

BUILDING POWER BRANDS THE AROMA WAY

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Tell me and I'll forget,
Show me and I might remember,
Involve me and I'll understand
Give me the smell and I will cherish it forever.

BUILDING POWER BRANDS

WHAT IS A BRAND

- “A *brand* is a promise of value and delivery on that promise is critical if a company is going to differentiate itself from its competitors and stake a solid claim in its intended *market*.
- The *marketing* practice of creating a name, symbol or design that identifies and differentiates a product from other products . An effective *brand* strategy gives you a major edge in increasingly competitive markets.

SENSORY BRANDING

- Each product , be it a Physical product or a Service has certain “touch points” or Sensory attributes which can be felt and experienced . These are:
- SIGHT
- TOUCH
- SOUND
- TASTE
- SMELL

Each of this leads to an Emotional Response and the total perception felt is a synergetic effect of all sensory attributes.



EMOTIONAL RESPONSE

- Emotion is a complex set of interactions among subjective and objective factors and in Marketing and Brand building helps explain why people behave as they do and why they remain loyal to a Brand.



SIGHT

- Shape
- Colour
- Contours
- Placement

TOUCH

- Tool for connecting
- Strokes & caressed felt by child in mothers arms.
- Personal touch –the true language of love.
- Confidence of the product



SOUND

- Can inspire joy and sadness in equal terms
- Connects to moods
- Leads to product identification
- Humming or singing

TASTE

- The basic tastes are

Sweet

Salty

Sour

Bitter

Felt on our tongue through taste buds.

Plays major role in our acceptance of Foods.

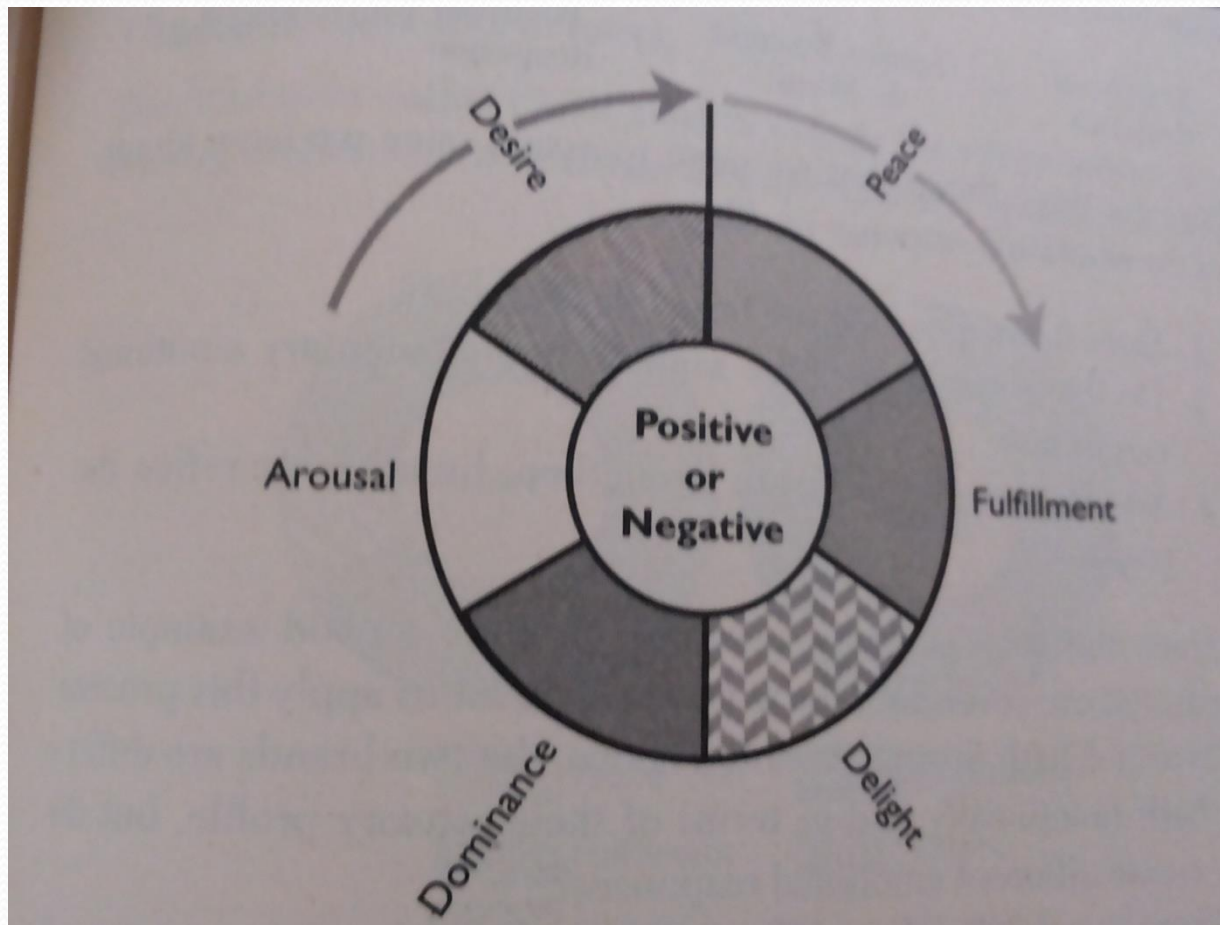
Taste goes hand in hand with SMELL.

