

April 28, 2009

10 Steps to Successful Scent Marketing

STEP 8: Keep track of your Scent Marketing program

Evaluating the “before-during-after” scenario is crucial but often neglected. If you use, say, scent marketing to promote the sales of flowers in a supermarket then you have to capture (over a certain time period) and record the sales in the unscented environment. Then you do the same during the scented period. For curiosity’s sake you may afterwards discontinue the use of scent altogether and see what happens then. Were you able to successfully lay a scent track to the flower department? Did you generate loyalty and repeat purchases? How about playing with the price? Can you maintain an increase? There are plenty scenarios you can implement as long as your store and inventory management is plugged in.

You may want to push scent through your front door the same way some stores blow cold air on the sidewalk on a steamy day. A simple electronic people counter on the door can tell you if you were successful in doing so. Now the traffic is there, what do you do with it? Unless you have enough sales staff or product on hand you will not be able to increase your sales and capitalize on your scent marketing effort. You may even end up with a frustrated consumer.

Also, make sure that the consumables in your installed scent delivery systems are frequently replenished or replaced.

Unless you keep close tabs on the results you will never find out if scent marketing makes sense for you. It would not be fair to give it a bad name only because customer acceptance and efficiency has not been measured. Once you have made a commitment you need to stay with it and instruct your staff accordingly so they do not see it as a nuisance but an important component of your overall marketing.

Faces of the Industry: Amy Marks-McGee



As we all know, the Fragrance and Flavor industry is competitive with high expectations. Suppliers and manufacturers alike are continually looking for the next big idea...whether it is a fragrance, flavor, ingredient, technology, or market. Meet Amy Marks-McGee, founder of Trendincite LLC. After fifteen years of fragrance marketing and trend experience at International Flavors & Fragrances (IFF), Noville, and Givaudan, she founded her own consulting company to address this need.

Chances are that your best creative ideas do not come to you when you are at your desk between the hours of 9 – 5. It is more likely that your best ideas happen when you are least expecting it...during a fine dinner, an art exhibit, or an exotic vacation. Therefore, Trendincite offers the opportunity away from the office to encourage creative thinking with a fresh approach to generate new product ideas. Trendincite specializes in creating custom-designed guided trend excursions to unique stores, boutiques, and restaurants.

The company’s core values are to engage all five senses, capture inspiration from unexpected places, and make the creative process enjoyable. Amy’s mission is to help clients cull through, distill, and translate pertinent trend information into tangible products.

So, when you are looking for inspiration for your next big idea, contact Amy at 1-888-561-1229 or trendincite@aol.com. For more information please visit www.trendincite.com.

Olfactory Experience at the Guggenheim

Monday, June 1, 9:30 pm: The ScentOpera introduces a new art form created by Stewart Matthew based only on smell and sound. Matthew collaborates with renowned fragrance designer Christophe Laudamiel and composers Nico Muhly and Valgeir Sigurdsson. Original scents and music will be performed in the dark via a customized scent organ for a world premiere unlike any other. The creation of the ScentOpera is supported by Fläkt Woods, Thierry Mugler Parfums, Arup and IFF.

Tickets are going fast: www.guggenheim.org.

Company News

Transparent Packaging Inc., a pioneer in clear folding carton converting technologies with its manufacturing plant in Montreal, Quebec, has introduced its latest innovation. A scented transparent packaging box that not only allows consumers to see the product, but also entices the consumer to pick the product up off the shelf to smell it. Thus getting the product a step closer to being placed in the shopping cart. +++ A. Schulman, Inc. (Nasdaq-GS: SHLM) announced the formation of an exclusive strategic alliance with the New York-based company **Add the Flavor, LLC**. The alliance will focus on commercializing Polyflav(TM), a product supplied as a masterbatch or additive aimed at plastic applications requiring custom taste and scent enhancements. +++ France-based **Maesa** has appointed the former president of L’Artisan Parfumeur as its new chief executive officer. +++

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The Scent Marketing/aromamarketing group on social networking site LinkedIn grows by the day.

Ironically, both the Scent Marketing Institute and its satellite office in Poland had the same idea just a few days apart and ended up merging then then-handful number of members into one single group, co-managed from both sides of the Atlantic.

Within just a few weeks the group grew to over 100 and currently stands at 116. Not bad for such a specific “market(ing) niche”.

There are plenty of familiar names and faces already. You can conveniently join via the link on our home page at www.scentmarketing.org.

SCENT world
Conference & Expo 2009

When:

November 19, 20 & 21 2009

Where:

The Renaissance Hotel
Las Vegas, NV (USA)

Why:

Because it's the only Scent Marketing Conference in the world!

How much:

Members \$449
Early Registration \$509
Last Minute \$599

www.scentworldexpo.com

Sorry, no more free lunch!

This may not be the best time -- but when is it ever a good time...

After three years of investing time and considerable amounts of money in building the Scent Marketing Institute brand we feel that this little plant which we lovingly nurtured can now stand by itself and is ready to bear fruit. Which means, we will start asking for your support.

SCENT MARKETING INSTITUTE

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Phone: +(646) 236 4606 • www.scentmarketing.org

Like other organizations to which you already belong we need to achieve reasonable financial stability.

We have plans that will benefit you as an individual, your colleagues, your company and the industry as a whole:

We will **expand our reach** by establishing satellite offices in addition to our office in Warsaw/Poland, that will ultimately cover the whole world and give you **immediate access to information and expertise** in places you can not be yourself.

Later this year we will roll out our **Certified Scent Marketing Expert certification program** which will combine distance learning and classroom sessions to train the future workforce of our industry and to provide entrepreneurs with the knowledge to get a prosperous head start.

We already have so many requests for information and support that **we need to prioritize**. To borrow from a well-known advertising campaign “Membership has it's Privileges”.

To get it all done **we need staff**.

A web master, so we can expand our on-line offerings, our Knowledge Base and our membership management system. A membership director that will help us expand and service our paying members. Listen to their needs and provide them with updated benefits based on these needs. An educational director that will assist in

developing and managing the certification process.

We need your support in spreading the word that we are “out there” and that our only objective is to bring the industry forward. We are no commercial threat to our members and supporters since we don't compete with you by selling products or services. We provide information and education on Scent Marketing, comprehensive and unbiased. Well, we reserve the right to have an opinion...

We need your financial support. In the form of an individual or a corporate membership, an ad in one of our publications, by attending or sponsoring our annual SCENTworld Conference & Expo. **We are not asking for a gift.** Our main objective is to give you value for your money which - according to the more outspoken members of our community - we have done well over the past three years past. And if we didn't, we'd like to know.

It takes an average of 27 “asks” - they say - to get a “yes”. For the Scent Marketing Institute's and for your own sanity I sincerely hope that we won't need that many.