



MOOD:

Smell is perceived and processed by the brain's olfactory receptors, which are governed by the limbic system - the emotional command center of the brain. This connection means that careful stimulation of olfactory senses can trigger strong emotional responses which help your customers bond with your brand.

In today's advertising environment, marketers have extensively used auditory and visual strategies to engage consumers - leaving the wild frontiers of scent marketing virtually unexplored. But all of that is changing as more businesses employ custom fragrances to promote their unique brand image.

Retailers, hotels and restaurants alike are now turning towards the subtle power of scent marketing in hopes that carefully deployed custom fragrances will encourage customers to linger longer and spend more while promoting the positive brand associations which encourage customer loyalty and brand advocacy. More and more businesses are considering scent an integral part of their overall image - rivaling more established marketing strategies such as the use of branded music, visual elements and décor.

Because of its unique ability to instantaneously conjure powerful memories and emotional associations, scent marketing is a powerful tool. Smell is perceived and processed by the brain's olfactory receptors, which are governed by the limbic system - the emotional command center of the brain. This connection means that careful stimulation of olfactory senses can trigger strong emotional responses which help your customers bond with your brand.

The concept of connection between scent and emotional association is nothing new - in fact, the French author Marcel Proust spoke of it as far back as the early 1900s, when he described how the smell of certain baked goods would transport him into the positive memories of his childhood. Our experiences of scent are strongly connected to emotional memories - whether a conscious recognition of hunger which occurs when one detects the smell of baking bread, or the subconscious connection of that scent to feelings of contentment and satisfaction - our responses are often hardwired.

Still, these associations are not always positive, which means choosing scents for your audience requires careful consideration. While no custom fragrance holds universal appeal, popular scents such as cinnamon, vanilla and lavender tend to trigger feelings of comfort for most and scents such as green tea, peppermint and citrus are stimulating.

CONTACT

To find out more on how Mood Solutions can help design your customer experience, contact us at:

800 345.5000

moodmedia.com

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Considering the vibe and mood you want to create for your business is an essential part of custom fragrance creation - which is why the experts at Mood Media are well-versed in scent marketing strategy and fragrance design.

For more information about how your brand can create the custom fragrance which inspires your customers and clientele to linger longer, spend more and share their positive customer experiences with others, contact Mood Media today. We'll help you set the right mood for your space!

