

It's not easy being green...

Green Buildings are all the rage these days and being certified as such is a major benefit in marketing any commercial or residential property. The question we have is "What role does scent play, if any?"

Trying to obtain an official point of view, we reached out to USGBC New York, the local chapter of the U.S. Green Building Council who provides the prestigious LEED certification. The answer - after a few months wait time - was: "We have a small staff and need to concentrate on a limited number of initiatives and educational messages in order to achieve the aims established by our board."

Well, is no news actually good news? To find out, the Scent Marketing Institute has joined USGBC New York as a "Sustaining Member" in an effort to connect with current and future decision makers, architects and builders, regulators and government officials.

We believe that for the growth of our industry it is important to know where regulation is heading and to provide our point of view and input on the role that scent can play in enhancing both working and living environments. If you have any questions we should ask please let us know.



www.scentworldexpo.com

Domain Name/Trademark for Sale by owner:
www.smartscents.com

Contact: Robert March
Phone: (561) 547-6244
or Email: livephotos@msnbc.com

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Leveraging the Power of Scent

Our mission is to serve as a destination for information, research, events, education, advice and discussion regarding the use of scent in marketing strategies and branding programs. We also represent the industry in helping to establish guidelines and ethical standards for using scent technologies responsibly and advocate for the industry's acceptance and growth.

Scent Marketing – Deepening Customer Connections

The sense of smell is the strongest and most primal of all our senses. It protects us from drinking milk that's turned sour and alerts us to the presence of natural gas. It vividly reminds us of moments – good or bad – we first experienced decades ago. It is the first of our senses to evolve in the evolutionary chain and the sense with the strongest, most accurate level of recall. Scent is processed by the limbic system in our brain which is responsible for memory and emotion processes.

In marketing, scent can be highly effective in helping us distinguish one product from another. It can trigger a memory or desire that influences a purchase decision. Alternatively, scent can remind us of pleasant associations, whether that is "home", the beach or a meadow. These associations help to create an environment in which we feel comfortable, "at home". In a consumer setting this impacts our decision to stay longer and consume more.

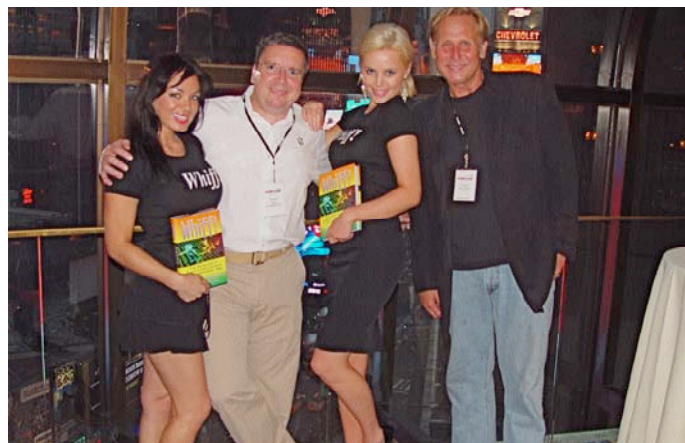
Across industries, businesses are using scent as part of multi-sensory marketing strategies to enhance customers' experiences of a location and its products or services. These experiences allow customers to develop deeper memories and emotional connections with the brand and promote sales and loyalty.

First **SCENTworld CONFERENCE & EXPO** was a smashing success!

Scent Marketing Compendium Now Available

The essential directory to industry experts, scent developers and scent solution providers.

It was kind of an underground operation. With the big conference coming up we were frantically working to launch the new Scent Marketing Institute web site simultaneously. Well, sometimes you can't have it all... But now it is done, go check it out and tell us what you think! A big "Thank You" goes to Patricia Smith from Making Words Count who worked on the content and orchestrated the whole process as well as to a patient and diligent web designer who needs to remain unnamed because he has a paying job. Our intention - besides the better looks - is to provide more information about our work and to build a stronger platform for the Knowledge Base, a resource for anybody interested in scent marketing, writing a thesis or just trying to understand what is going on worldwide.
www.scentmarketing.org



Guess who has written a book... it wasn't me (2nd from the left) but C. Russell Brumfield (far right).

