

PremiumScenting  
With AIRQ



**The Premium Scenting Collection**  
The Power of Scent Marketing

  
ambius

# The power of scent...

With consumers demanding more and more from brands, multi-sensory marketing represents a powerful opportunity to create long lasting customer relationships.

Smell is the most powerful of our five senses and **75%** of the emotions we experience on a daily basis are affected by smell. In a competitive environment where customers are increasingly discerning, scenting can help to establish a deeper emotional connection to your brand.

With Premium Scenting you can build on these scent memories, elevating your brand through multi-sensory marketing.

Research demonstrates that if you trigger a response from two of your customer's senses, brand impact increases by **30%**. If three senses are triggered, it increases by **70%**.

Source: Avery Gilbert, Sensory Psychologist at Monell University



## Prompt different reactions

We all know how welcoming the smell of something comforting can be, such as fresh-baked bread. In fact, a study has shown that the smell of baking makes people more helpful<sup>1</sup>. On the other hand, we also know how off-putting a bad smell can be!



Our study also shows that different senses have different roles to play according to the timing of an experience. Of all the senses, smell has the biggest initial impact before the visual role is established, providing a sense of orientation in a new experience. Consider a store entrance or a care home communal area or the smell of a new car or home.

### The emotional triggers

The strong neurological relationship between the olfactory and limbic systems ensures that smell is the most emotional of all the senses. The subtle factors experienced through the senses deeply affect our feelings. They can help consumers feel relaxed, stimulated, aroused – and can help them perceive the elevation of a brand's market position.

<sup>1</sup> University of Southern Brittany, France, Journal of Social Psychology



**75%** of our emotions are triggered by smell which are linked to pleasure, well-being, emotion and memory.

Source: www.mirror.co.uk/lifestyle/health/20-fascinating-facts-sense-smell-1977351



# Why scenting?

Our sense of smell cannot be turned off. Every one of us breathes in an average of **20,000** times a day, and with every breath comes the opportunity to connect your customers more meaningfully to your brand.

All types of businesses from hotels to car companies can use scent marketing in order to bolster their brand identities. From the bakery chain which places ovens near the front of its stores, to the airline that uses its signature fragrance on everything from towels to the air crew's clothing. The adoption of scent marketing is a growing phenomenon and one that is here to stay.

Ambius Premium Scenting is an exciting new way to express your brand and to enhance customer experience.

“ **40%** of people say that their mood improves when exposed to pleasant fragrances. ”

Source: [www.neurosciencemarketing.com/blog/articles/multisensory-marketing.html/](http://www.neurosciencemarketing.com/blog/articles/multisensory-marketing.html/)

“ **77%** of consumers said a pleasant smell in a hotel would have a positive impact on them. ”

Source: <http://www.imf.org/external/pubs/ft/weo/2015/update/02/pdf/0715.pdf>



## Enhance the customer experience

Independent research from around the world proves that customers feel comfortable in appropriately scented environments. Where they feel comfortable, dwell time increases and they're likely to spend more. A scented environment created by Ambius Premium Scenting, will make your business environment more appealing and improve the mood of the consumer.



### Scent marketing

Scent marketing creates a unique sensory experience which enhances the impact of traditional visual merchandising. We work with leading retailers who are at the forefront of using scent marketing to target customers and create a brand experience.

### Brand scenting

There's no doubt scenting is changing the way that brands interact with their audience and the way in which we as consumers, experience their brands.

A signature or bespoke scent differentiates a brand from its competition. It's unique and becomes part of the brand and allows consumers to experience the brand with all of their senses. When someone walks into a hotel or store they instantly recognise certain colours, style and décor that are part of that brand. Scenting is now becoming part of the overall experience.

### Odour remediation

Whether you're an office that is looking to provide a better environment for its workforce, a hotel or casino with high usage toilet facilities close to public areas, or a gym or health club with an odour issue in the changing rooms, Premium Scenting can solve problem odours with our AirQ technology which uses micron-sized particles that are so light, they float and uniformly spread throughout the space.

“ **35%** of people say that scent is the first thing that they pay attention to when they walk into a premises. ”

\* Findings based on a survey carried out to 40 office executives, aged between 19-50 years old



### Benefits and advantages of scenting

Benefits	Advantages
Customers spend more time in a scented environment	Converts liquid fragrances into nano-droplets
Increase dwell time	Creates scent effect with less product
Increase footfall	Delivery systems are programmable
Creates a sense of well-being	Safe for use in HVAC systems
Increases sales of a specific product	Safest method of scent delivery
Eradicates and neutralises odours	Patented technology



## Retail

In today's competitive environment, retailers can differentiate themselves from their competitors by making use of sensory cues. The advantage of the physical store is that it can engage all five senses, while the online world can only appeal to the visual and auditory senses.

