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Can you smell my brand?

Multisensory Marketing finally enters center stage – with the nose as the lead character.

(Scarsdale, NY , March 17, 2008) When declaring Scent Marketing “one of the 10 advertising trends to watch for 2007”, AdvertisingAge shone a bright light on a category that so far by many was considered guerilla marketing. Combine this attention with the wave of interest generated by Martin Lindstrom’s 2005 book “BRANDSense” so comprehensively explaining the “why”, and you end up with brand managers and agency executives asking “how”. Enter the makers of fragrances, flavors and the scent delivery systems necessary to bring them to the consumer.

Anything from microencapsulation for print applications, little fan-driven devices to be mounted under a shelf in retail to large space solutions powerful enough to wrap a concert hall in the latest fragrance creation by Jennifer Lopez has been around for a while. And the creative process behind making a signature scent for a consumer electronics brand is the same as for just another new fragrance from COTY. However, marketing efforts by manufacturers suffered from the newness of the category and potential clients’ lack of education about it’s efficiency. “When we started the Scent Marketing Institute three years ago, we were looking at a handful of technology suppliers -- plus scent manufacturers that were somewhat skeptical if dedicating creative and manufacturing resources would pay off”, says Harald H. Vogt, Founder and Chief Marketer of the New York based organization.

Meanwhile, companies from as far as Australia are entering the US market, “one of the more developed territories”, according to Vogt, with full force. Sensing the opportunity, some scent manufacturers already are looking at “owning the space”.

Starting with casinos in Las Vegas 15 years ago – where experiments have shown the positive influence of scent on the perception of time spent at a slot machine - the hospitality industry has been embracing the concept early on. Today, with national and global chains scenting their lobbies with branded aromas, hotels are the most lucrative and fought-over clientele. “Scent works for a number of brands that attract significant customer traffic such as airlines, car dealerships or mall retailers as well as those that want to bond with the consumer on an emotional level”, says Vogt.

To help brand managers, marketers and the advertising world sort it all out, the Scent Marketing Institute organizes SCENTworld CONFERENCE & EXPO 2008, the first industry event exclusively dedicated to scent marketing, from June 29th through July 1st at the Marriott Marquis Times Square in New York. The declared goal is to bring together demand and supply from around the world and to steer the interest in scent marketing in an accountable and profitable direction. For more information on SCENTworld CONFERENCE & EXPO 2008 visit the event web site. 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 or any other 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.