do your brand, your customers and your staff more harm than good. *(To be continued...)*

RIFM willing to help our growing industry

The take-away from October’s meeting is that the Scent Marketing Institute will soon be able to offer its members an exclusive arrangement with the Research Institute for Fragrance Materials (RIFM), the key regulatory body for the fragrance and personal care product industry. With the details yet to be negotiated, executives from Arcade, Scentair, Whiff Solutions and the Scent Marketing Institutes expressed their need for representation to better position their respective businesses and to meet future potential customer concerns. One of the main benefits of a RIFM membership is access to the most comprehensive database available of open literature on fragrance materials worldwide helping scent solution providers market safe products. **For a pdf copy of the RIFM presentation please send an e-mail to info@scentmarketing.org.**

Company News

Innovaroma: A new Scent Marketing Consultancy in Spain. Contact: Juan Manuel Carracedo (juanmanuel.carracedo@innovaroma.com) +++ **DMX:** Provided citrus scent for the Tampa Rays during their home appearances at Tropicana field in the 2008 baseball World Series +++ **Living Essence,** a scent marketing startup in Australia. Contact: Brett Elliott (brett@livingessence.com.au).

To inquire about advertising in our newsletter please contact us at info@scentmarketing.org.