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F L A S H

A R T



# SCENT MARKETING



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FLASH ART® SHOW PRODUCTION COMPANY



## Scent Marketing

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## Scent Marketing & Sensory branding

What do Sony, Lexus, Bloomingdales, Hard Rock Café, Hilton Hotels, Disney, Thomson, Coco-Cola and Jimmy Choo's all have in common? Well, they are just some of many thousand of companies now using scents to help market their products by tapping into the link between our senses and our emotions.

And no sense is more powerful in affecting our emotions than our sense of smell, which bypasses our mental judgement and goes straight to the centre of our emotions-making it most influential. Whether you want to create a uniquely identifiable brand scent; or a fragrance which invigorates and stimulates to encourage us to buy, to relax or to remember; a scent which promotes the smell of a product or one that masks malodours scent marketing is a rapid growing technique in the never ending quest for more successful marketing, and incredible results speak for themselves. Our leading edge technologies are used in a range of fragrance dispersal systems employed in retail outlets, shopping centres, hotels, gyms, care homes, exhibitions, theatres and events to give full control over single or multiple fragrances throughout the area required. And our fragrance designers can create any scent imaginable-whether its is the smell of flowers pumped into a shopping area to promote the local florist, the smell of wine in a restaurant, sun tan lotion and coconut to promote summer holidays, an invigorating scent to help motivation in gyms and call centres, or the smell of real leather in a car showroom or furniture stores if you have the imagination then we can offer the best the technology to deliver and control all of the scents that we create. Targeting the senses works 75% of the emotions we generate on a daily basis are effected by smell linked to a positive or negative memories. You can influence the mood of visitors by utilising scents that trigger positive emotions enhancing their visit and encouraging them to buy. Call us today to discuss what you would like to achieve with scent marketing, and find out exactly how our proven systems can create that "linger longer success factor round you.

## Sensory branding

That is where **FLASH ART** comes in. We harness that power-the power of emotion linked with smell-and put it to work for your business. We have helped our clients create special environments, fix problems with bad smells, and brand products from coffee to clothes and speakers to shoes. We draw people in, we make them stay longer, we make them want to come back we make them remember a brand. We can develop any fragrance or combination of fragrances, and can put it to work for you. Isn't it time you considered what the power of scents can do for your business. Brand identity is more critical today than ever before, as more and more businesses and products compete for consumer attention across an ever increasing variety of Channels.

Our senses play a vital and complex roll in forming thoughts, impressions and behaviors. Brands aim to be more memorable, yet mass communication and Commercial advertising remains mostly two dimensions: visual and auditory. Sensory branding offers an alternative to these conventional branding Strategies. Sensory branding is based on the idea that humans are most receptive, and most likely to form, retain, revisit and reinterpret memory, when all five senses are engaged. By hitting more than one sense, brands can establish a stronger and longer lasting emotional connection with the customer. The powerful brands of tomorrow will create a brand experience that extends the traditional paradigm of sight and sound. They will immerse their customers in an environment that not only appeals to the senses of sight and sound, but also to the senses of touch, taste and smell. An environment that transforms them physically, mentally and spiritually.



Challenge: To introduce Sensory brand fragrances to leading brands.

Solution: Using fragrance dispersal systems and signature fragrances



Challenge: To introduce Sensory brand fragrances to leading brands from the standard display unit

Solution: Using fragrance dispersal systems using the AF-25 that can be interactive and on movement sensors. Indoor or outdoor

## Product Range

### **Retailer range**

Retail Solo & Retail Duo-a single or dual Fragrance stand alone system with silent operation, secure storage for fragrance, timer control and discrete looks that suit any decor. Capable of dispersing fragrances throughout the shops, leisure centres, office, restaurant and public areas.

Fragrance last between one and three months in normal use and never lose their scent until the bottle is empty.

### **Professional range**

Single, Dual and triple fragrance systems designed to be mounted in a plant room or office and operated via air conditioning and Ventilation systems.

Excellent for giving full scent control over departments stores, office complexes, retail outlets and shopping centres or where greater versatility is required.

Can also be used with our range of fragrance fans. Can cover areas from 500.000-1.500.000 Cubic feet.

### **Exhibition Range**

Large self contained which can cover areas such as exhibition halls, theatres, events, gigs and outdoor use.

With powerful fan systems built into a custom flight case, these units can disperse up to 8 fragrance by DMX control from the lighting Desk.

### **Custom Range**

Bespoke fragrance systems can be designed and installed to order, offering full control of an unlimited number of fragrance in any given area. Ideal for theatres, and museums, or large retail Complexes.

### **Accessories**

We also have a range of fan systems, infra red sensors, remotes and DMX controls and much more to suit your needs.

## Examples

Globe Theatre Blackpool



Challenge: To introduce 5 different fragrance into the 2,000 seat theatre during the performance of forbidden.

Solution: Using the **fragrance cannon** with 5 fragrances and controlled by DMX

Karma Brighton



Challenge: To introduce 3 different fragrance into the Karma nightclub. The fragrances change every 20 minutes

Solution: Using the **AF-900** system and three signature fragrances

Hotels and public buildings



Challenge: To introduce signature fragrance into the hotel Reception area and public rooms

Solution: Using the **AF-700** system into the air movement system

Challenge: To introduce signature fragrance into the hotel bedrooms in a 200 bedroom hotel

Solution: Using the **AF-100** and **AF-25** signature fragrances are dispersed