scent trends

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Mark your calendars: SCENTworld 2009 to be held in Las Vegas.

With everything going on in the economy and the world in general it becomes hard to plan far ahead. Nevertheless, at the Scent Marketing Institute we feel that we have a promise to keep and an annual event to produce that raises the bar even further than we did in New York this summer. What better location to do this than in Las Vegas, the place where Scent Marketing was first put to commercial use some 15 years ago?

We listened to this year's attendees and exhibitors that found New York a bit "restrictive" and we believe we can do even better in Las Vegas. We will also streamline the first day of presentations and panel discussions with only two parallel tracks - making it easier for the attendees to chose.

The Scent Marketing University on Day Two will focus on execution and in-depth case studies of current Scent Marketing initiatives. And of course we will have plenty of opportunity to network during the opening reception, cocktail hours and the Gala Dinner.

All this is supposed to happen on **November 15/16/17, 2009.** We will keep you updated on current developments on the conference web site at **www.scentworldexpo.com**.

With plenty of time to go until then we encourage you to provide us with your input, opinion and subjects you would like to see covered or ways how you would like to contribute to the conference.

In the meantime, mark your calendars. We are looking forward to seeing you in Las Vegas for another groundbreaking Scent Marketing industry event!

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Consensus of the Senses



This year's Annual Symposium of the Color Association of the United States (CAUS) provided another indication that reaching out to all five human senses is a better approach for marketers and brand owners than putting all their marketing dollars in just a few baskets.

Coinciding with the launch of the 2010 Spring/Summer color forecast, **Leslie Harrington**, CAUS' Executive Director, and her team took the opportunity to convey to the audience that a "Consensus of the Senses" is beneficial and necessary in any marketing effort and the communication with the consumer.

Representing their respective areas of expertise were **Wilbert Hirsch** and **Jason Menkes** from Audio Consulting Group, taste expert **Wendy Dubit**

from The Senses Bureau, color and branding expert **Paul Haft** from Haft2 and **Harald H. Vogt** from the Scent Marketing Institute. In the audience were representatives of a broad range of brands and companies such as AMEX, SC Johnson, Benjamin Moore, Yankee Candle Company and various fragrance manufacturers and marketers.

Quite a sensual experience were the "Mood Food" lunches prepared by **Tinker Bo** and her team -- matching the 2010 color forecast and served on "plates" made from actual color samples. A wine tasting further challenged the audience to concentrate on their senses and taste buds -- as much as you can while tasting a variety of samples from around the world.

"A variety of joint efforts will grow from this successful conference", Harrington said in her closing remarks. At the Scent Marketing Institute we believe that this is another step in the direction of making the theory of "multisensory marketing" a reality. **To learn more about CAUS visit their web site at www.colorassociation.com.**

RIFM: How do we fit in?

With it's vision statement "To be the International Scientific Authority for the Safe Use of Fragrance Materials" RIFM's point of view on Scent Marketing should be important to the whole industry.

To update RIFM on scent marketing initiatives and procedures and to find out how we fit in the current regulatory environment, a select group of industry leaders representing the Scent Marketing Leadership Circle will meet with RIFM president Ladd Smith and his team at their headquarters in New Jersey on October 29th.

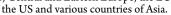
Closely watching current developments in Europe, the Scent Marketing Institute believes that now is the time to act before regulation and potential restrictions will negatively impact our nascent industry. So far we have been operating "under the radar" of critics and regulators but that may change soon as our industry gains in momentum and size.

We hope to walk away from this meeting with a clear indication of if we can affiliate ourselves with such an important organization as RIFM and IFRA, the International Fragrance Association, which - as they say - "have been watching the back of the fragrance industry" successfully for decades. We see this as part of our mandate to provide leadership in guiding both the demand and supply side of our industry towards safe and efficient applications and to counteract criticisms and concerns about our industry and how it operates.

Coffee to wake up the leaders

Fragrant and flavorful coffee provided to Eastern European leaders kept their thoughts flowing during the breaks at the Eastern Institute's 18th Economic Forum. The meeting took place in September in the Polish mountain resort town of Krynica Zdrój, considered by many "the Davos of the East.".

According to the French newspaper Le Monde "The Forum in Krynica has become the most important meeting place for the economic and political elite of Central and Eastern Europe. Krynica has become the symbol of Poland's ambitions to be recognized as the valuable regional force in the new enlarged European Union." It drew nearly 200 leading bankers, industrialists, executives, representatives of business associations, Heads of States and governments as well as ministers from 40 countries of the world such as CIS, Central and Eastern Europe, the EU,





The "scent support" concept designed and executed by our friends from ad*aroma marketing zapachowy - provided a fragrant punch to the daily changing flavored coffees served to the dignitaries during the breaks. One day it was the subtle but tempting note of orange, the next day it was mint, the finale was highlighted by silken and delicious chocolate. Each day became sensual experience via coffee - in a beautiful atmosphere created with the appropriate scent and tasteful surroundings. Light effects, pictures of oranges, mint and chocolates, soft chairs provided an exclusive relaxation zone where many important informal conversations took place.

