



ADRION 5 SENSES



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“Sensory Marketing”
Introduction to the topic
9th November 2020
Webinars

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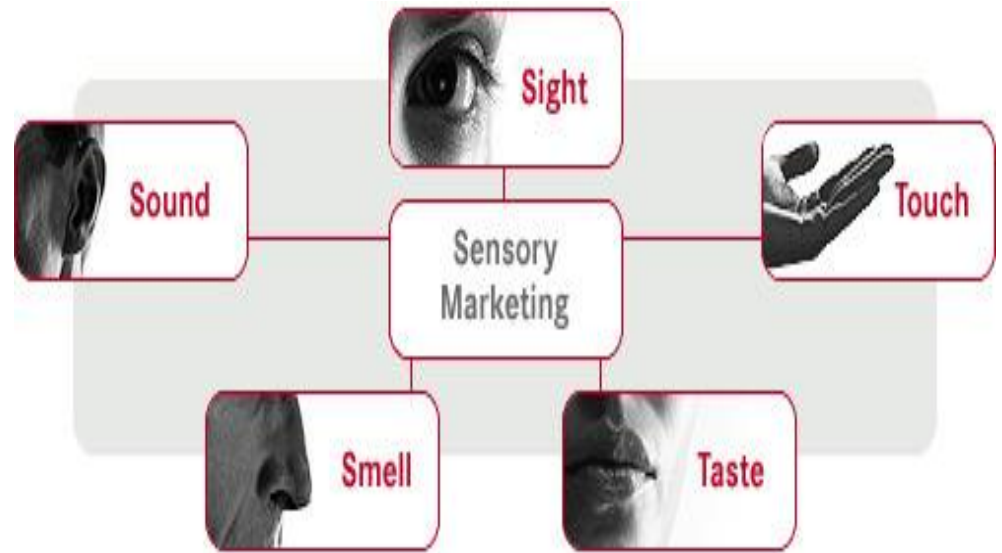
Sensory branding for ADRION Tourism



WHAT IS SENSORY MARKETING

a type
of marketing that
appeal to one or
more of the
five senses to
attract consumers
while increasing
well-being in
order to positively
influence their
behaviour
towards a product

5 SENSES



Our five senses

- **Sight, Sound, Touch, Smell, Taste** - help **build emotion** and thus **remain in our memory longer**. Sensory Marketing plays a vital role in customers' **purchase decision**