Smell and taste are a single composite sense ,whose laboratory is the mouth and its chimney the nose.

SMELL

- Emotional Stimulator
- Also loosely interchangeable with
Aroma
Flavour
Fragrance
Perfume.
- The strongest stimulating factor which causes acceptance or rejection of any Product .

AROMA EFFECTS



UNDERSTANDING OR MEASURING EMOTIONAL RESPONSE

- Emotional Response = Senses brought to Mind **X** Positive response **X** Emotions

SMELL or AROMA or FLAVOUR or FRAGRANCE is the biggest contributor in arriving at a Emotional response.

BRAND THUS NEEDS TO DELIVER SENSORY AND EMOTIONAL EXPERIENCE TO BE SUCCESSFUL

ENHANCING BRAND EXPERIENCE

- A USP or a ESP
There is a shift from USP to ESP- EMOTIONAL SELLING PROPOSITION.
- ESP helps faster product acceptance.
- Integrating five senses play a critical role in establishing bond between consumers and Brand.
- Sampling and sniffing of the product.
- Simplicity of Brand and product message.
- Colour and Logo to integrate well with aroma.

SMELL OR AROMA

- Smell is the part of air we breath.
- You just cannot turn it off.
- We smell with every breath and that is 20,000 times per day
- It is the most direct and basic sense.
- Smell is almost impossible to describe uniformly.
- We borrow terms from our mental library to describe it best –maybe with mix of many terms and elaboration/ association with chemicals.
- Body odor.
- 40 % improvement in our mood or liking when we are exposed to a pleasant Fragrance/Flavour -particularly if the Flavour/Fragrance taps into a happy memory slot.

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SMELL OR AROMA- THE DIFFERENTIATORS IN POWERFUL BRANDS

- Singapore Airlines- Perfume STEFAN FLORIDIAN WATERS
- Starbucks outlets
- Diffusers in hotels
- Aroma via vents in Shopping malls.
- Aroma of specific brands in aromatherapy/massages.
- Chefs signature dish
- Roasted Coffee aroma
- Home kitchen cooked food
- Dove soap.
- Coke
- Shaving creams
- Personal products
- Incense sticks
- New car interior odour

The list is endless.

CRAFTING SENSORY BRANDS

- Challenge is to create products that touch the consumers instinctually and intimately.
- Understand how Fragrances and Flavours vibrate and evolve.
- Maintain and enhance touch points
- Integrate taste, touch, smell, sight and sound to create a synergetic effect.
- Optimise impulse purchasing behaviour
- Help create social glue that binds and connects people.
- Remember visual effects moving from 2-D to 5 -d model.
- Allow EMOTIONAL RESPONSE to dominate Rational thinking.



CONCLUSION

- BLEND ART AND SCIENCE WITH CREATIVITY AND TECHNOLOGICAL INNOVATIONS TO DELIVER VALUE AND AN EMOTIONAL EXPERIENCE IN BUILDING GREAT BRANDS THROUGH AROMA AS DIFFERENTIATOR.



THANK YOU .