

Membership has benefits!

We are a proactive voice for the industry, promoting the benefits of scent-based marketing strategies and when necessary, defending the industry against misinformation. The Scent Marketing Institute is working to establish industry guidelines and a clearly defined code of ethics developed by and for its constituents.

There is no other place where professionals, executives and entrepreneurs can find a comprehensive resource of market and business intelligence. Our global membership includes an impressive group of professionals from diverse industries and business functions.

Visit us at www.scentmarketing.org and find out about the many benefits a Scent Marketing Institute membership will offer.

Newsletter is taking off!

After the last issue we have received close to 100 requests for our newsletter - that's quite encouraging. It also shows the growing interest in our industry.

If there is anything that you think we are missing or if you have any comments, observations and suggestions please send us an e-mail to info@scentmarketing.org.

A question from the "Is there no Shame?" Department.

(Based on actual facts)

Imagine this: You are approached by a university professor asking for support in a scent marketing experiment he is conducting with his class. You decide to support him with equipment and make an industry-wide announcement accordingly.

As the results become available you prohibit them to be published since you insist that your investment solely entitles you to exploitation for your own sales purpose.

Would you think that's ethical? Send an e-mail to shame@scentmarketing.org with a simple YES or NO in the subject line.

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SCENT MARKETING INSTITUTE

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It's almost like being there...

What started out as a "nice to have" tool to review our own performance and the performance of our presenters at the recent SCENTworld conference, has turned into a 20-DVD collection of all keynotes, seminars and presentations. We have made a limited number of copies and they are going fast. **Order your own copy for just \$349** (\$299 for Scent Marketing Institute members) and use it as a training tool for your staff or in a presentation to your potential clients. Send us an e-mail at dvd@scentmarketing.org



The Color Association of the United States
Seventh Annual Symposium
September 25 & 26, 2008

color
senses
exploring the connections

A gathering of creative professionals and color enthusiasts, will take place on Thursday, September 25 and Friday, September 26 at the offices of The Color Association in New York.

Attendees will learn about the interaction of color and the senses. Join us as we explore color and scent, color and audio, sensory marketing, color and branding experience, and engaging the senses in experience making.

Color & Scent "How it all works"

This is the title of Harald H. Vogt's presentation at this year's Annual Symposium of the Color Association of the United States. Founded in 1915, the Color Association is the oldest industry association in the US. Several "sensory experts" such as Wilbert Hirsch, Wendy Dubit and Paul Haft will talk about the connections between color and the other senses.

To learn more about CAUS visit their web site at www.colorassociation.com.

HBA: Future is bright-for some



Attending the "Fragrance Business 2008" Conference at this year's HBA Expo, one couldn't help noticing that there will be change. First, the consumers are bombarded and confused with hundreds of new fragrance launches per year and the marketers reaching even deeper into the barrel of C-Celebrities. As a result there is little brand loyalty and little desire to flock to the department stores and pick from the multitude of offerings with "flankers" impossible to tell from the original product. And so fragrance sales are going down. Besides their own frustration, speakers and panelists expressed a disconnect between the products and their makers/marketers and the customer. Sales are moving from traditional spaces to the Internet, where results are strong and where consumers express their expectations and needs via outlets such as Sniffapalooza, which has 500,000 members and counting.

On the contrary, Scent Marketing (with scents, not for scents) is gaining momentum. Creatives such as Christophe Laudamiel from IFF see the future in environmental scenting and signature scents and he dedicated half of his presentation to the subject. So did Rachel Herz. Sue Phillips' presentation on the hospitality industry's efforts in scented branding had the most interactive Q&A sessions of all. We are clearly seeing the trickle down effect of our efforts and as long as we can stay in focus with everything else going on (the financial crisis, the upcoming elections etc.) we are in a good spot. One speaker made an excellent point: "Since scent can not be transmitted like almost anything else, people have to come to your place to experience it". Not a bad thing in times of social networks, the need to make things simple again and the consumer's desire to be understood and listened to.

10 steps to successful Scent Marketing

STEP 2: Define your brand's "Whiff Factor"™

In the context of multisensory marketing, audio and visual stimuli combined account for 87% of a brand's communication with the consumer. Your next best shot is to exploit the olfactory properties of your brand and product.

Touch and taste, the remaining two senses, do only apply to an even lesser degree to most brands and products.