The stimulation offered by the senses



Influence our choices



Create a connect with the
brand

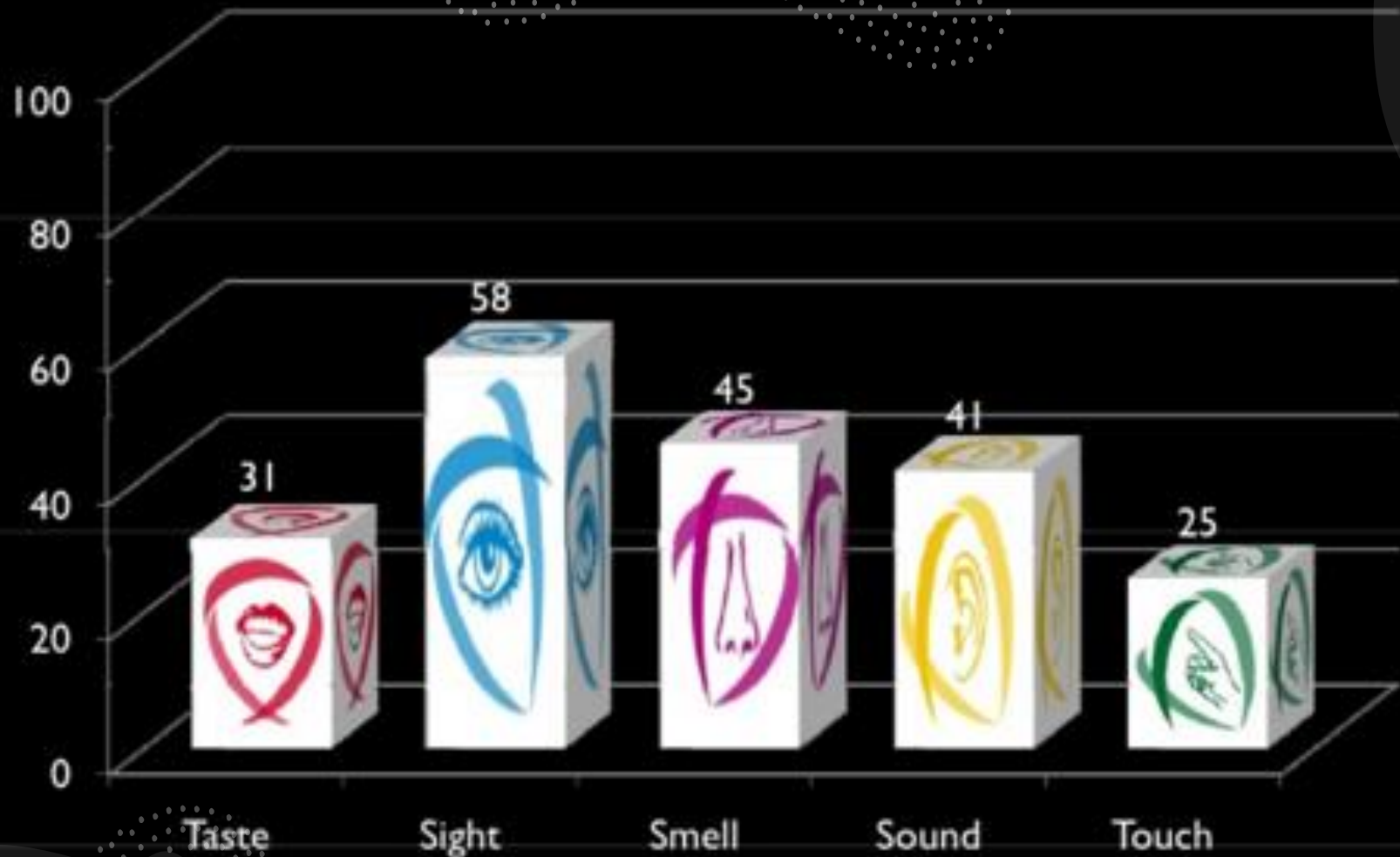


Distinguish one product
from the other



Part of our decision-making