The average consumer is believed to be exposed to more than **5,000** advertisement and brand exposures a day. Unsurprisingly, not all of them are absorbed. With brands vying for attention on every corner, appealing to all five senses makes sense, as it offers a myriad of pathways to engage the consumer.

## Hospitality

For hotels and hoteliers – indeed, across the hospitality industry – scent can create a vital, obvious and deeper connection with guests. It can help to link a place with positive memories and emotions; it offers hotels a way to establish a personal, human-centred relationship, and it helps with the creation of comfortable environments. The use of scent is becoming increasingly important, not as a 'nice-to have' but as an integral part of the hotel design process, as important as décor, furniture and staff training, an intrinsic element of the hotel brand. Scenting has three key purposes in hotel design: delivering ambience for a more immersive guest experience; as a branding device, like an olfactory logo, delivered through signature scents; and as an olfactory signal of a particular space or event such as a spa or seasonal display. This is why there is a growing list of hotels, as well as gyms and casinos, using Premium Scenting.

“ **69%** of people say that a pleasant smell in a hotel lobby would improve their perception of the brand. ”

Source: Spence, C. (2002). *The ICI report on the secret of the senses*. London: The Communication Group.

“ **74%** of consumers have been drawn into a store because of an inviting smell. ”

Source: Bitner, M. J. (1990). *Evaluating service encounters: The effects of physical surroundings and employee responses*. *Journal of Marketing*, 54 (April), 69-82. and employees. *J Mark* 1992

## Healthcare

While care homes perform an invaluable role in society today, their role is anything but easy. The majority of care homes work hard to provide a home away from home where residents feel comfortable and valued.

Careful and considered use of scent could be the most effective and cost-efficient way of meeting the needs of residents in retirement homes. From promoting a relaxed and homely atmosphere to soothing anxiety, scenting can enhance the comfort of residents by creating positive ambience and neutralising malodour.



## Office

Premium Scenting uses advanced technology and unique fragrances to improve indoor air quality, boost well-being and enhance the ambience of your office. Ensuring clean, fresh, healthy and hygienic working experiences for your employees and visitors. Studies shown that exposure to pleasant scents in the workplace, such as lavender, can enhance performance, soothe tensions and reduces stress. Fragrance with cucumber notes, when incorporated with the interior layout, colours and lightings can induce a relaxing atmosphere and positive impression for visitors.



“ Carefully chosen fragrances have been shown to alleviate stress and promote relaxation. ”

“ **93%** of people agree that ambient scenting affects their task productivity, morale and working attitude\* ”

\* Findings based on a survey carried out to 40 office executives, aged between 19-50 years old

Comparison of aerosol verses premium scent micro droplets

Aerosol	Premium Scent Micro Droplets
Fall after emission	Behave like a vapour
Uneven diffusion	Uniform, full coverage
Leaves wet deposits	Leaves no deposits
1,000,000 x heavier	Diffusion is controlled
Composed of at least 50% solvents and properties that contain potentially harmful volatile organic compounds (VOC's)	Ambius Premium Scenting disperses pure fragrance without the need for such additives

# The hardware

We are leading the world in developing fine fragrances for the air - this is a very specialist skill that demands empathy, creativity and passion.

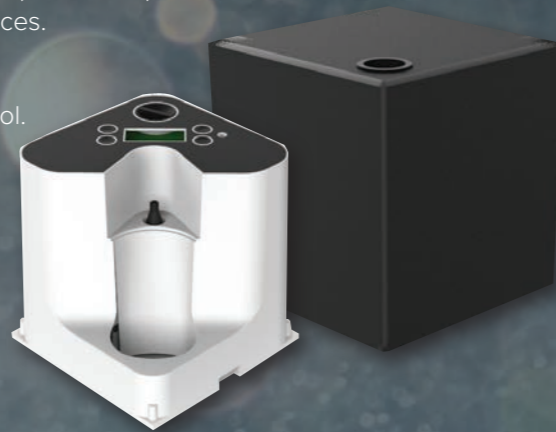
Our unique fragrance formulations exceed the most advanced regulations in fragrance safety.

They are distributed via our own advanced, patented diffusion technology and serviced at a consistently high quality level by our in-house experts.

## AQ160

This appliance is designed to stand on a tabletop, desk, bookshelf, counter or floor for direct diffusion into indoor commercial spaces.

- One-touch, digital display is very easy to use.
- 50 intensity levels and timing options give you control.
- Perfectly scents spaces up to 285m<sup>3</sup>.
- AirQ™ droplets are 50 times smaller than a traditional aerosol.
- Size: 13.5 cm x 13.5 cm x 14.2cm.



## AQ270

This appliance is designed for high-traffic, smaller spaces, has a slim, discrete profile and is available in a wall mount or free standing configuration.

- One-touch, digital display is very easy to use.
- 50 intensity levels and timing options give you control.
- Perfectly scents spaces up to 425m<sup>3</sup>.
- AirQ™ droplets are 50 times smaller than a traditional aerosol.
- Size: 19.2cm x 25.4cm x 7.6cm.