But at least I got was a hug from the girls.

www.whiffbook.com

Become a Scent Marketing Institute Member!
Membership Benefit #1: Affiliation with the only professional association that supports the development of scent-centered marketing strategies and brand identity initiatives.
Go to www.scentmarketing.org and click on the "Membership" button

Happy Birthday Air Aroma!

Do you know our Scent Marketing Compendium?

It's the global reference guide for anybody looking for

- Scent Marketing Consultants
 - Scent Developers
 - Scent Delivery Systems

Generated in pdf-format, the Scent Marketing Compendium is constantly updated and sent upon request via e-mail. About 50 times a week!

Order your's via our web site www.scentmarketing.org.

If you want to be included in the Compendium please send us an e-mail to info@scentmarketing.org.



Air Aroma in Melbourne/Australia, founded in 1998, just celebrated its 10th anniversary on July 24th. Built on its three key pillars, Design, Innovation and Nature, in 10 years' time Air Aroma has grown from a family business to a true global company. Air Aroma's patented cold-air diffusion technology (no use of heat) ensures that the properties of the fragrance are maintained at all times thus delivering a constant quality fragrance. All of Air Aroma's scent delivery systems were designed and developed by CEO John van Roemburg with a clear eye for design. Whether it's the 100% recyclable PET bottles used by Air Aroma, the IFRA certified perfume-quality fragrance oils manufactured in France or the 100% pure natural essential oil blends that Air Aroma produces, Air Aroma = Nature. **Congratulations to John & his team and keep up the good work!**

Who is keeping our customers safe?

The Research Institute for Fragrance Materials, Inc.



RIFM was formed in 1966 as a not for profit corporation. Its purpose: to gather and analyze scientific data, testing and evaluation as well as the distribution of information to its members. RIFM cooperates with official agencies to encourage a uniform standard related to the use of fragrance ingredients. RIFM currently maintains the largest database on fragrance materials available throughout the world, classifying more than 4,500 materials, which also includes an online collection of Flavor/Fragrance Ingredient Data Sheets (FFIDS) from 1985 to Present. RIFM operates with full cooperation by the Flavor and Extracts Manufacturing Association (FEMA) who is an active supporter of RIFM's work within the industry.

RIFM's Panel of Experts (REXPAN) is an independent and international group of dermatologists, pathologists, environmental scientists and toxicologists that have no commercial ties to the fragrance industry. This panel advises RIFM on strategic approaches and evaluates all scientific findings. The conclusions formed by REXPAN form the base for the standards set by the International Fragrance Association (IFRA).

According to Frédéric Miedzinski, presenter at the recent SCENTworld CONFERENCE & EXPO

Better Scent Marketing requires Consumer Testing

Here's what he reports: Open Air is a market research firm dedicated to testing fine fragrances in the U.S. with large footprint also in France, Germany, Italy, Spain, Russia and even China through the "Open World" network partners - having tested the most famous perfumes for almost 20 years.



Although tests are hardly ever applied to scents used for Scent Marketing purposes, they would make even more sense than those for fine fragrances. "Calculated scents" based on marketing demands need to hit the target more accurately than fine fragrances. The first is made by "craftsmen" for a specific communication purpose, while the latter is created by an artist with no other objective than providing pleasure. Scent Marketing versus Emotion in a Bottle. Conversations with some of the attendees as well as listening to the speech of Jeff Mariola were enlightening. Companies such as Ambius or Mega Systems are able to provide relevant scents because of the knowledge they have accumulated. However, they would not convince anybody who would not already believe in Scent Marketing.

As if to confirm this new obviousness, the sales manager of one of the top 3 fragrance houses told me over a drink in the evening: "those people [in scent marketing], they are really stuck in their bubble". It can not convey the reality any better: "get out of the bubble!" Scent Marketing will make better progress with the help of consumer testing to convince of its effectiveness and the Scent Marketing Institute will enable access to this market research. No scent should be released without the opportunity of being previously validated by consumer testing. "Open Air" and its network have made an exclusive arrangement for this mission with the Scent Marketing Institute. The foundation of the testing protocol has been presented at SCENTworld and a finalized program specifically designed for the requirements of Scent Marketing will be available shortly.