process

Sensory Importance



Source: Brand Sense by M. Lindstrom

Sight
(Visual)



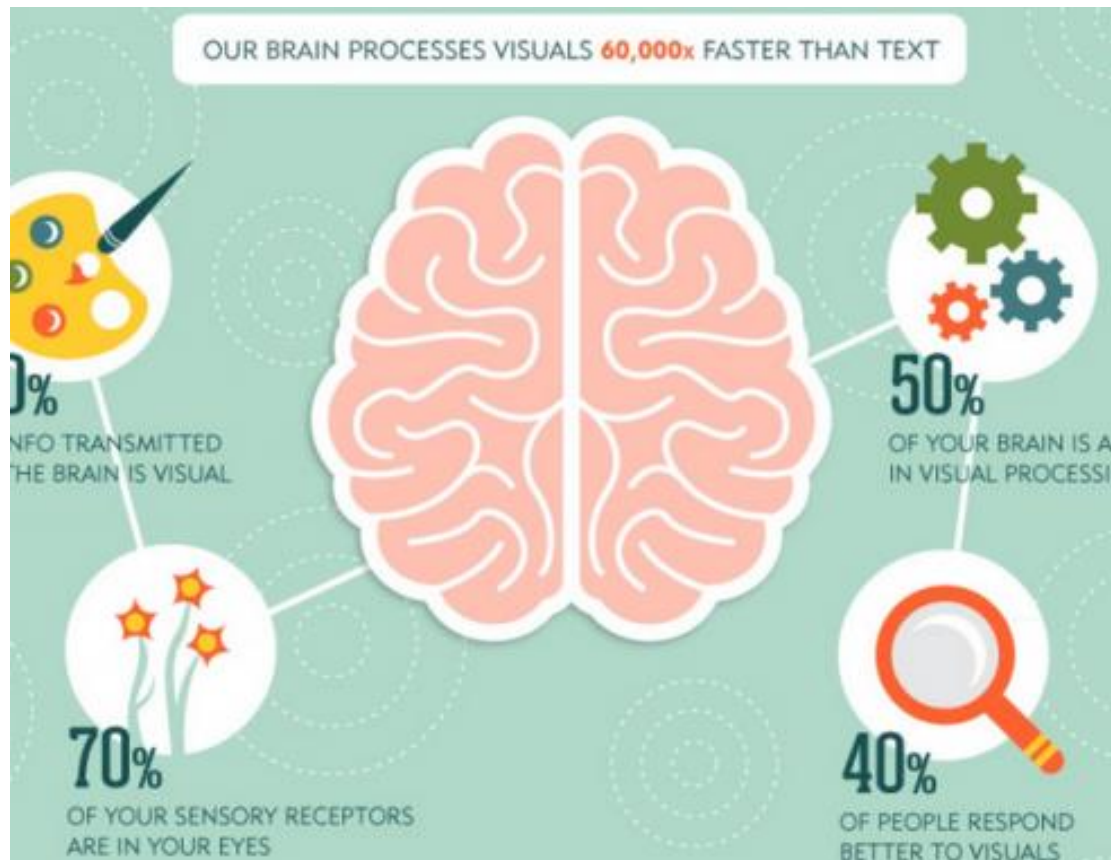
**83% of the information
people retain is received
visually.**

