

What is new in the scent marketing world?

The power of scent marketing

How casinos motivate you to play longer.
Las Vegas casinos have been using fragrance to maximize profits for years. When the slot machine area of one Las Vegas casino was infused with a pleasant scent, revenues shot up by 53%! No wonder we get hooked.



Johnson & Johnson aromatherapy stress release

Johnson & Johnson is introducing Upliv, an online stress-management program for women. For a monthly fee, women take a test that determines their stress levels. Customers are then given solutions for coping and receive toiletries with relaxing scents.



Quick-Step innovates with scent

Quick-Step has added a fragrance dimension to their stand at Batibouw. Between February 25 and March 7, 2010 you can visit the Quick-Step stand and get a new shopping experience that will invoke great memories while discovering the Quick-Step products in a new environment.



Scented puzzles

Hasbro and the Yankee Candle Company, who make high quality family products, have created together a range of scented puzzles, an exciting new innovation in family entertainment.



Team up with Scent A Brand

With more than 20 years expertise in the fragrance world, Scent A Brand is your ideal partner for all your scent marketing initiatives. Scent A Brand specialises in custom made high quality and long lasting scented products on supports such as textile, paper, plastic and plush. Our diffusers allow you to complete your concept. We invite you to visit our website www.scentabrand.com for more information. Contact: Sabrina Polakoff | +32 477 99 14 11 | sabrina@scentabrand.com

