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Looking beyond the fragrance counter

Opening up to “non-traditional” clients means growth opportunity for fragrance and flavor manufacturers as big brands and retailers discover the power of scent.

(Scarsdale, NY , March 17, 2008) A growing “Scent Marketing” industry is yet waiting for a fragrance manufacturer to claim leadership in the category. According to the Scent Marketing Institute in Scarsdale, NY, multisensory marketing has become a buzzword amongst leading brands, consumer product manufacturers and retailers. “They recognize, that while 80% of their communication with customers is visual and audio, TiVo and the iPod have become the consumers’ preferred means to block out this communication. So either themselves or their advertising agencies are looking for new ways to get through”, says Harald H. Vogt, Founder and Chief Marketer of the Institute.

Marketing via scent comes to mind since the sense of smell is the only one that cannot be shut down for an extended period of time. It also connects to the limbic system– the brain’s center for emotions and decision-making.

“With SCENTworld CONFERENCE & EXPO 2008, the first industry event exclusively dedicated to scent marketing, we are taking a leap of faith on behalf of both the supply and demand side in bringing them together in one place”, he states.

Potential customers new to scents are genuinely cautious and often turn to the Scent Marketing Institute to educate themselves and get advise on potential sources for fragrances and delivery systems. “Truth is that it is hard for the manufacturer to size up the potential sales volume this unfamiliar clientele may generate, but there is clearly money to be made when it comes to a national or global roll-out”, is the Institute’s point of view.

What’s the difference between developing a scent for Jennifer Lopez or a consumer electronics brand anyway? Both the creative and manufacturing process are the same. For those clients that do not require a signature scent, the manufacturers could offer access to their large fragrance libraries. While a global brand may be better suited with a fragrance supplier that has multinational reach, according to the Scent Marketing Institute, there is also room for smaller players if they are willing to do the creative work. SCENTworld CONFERENCE & EXPO 2008 takes place from June 19th through July 1st at the Marriott Marquis Times Square in New York. For more information on the event visit www.scentworldexpo.com. The Scent Marketing Institute is a worldwide leading authority that supports and facilitates the development and implementation of Scent Branding efforts and scent-centered marketing strategies. For more information on the Institute visit www.scentmarketing.org or call Harald H. Vogt at (646) 236-4606.

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If you would like more information about this topic or another scent marketing related topic or to schedule an interview with Harald H. Vogt please call (646) 236-4606 or e-mail us at info@scentmarketing.org.