

What is new in the scent marketing world?

The power of scent marketing

Studies have shown that adding a scent to a retail environment will have the following positive effect:

- 15,9 % increase of the stay in time
- 14,8 % increase of desire to shop
- 6% increase of the turnover



Colgate scents its toothbrush handles

Colgate Max Fresh features an innovative scent technology with its mint scented brush handle that enhances the brushing experience. Scent marketing allows you to turn a classic product into a new innovative product everyone is talking about.



Welcome to scented home movies

Portuguese designer Nuno Teixeira has developed the first tv that diffuses scents as you are watching movies. About 20 seconds before a character in a movie begins eating popcorn, the tv uses its digital smell technology to start spritzing that scent. 118 different cartridges come with the TV.



Lulabie aromatherapy teddy bear

The perfect gift for any new parent, the Lulabie Sleep Well Aromatherapy ritual is the first baby approved scented toy to win the Jury's Award for Toy of the Year in Belgium. The sleep well ritual includes an aromatherapy teddy bear with patent-pending technology that allows for slow and constant release of the fragrance, a bed time story and a classical music CD. Sleep well everyone.



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. We invite you to visit our website www.scentabrand.com for more information. Contact: Sabrina Polakoff | +32 477 99 14 11 | info@scentabrand.com