-GEOFF CROOK

Source: Sensory Design Research Lab at Central Saint Martin's College of Art and Design in London

dm | DesignMantic

VISUAL (WHAT THEY SEE)



- Marketers mostly cater to the sight sense, as this is the most effective tool to establish a mark.
- Visual Branding is association of a brand with a color, shape, typography, logo, icon/symbol or look appearance.



Impulse shoppers

respond best to red-orange,
black and royal blue



Traditional shoppers

respond best to pastels;
pink, rose and sky blue



Budgetsavy shoppers

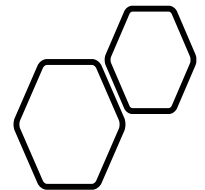
respond best to pink, teal,



Visual



Visual





Visual

8 MOST ICONIC PRODUCT DESIGNS EVER



COCA-COLA
BOTTLE



OREO COOKIES



STABILO BOSS
HIGHLIGHTER



CONVERSE
SNEAKERS



ZIPPO LIGHTER



BIC 4-COLOR



APPLE IPOD



MC DONALD'S

visual

Auditory
(sound)

Research found that the sale
of French wine far superseded

German wine when a

UK store played

French music,

while the sale of

German wine

shot up on the

days when German music

was played.

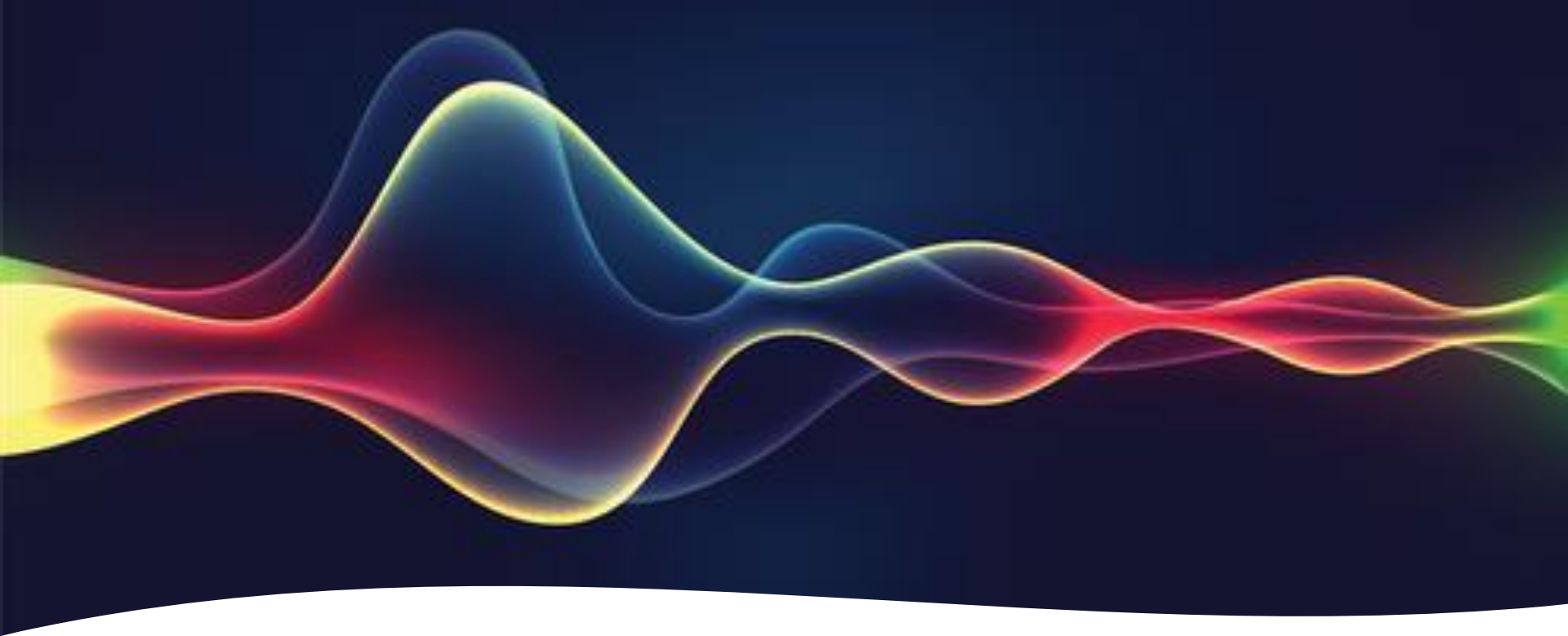
-ADRIAN NORTH
UNIVERSITY OF LEICESTER

dm|DesignMan

AUDITORY (WHAT THEY HEAR)

- Sound is one of the senses targeted by most of the marketers
- Sound evokes memories, experiences and lead to certain behaviors
- Experiments have shown that when music in restaurants is played slower than the rhythm of heart beats, we tend to eat slower





Sound

- Second most used
- Evokes emotions
- Doesn't need full attention

Sound



VICTORIA'S
SECRET

ALL VS STORES PLAY
CLASSICAL MUSIC TO
LEND AN AIR OF
EXCLUSIVITY AND
PRESTIGE.

VICTORIA'S SECRET



ASTON MARTIN

THE COMPANY ALLOWS
CUSTOMERS TO
EXPERIENCE THE SOUNDS
OF MANY OF THEIR CAR
FEATURES ON THEIR
WEBSITE.

ASTON MARTINS



The Far Duck



BENTLEY

THE "NEW SOUND OF
BENTLEY"; A THUNDEROUS
AND STIRRING
SOUNDTRACK IS
CONCEIVED AS THE
PRELUDE TO THE NEW AND
POTENT BENTLEY DRIVING
EXPERIENCE.

BENTLEY MOTOR CARS

American
Apparel

AMERICAN APPAREL PLAYS
A FEEL-GOOD, FAST-PACED
TEMPO OF MUSIC IN
BACKGROUND AS PART OF
THEIR OVERALL STORE
AMBIANCE.

PURO
HOTELS

THE HIP BOUTIQUE PURO
HOTEL IN MALLORCA
ENVELOPES YOU WHEREVER
YOU GO WITH CHILL-OUT/
LOUNGE MUSIC GENRE,
COMPILED LIVE BY ITS
IN-HOUSE DJ.