Company News: Prolitec

Prolitec has been chosen as the exclusive provider of store scenting for Serta's American mattress stores. Serta just unveiled a brand new store design concept, intending to appeal to all five senses to create a unique and memorable emotional response for customers. Prolitec's in-room appliance, the Air/Q 510, will be their preferred appliance, and they'll be using a fresh, airy, mild fragrance. The other senses will be incorporated as well, with new earth tones and warm lighting for sight, bottled water and snacks for taste, tranquil music for sound, and customers will be encouraged to "touch" the mattresses by lying on them and trying them out. Donna Zett, Chief Innovation Officer for Serta, is aiming to provide more than just a product, but a total lifestyle experience so customers want to come back to the store and tell others about their positive experiences.

Scratch'n Sniff alive and well!



We found this the other day at the supermarket: hand soap with a small hole in the blister pack so you can access the "scratch and sniff" printed on the insert.

Scent Marketing made simple yet effective!

Did you check out our KNOWLEDGE BASE?

Over 100 articles on Scent Marketing from around the world, constantly updated.

And more to come...

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BLOGS WE ENJOY

Air Sense

Air Sense distills the latest ideas and technologies in air quality enhancement, creative use of scent and scent-related science.
Published by ProLitec.

<http://airsenseneeds.com/>

Branding Strategy Insider
from the "Blake Project"

"Our sole focus is helping organizations create brands that build and sustain trust.
Branding Strategy Insider is an extension of our efforts to help marketing oriented leaders and professionals build strong brands."

<http://www.brandingstrategyinsider.com>

Merci's 360 view

A marketing blog from Sweden.

<http://360view-molsson.blogspot.com>

Coming soon



SpaAsia
Wellness Summit 2008
October 15 - 17
Kuala Lumpur Malaysia

Special Presentation:
"Signature Scents -
The Smell of Success
through Branding"

Harald H. Vogt
Scent Marketing
Institute

"70%" statistic busted

According to a recent article in AdvertisingAge, a study conducted by OgilvyAction (a shopper marketing unit of the WPP group) has demystified the statistic that "70% of brand decisions are made in the store". They say that only 39.4% really wait until they are in the store to decide what brand they buy. Of those, 10% change their minds about brands in the store, 29% buy from categories they didn't intend to buy from, and almost 20% leave a product they had planned to buy on the shelf.

The study was based on surveys of shoppers before they entered stores compared with surveys of the same shoppers as they exited, including 6,800 in the U.S. and 14,000 in all global-ly. The 70% figure was released in 1995 by the Point of Purchase Advertising Institute (POPAI) based on a smaller sample (4,200) but with a similar methodology. The Ogilvy study says that the two factors cited most by shoppers as influencing impulse buying decision in-store were sampling and product display.

The big marketers watch these statistics closely. P&G reportedly spends at least \$500 million annually on shopper marketing and still may be, according to other data, a bit behind others in the industry in share of marketing spending there. A. G. Lafley, P&G's Chairman-CEO is quoted saying: "more and more of what we're doing in store is communication" as opposed to price discounting and paying incentives to the retailers to obtain better product placement. According to marketing experts product sampling builds better brand equity than price promotion. Isn't that good news for the whole scent marketing community?

Company News: ScentAndrea

ScentAndrea is offering their dealers and franchisees "the next big thing in Scent Marketing in public spaces", recently introduced at the ScentWorld Expo. It looks like a surveillance camera and puts a subtle fragrance into small and large spaces from several hundred to 50,000 cubic ft. of space for a month after it has cleaned the air of up to 99% of all allergens, bacteria, virus, mold spores, smoke and malodors. "It provides the feeling of surveillance while cleaning and scenting air". This is achieved with an advanced and patented UV light and photo catalytic oxidation system which, ScentAndrea claims, "has three times the power of systems currently offered by Philips."

ScentAndrea thinks this will be the strongest response to any criticism of scenting air. "First we clean the indoor air, which is up to 100 times more polluted than outdoor air, and then scent the fresh air so that people know they are breathing clean air." ScentAndrea claims they can replace the air up to 6 times a day in confined spaces. The system also includes fragrance pads in the form of up to eight biodegradable wafers with infinite scent variations that last four weeks. The units consume less power than a 20 watt light bulb for electrical conservation and economy.

250 attendees

40 speakers

9 sponsors

20 countries

More to come in 2009

www.scentworldexpo.com

We would like to hear from you!
Please send your company news,
submit your ideas, comments and suggestions to
info@scentmarketing.org