## AQ580

This appliance is designed for commercial use to treat spaces directly, with various mounting configurations available. The integrated fan helps disperse the fragrance evenly across the space.

- One-touch, digital display is very easy to use.
- 50 intensity levels and timing options give you control.
- Perfectly scents spaces up to 850m<sup>3</sup>.
- AirQ™ droplets are 50 times smaller than a traditional aerosol.
- Size: 21.9cm x 22.2cm x 9.8cm



## AQ1280

This appliance is designed for professional use, in direct diffusion or through an HVAC system.

- Diffuse directly or via HVAC system.
- 50 intensity levels and timing options give you control.
- Perfectly scents spaces up to 4,250m<sup>3</sup>.
- AirQ™ droplets are 50 times smaller than a traditional aerosol.
- Size: 39.4cm x 34cm x 17.2cm



# The right scent for you...

Premium Scenting selection is based on your brand attributes and the customer experience you wish to create. Discuss your brand personality with our scent expert to discover the right scent to enhance your brand.

We are the leading experts in developing signature scents, and do so for some of the world's most recognisable brands. Based on a deeper understanding of your customers and your brand strategy, together with our market leading expertise in developing fine fragrances for spaces, our leading perfumers can create a sensory experience your customers will associate with your brand.

Our scent designers Christophe Laudamiel and Raymond Matts are widely regarded as two of the most influential figures in fragrance today.

## Scent Families

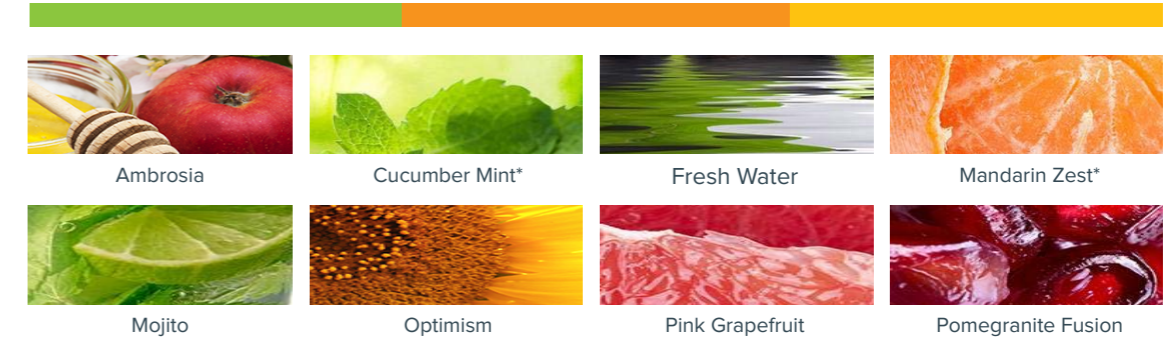


“ **42%** of people claim the “ambience” or “pleasant atmosphere” is what they most like about a store. ”

Source: <http://adage.com/article/news/product-scents-hide-absence-trueinnovation/59353/28/11/2012>.

## Our scents

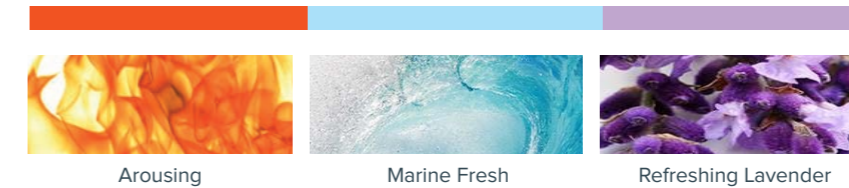
### Fresh



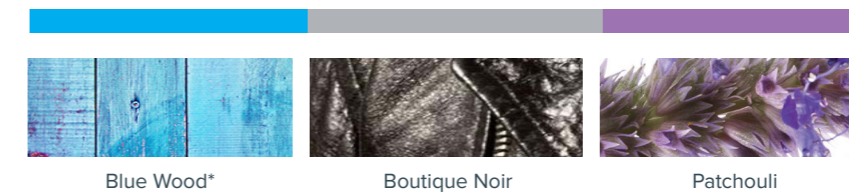
### Floral



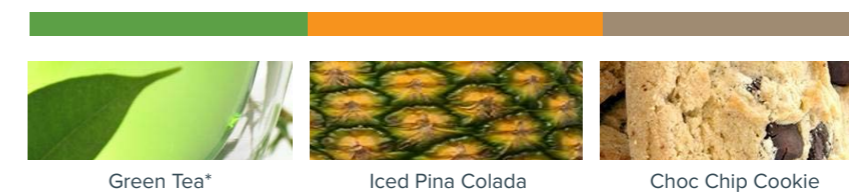
### Oriental



### Woody



### Gourmand



### Seasonal



\*For use with the AQ270 unit only





  
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