PURO HOTEL



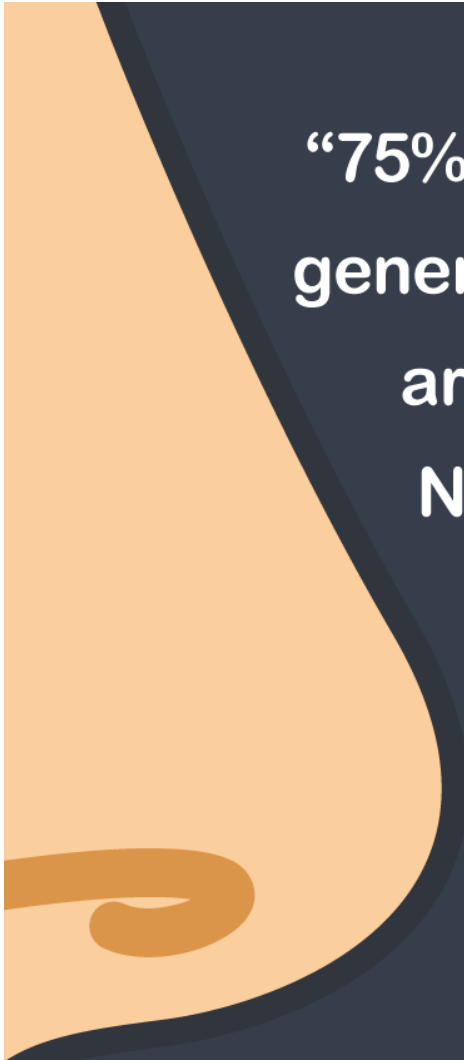
THE STORE USES DIFFERENT
MUSIC GENRES TO ZONE IN
DIFFERENT DEPARTMENTS.
FOR INSTANCE, DRAMATIC
MUSIC IN THE STAR WARS
SECTION AND UP-TEMPO
BEAT IN THE BARBIE
SECTION.

FAO SCHWARZ

BRITISH AIRWAYS



Smell (olfactory)



**“75% of the emotions we
generate on a daily basis
are affected by smell.
Next to sight, it is the
most important
sense we have.”**

-MARTIN LINDSTROM

OLFACTORY (WHAT THEY SMELL)

- Neuromarketing studies show that 75% of emotions are triggered by smell.
- Smell is linked to pleasure well being, emotion and memory.
- Many retail shops spread aroma in the atmosphere to offer pleasant ambience to customers.
- Next time a person when smell the same fragrance he is being reminded of the ambience of the store.



THE ROLE OF SMELL IN OUR LIVES

- The human nose can identify and recall up to **10.000** scents
- Smell is **1.000** times more sensitive than taste
- Most primal and direct sense, immediate impact
- Up to **75%** of our emotions are generated by what we smell
- Olfactory cues hardwired into brain's limbic system
- Direct connection with **Emotions** and **Memories**
- “Memory Markers” can stimulate **vivid recollections**
- Even olfactory cues can cause resurrection and “experience”
- Can impact information processing (smell of coffee or lemon can make us alert)
- “Proust Effect” relationship between sensory stimulation and memory (French novelist Marcel Proust)
- It can influence customers' emotional state and mood to make the customers more susceptible to impact customer behavior.

Smell



1



Drop of perfume is enough to be noticed in three room apartment

75%



Of our emotions is generated by what we smell.

80%

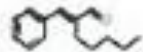


Of what we taste is actually due to our sense of smell.



Humans are able to distinguish over

10,000



different odor molecules...



...that are being transmitted to our olfactory system in the brain...



...where it is closely tied to memory, mood, stress and concentration.

Olfactory

Smell

WHAT LUXURY SMELLS LIKE

THE AURA OF POPULAR LUXURY BRANDS

FOUR POINTS



CINNAMON

WESTIN LOBBIES



CEDAR



WHITE TEA

MONTCALM



SCENT BUTLER

(Customized scent for individual suites)