Think about what you already have included in your marketing plan and a good scent marketing consultant would be able to explain (and execute) how you can use scent to enhance your

- Marketing collateral (business cards, stationary, brochures)
- Promotional items
- Promotional events & trade shows
- Affinity cards/ credit cards
- Gift certificates/redemption programs
- Print advertising/banners/signage
- Point of Purchase displays/in-store displays/digital signage
- Product manufacturing
- Product packaging
- Environments (retail space, lobbies, offices, waiting rooms)

If you have a product with a scent (think Starbucks) you may already cover some of those areas but in many cases there is much more left than you can do.

**That very appropriate term was coined by C. Russell Brumfield and James Goldney, the authors of "Whiff! The Revolution of Scent Communication in the Information Age" and is used with their permission.*

To be continued in the next issue of scenttrends.

Mark your calendar!

The New York Academy of Sciences
Dec 2, 2008 • 6:30 PM - 8:00 PM

A Rose by Any Other Name: The Science of Smell (Science & the City) Series

With Leslie Vosshall & Avery Gilbert
Sponsored by: Science & the City

How does an aroma conjure a memory? How does the brain interpret olfactory signals for food, danger, or potential mating partners? The head of Rockefeller University's Neurogenetics and Behavior Laboratory and an author and smell expert explain the science of the sense of smell.

Raising the risk of recalls for US exporters -- Time is running out for manufacturers exporting products to the EU markets. Barely eighteen months remain to establish compliance with the "Common Framework for the Marketing of Products", a new set of terms by which the EU once again intensifies its regulations on product safety. Following the commencement of the REACH Directive which stirred up the global chemical industry this month, this new framework brings up major notification and other compliance issues for various goods. Experts predict that US manufacturers in particular will be subject to even closer supervision by EU product safety authorities.

Time will tell how these new rules will impact scent delivery equipment sales by American manufacturers in Europe. (Source: NÖRR STIEFENHOFER LUTZ, Munich • www.noerr.com)

They say your brand smells: So what?



With this first 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.

Ask anybody to describe something "smelly" and you will find that there are many names for it: Stink, stench, smell, odor, scent, fragrance or (very scientific) olfactive experience. The use of any of those descriptors mainly depends on that person's liking or disliking of anything scented.

How is this relevant to branding, you may ask? Well, some marketers believe that adding a scent to a brand's image creates a deeper connection with the consumer. It's called "Scent Marketing". It is a fact that our olfactory receptors directly connect to the limbic system, the portion of the brain responsible for emotions and decision-making. Certain scents can influence our heart rate. Pleasant odors can facilitate mood changes and positive behavior. Just ask the "overnight guests" locked up in a Dutch police station. Sounds like a marketer's gold mine to me ...

Let's go back to the time when a caveman would roast a piece of meat and attract others with the smell. Truth be told, most would have fought with him over his meal but some would have traded other stuff or favors just for having a bite – and you have early Scent Marketing. Fast forward to the streets of Louis XV's Paris, filled with a stench that needed to be covered up to make the environment (including it's inhabitants) tolerable. On a big holiday most major religions roll out their multisensory arsenal: the ornate garments and decorated places of worship (sight), the powerful organ (sound), the blessings (touch), various offerings of food or wine (taste) and burning incense (smell). In today's environment basically everything and everybody smells. It is just a matter of how you use and control it to meet the idea of "pleasant" and "appropriate" du jour.

Advertisers and marketers are facing another problem: 80% of all brand communication is audio or visual. For most brands and products, taste and touch do not even apply. That leaves scent, the only sense we cannot block out permanently. The average adult breathes 18,000- 30,000 times a day - no threat here from TiVo or the iPod. How's that for "numbers of impressions"? (To be continued...)

White Papers in our Knowledge Base

Newly posted at www.scentmarketing.org: "Impact of ambient odors on mall shoppers' emotions, cognition, and spending. A test of competitive causal theories" by Jean-Charles Chebat and Richard Michon. Ecole des Hautes Etudes Commerciales, Montreal, Québec, Canada. Click on "Knowledge Base" to access.

Company News

ScentAir: Fragrance industry expert Grant Mudge appointed to ScentAir Board of Directors, Dana Lanham joins the Management Team as VP of Marketing . Good Luck and Godspeed! +++ **Vapo D'Or:** Odile Grahl (also known as "Madame Le Nez") has joined the German equipment manufacturer as in-house scent expert. +++

Become a Scent Marketing Institute Member!

Membership Benefit #3: Timely, accurate and comprehensive market and business information housed in our dedicated Knowledge Database.

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