10 Steps to Successful Scent Marketing

STEP 3: Design the perfect scent

Creating the appropriate scent requires profound olfactory knowledge and sophisticated technology. Both can be found at the big flavor and fragrance houses of which there are about 5 in the world. However, some of the smaller players are suited to meet your demands for smaller quantities as well. You will be asked for a "fragrance brief", so be prepared to explain your brand properties and values as well as your target demographics. A talented perfumer will be able to translate those into a scent and present you with some creative ideas in small bottles. Those "Signature Scents" will become your brand's property and can cost anywhere between \$25,000 and \$100,000. They are the more expensive alternative to "library scents" that are already developed and waiting for the right customer in the scent manufacturer's archives.

Most scents (with Chanel No 5 having been the first in the 1920's) are a synthetic representation of reality. There is simply not enough natural vanilla, rose and lavender around that the market needs could be satisfied at an affordable rate. By no means are synthetic scents less realistic than natural ones or even dangerous. Natural scents are available but their cost/benefit ratio is still unclear.

Cooked food scents (so called "savory" scents) are the most difficult to produce since the perfumer not only needs to have access to flavors but in many cases also has to consider the effect of heat on the "real" scent of, say, coffee, baked bread, barbecue sauce or a steak.

Consumer research has shown that there is no "global scent" that would appeal to worldwide audience – which generates a problem for multinational brands trying to add a scent to their corporate identity. The proper solution would be to identify consumer preferences in key markets and to develop a scent based on a common denominator.

To be continued in the next issue of scenttrends.

DVD's are going fast!

There are only a few of our **SCENTworld CONFERENCE & EXPO 2008 DVDs** left! Send us an e-mail to secure your copy of the 20 DVD-collection with all keynotes, seminars and presentations **for just \$349** (\$299 for Scent Marketing Institute members) and free shipping within the US.

Name: Fokke Vonck. Profession: Aromajockey.



Have you ever considered taking along a clothespin when going on a night out?

Belgian resident Fokke Vonck knows first hand that parties, festivals, fashion shows, exhibitions, clubs and bars are always great fun as-long as you do not mind the unpleasant smell of beer, sweat and cigarette smoke (Yes, they still smoke in Europe!). His thought was that as well as there is a Disc Jockey there should also be an Aroma Jockey. His mission is to release scents to music and not only lift the moods but also to improve the atmosphere.

Watching him mixing herbs, essential oils, wood, resins,

fruits and leaves right there on stage and then blowing the resulting scents onto the dance-floor is an attraction by itself and adds an extra dimension to any party. Think of coconut, banana or mango for a tropical reggae evening... Want some vanilla, lime, black pepper, ginger or strawberry with your techno music? Or would you prefer a delicate touch of jasmine, cedar, orange, chocolate or magnolia in the lounge corner?

Perfectly coordinated interaction with the DJs is a must. "Being aware of the characteristics of your surroundings is important as well", Fokke says. He has executed successful events worldwide, from his native Belgium to Shanghai. "I did an event called 'perception of the five senses' a year ago", he says. Nice finger-food, visuals generated by professional Video Jockeys, balloons the audience could touch, the appropriate music and of course - aromas. Ever popped a ballon filled with scent? "For the sense of touch, we had boxes with a hole through which you put your hand to feel strange textures. A very funny thing to do, especially if they smell as well." Well, let's not elaborate on this.

His success as an Aroma Jockey prompted Fokke to start a "real" scent marketing business providing services to brand marketers. But we believe that his true calling is to be on stage and watch the crowd react to his eclectic scent concoctions. We are sure we will see and hear much more from him in the future.

In the meantime feel free to contact Fokke via his web site **www.mindthenose.com**.



The famous Casino Project

You probably heard of it but did you ever read it?

Our dinner keynote speaker at our recent SCENTworld CONFERENCE & EXPO has provided us with a copy of his famous study "The Effect of Ambient Odors on Slot Machine Usage in a Las Vegas Casino" conducted in 1995. This is undoubtedly the most quoted research on Scent Marketing, talking about real Return on Investment. Send us an e-mail for your personal copy!

From the "Is there no Shame?" Department.

We recently spoke to a writer from Forbes.com "conducting research on current travel trends", investigating about Scent Marketing and how it is applied by the hospitality industry. When the article finally broke it was headlined "Dumb Travel Trends" Our message to them: "Forbes, you stink!"

Company News

Symrise: Buys Manheimer, Intercontinental Fragrances. Move "expected to strengthen the company's air care capabilities". +++ **Prolitec** gets the Abercrombie & Fitch business. Congrats! +++ **Nose Knows Consulting** from Canada received the 2008 IIDEX Innovative Product Awards by ARIDO. Congratulations! +++ **Presensia** reports it supported the launch of Tom Ford's new fragrances in Galeries Lafayette Haussmann, the largest department store in Paris with Scentys4's over 2 weeks, worked for Heineken in Ireland, Diageo in Germany, Givenchy in Russia and also provided some technology to the Beyond Beauty Fair in Paris, the largest European trade show for cosmetics, fragrance and the pharmacy business.