THOMPSON HOTELS



LEATHER COUCH



SCOTCH

OCEAN BANK



CARDAMOM



MANDARIN



MUSK

FORD MOTOR'S LINCOLN



GREEN TEA



TONKA



JASMINE

SHERATON



JASMINE



CLOVE



FIG

MARLINS PARK



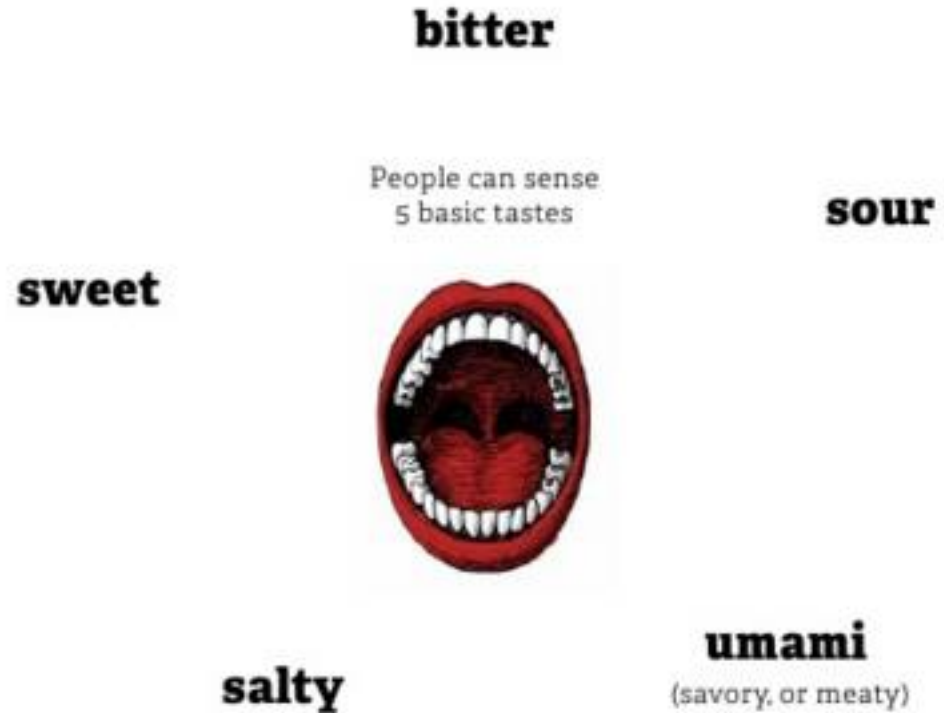
CARAMEL POPCORN

GUSTATIVE (WHAT THEY TASTE)

- Taste can help you change the brand perception and image.
- Unique taste helps in establishing the foothold in the minds of the people.
- the four basic gustative sensations, sweet, sour, bitter, and salty, are respectively linked by consumers to the red, green, blue, and yellow colours



Taste



People can sense five basic tastes: bitter, sour, savory, salty, and sweet.

For all other aroma tastes, we must show gratitude to our sense of smell, for that is the one that gives flavor to our food.

Taste is the sense that merges all different senses together to create a complete brand experience, but is also related to emotional condition, so it can change mood and brand perception

TACTILE (WHAT THEY TOUCH)

- The elements comprising the skin have a large representation in the cortex of the brain. Therefore, touch/tactile input plays an important role on the perception and cognition of customers' purchase behaviours.
- Shopping is one of our few chances to freely experience the material world first-hand. Consequently, up to 75% of shoppers say that they would prefer to "feel" a product before they buy it – particularly if they are purchasing something like furniture or clothing.
- Touch and product offering Tactile experiences is an important aspect for product evaluation. Customers prefer the products in stores they can touch, especially products for which tactile input is important for evaluation (e.g., clothing, portable electronics)"
- The availability of tactile input is particularly vital in affecting consumers' judgement on the texture of the objects such as "roughness, hardness, temperature and weight", which provide unique product information that cannot get via visual observations.
- Furthermore, enabling consumers to manipulate an object has been proved to increase the emotional attachment to it.
- There are plenty of ways to give customers a tactile experience of products. Whether it is the texture used in the packaging, or the materials present in the product, the feel of the brand can resonate with a customer on an intimate level.





Touch

- Feel of a product
- Material, softness, texture, weight, smoothness and temperature
- Influences behaviour

Tactile



According to a Harvard Business Study, Apple have designed stores to let their customers physically touch their products, in order to allow them to experience a feeling of belonging that eventually leads to actual ownerships, also through the warm and soft tactile feel of Apple products

Shape

- A lean sample of shape marketing can be found in the original Coca-Cola bottle. Its delicate curves foster a pleasant feeling when customers hold it in their hands. The “feel” of the bottle is so ingrained in our minds that customers can recognize it even in pitch darkness.
- In fact, according to a survey by Lindstorm in 2005, subjects decided that the beverage tasted better within its glass bottle, rather than an ordinary glass!

Coca-Cola
In the Distinctive Bottle
est.1886



TASTE THE FEELING™

Sources

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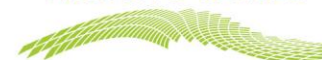
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European Regional Development Fund - Instrument for Pre-Accession II Fund

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Thank you

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