Become a Scent Marketing Institute Member!

Membership Benefit #4: Using our established chains of communication as a launch pad for your industry, product and personnel news.

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

They say your brand smells: So what? (Part 2)

The Scent Marketing Leadership Circle

Formally established on the eve of SCENTworld CONFERENCE & EXPO 2008, the Scent Marketing Leadership Circle is a group of individuals representing the leading forces in our industry.

Common to all of them is their commitment to the advancement of the industry. Developed over the course of almost three years, the approach the Scent Marketing Institute has taken as the impartial, leading authority on the subject is of great value to the group.

The following suggestions for future initiatives were made at the inaugural meeting:

- Gather more and better market information
- Provide better information to the market place to reduce "trial and error" projects that do not yield positive results
- Address regulatory issues, product safety and consumer awareness
- Develop a business model for the Institute
- Develop a budget
- Establish an industry charter
- Define industry-wide quality standards
- Join forces with IFRA/RIFM
- Approach the advertising community
- Reach out to the scientific community
- Approach Consumer Insight researchers

The group will meet formally twice a year and for special local events in between. The multinational character of the Scent Marketing Leadership Circle will help the Scent Marketing Institute to more efficiently reach into foreign markets and establish bases for the gathering and distribution of information as well as for its educational efforts.

Current members of the Scent Marketing Leadership Circle are:

Juan Miguel Antonanzas (A de Aroma, Spain), Citron Arbel (Air Aroma America), Roger Bensinger (Prolitec), Russell Brumfield, (WHIFF Solutions), Tom Conroy (ScentAir), Murray Dameron (ScentAir), James Goldney (WHIFF Solutions), Norman Jones (Sensara, Thailand), Marijn Kortekaas (Air Aroma International, Australia), Steven Landau (ScentTechnologies), Jeff Mariola (Ambius, UK), Alex Moskvin (IFF), David Richardson (Arcade Marketing), Steve Semoff (IFF), Jeff Sherwood (Envirodine), John van Roemburg (Air Aroma International, Australia), Richard Weening, (Prolitec).



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.

Scent Marketing has leaders and followers: Singapore Airlines introduced a branded scent over 15 years ago along with a slew of other branding initiatives, making it the poster child of multisensory marketing. If not battered by problems such as high kerosene prices other airlines would have followed suit by now. SONYstyle infused scent in their stores and showrooms, Samsung followed just recently. Starwood Hotel's Westin brand started a scenting frenzy in the hospitality industry. Their advantage is that they own or control the space where they

release their fragrance. CocaCola has been playing with prototypes of scented Point-of-Sale installations for over 10 years, only they need the cooperation of the stores they are in.

So why don't we see more "Scent Marketing" efforts? For one, because it's ROI is so difficult to define. Detailed numbers and success stories are hard to come by or highly anecdotal or just not publicly shared. Also, nobody wants to be accused of "stinking up the place" and of a lack of compassion towards those with chemical hypersensitivities, medical conditions or other scent-induced problems.

The solution is – again - "control". Of the appropriateness, the intensity of a scent and if a customer wants to be exposed to the experience or not. Once these basic rules are observed you are in good shape and you can scent have go to work for you: In consumer testing, scented products have routinely been considered of higher value (the sneaker offered in scented versus an unscented store) and better quality (scented versus unscented toilet paper). Scent impacts the perception of time passing (gamblers linger longer at the slot machines) and space, which does not turn a smallish hotel room into a suite but at least makes it feel like it's worth the money.

Creating a "signature" scent for a brand's scent marketing purposes is not much different from translating the persona of a celebrity or the ideas of a designer into a fragrance. In the "fine fragrance" (the perfumes and eau de toilettes) category alone, 1,000+ new scents are launched worldwide every year. It requires a lot of creativity and even more marketing dollars to bring - and keep - them on the consumer's radar screen. Often times, fragrance launches are a very public affair, comparable to the premiere of a future blockbuster movie. And, like the movies, they often fizzle and disappear as quickly as they came ...

As a brand owner taking the leap of faith into scent marketing, you want to do it right. So you hire a scent marketing consultant and she will help you develop a "fragrance brief". It describes in detail what you want your brand to smell like and draws from inspirations such as brand image, corporate identity, core values, in-store design, color schemes, customer demographics and preferences, sometimes even the owners' personal taste. (*To be continued...*)

Spa owners and operators smell an opportunity

Heading out to Kuala Lumpur for a presentation on scent branding opportunities for the spa industry. Frequent spa-goers may think it is a no-brainer that those fragrant wafts of air generated throughout the day would contribute to the facility's marketing efforts. But as an operator, what can you do when the spa is located "off the beaten path"? How about competing with the hotel's "front of the house" scent in the lobby? How to control and eliminate malodors? How to create a signature scent that is recognizable and provides that brand recognition every marketer is looking for? To discuss these (and other) questions and to connect with a highlevel group of industry experts from around the world, the Scent Marketing Institute's founder is making the long trip to Kuala Lumpur. Stay tuned for a detailed report in our next newsletter.

