

SCENTCOMMUNICATION

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Get in touch with scent!

SCENTCOMMUNICATION

About Us

- started in 1997 developing a new communication medium: scent
- head office in Cologne/Germany, production facilities in Germany
- core activities are:
 - Development of scent technologies
 - Production of scent cartridges and scent delivery systems
 - Creation of scents and scent concepts
 - Installation and service/maintenance



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Scent: the most emotional way to communicate

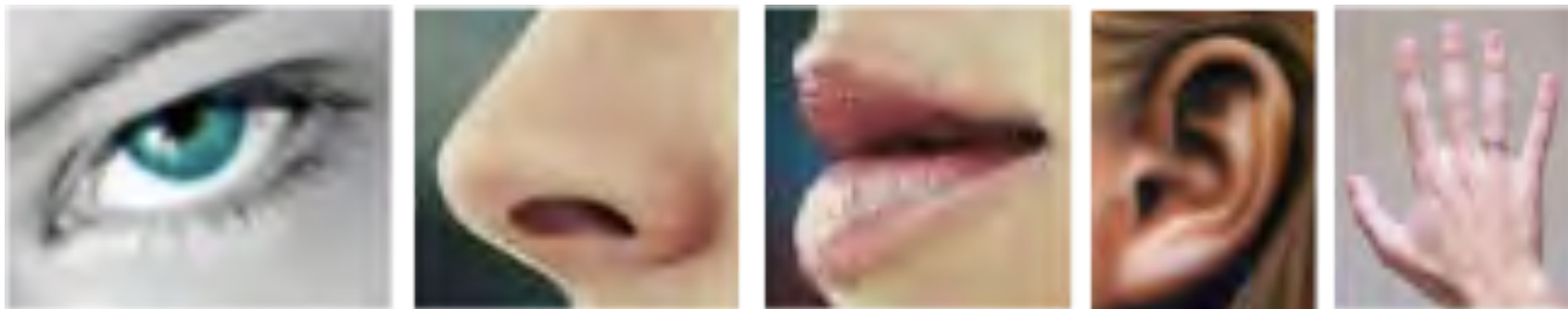
The only sense which is directly connected with the limbic system

Scents: faster than visual and audio signals

First impression is determined by scent and it is decisive for liking or disliking an environment, a person, a brand or a product

Scents make us decide instinctively

The human brain recalls scents better than any other information



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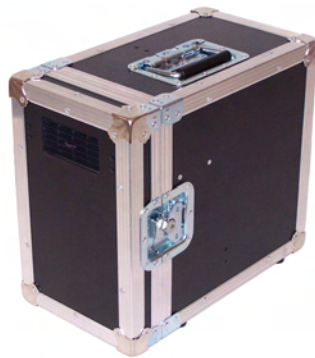
Ambient Scenting
small spaces

ScentCube / Scense



Ambient Scenting
large spaces

ScentDiffuser
Wave / Aircon



Individual Scenting

ScentController
PromoScent



Special Applications

Micro Scent Systems /
ScentGranules Sachets



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Beispiel: Consumer Electronics: SAMSUNG



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Samsung Signature Scent

„Intimate Blue“

The Samsung scent is crisp, sharp and evocative – a creative and brilliant expression that reinforces the exceptional and unique qualities of the brand.

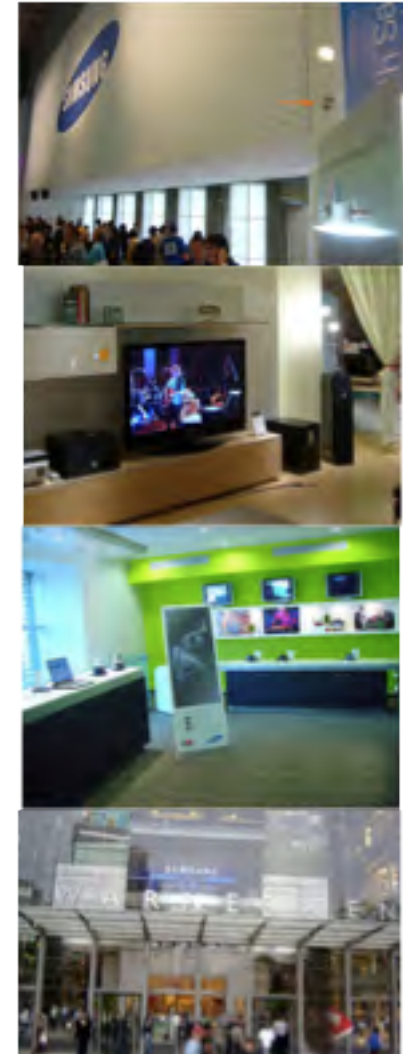
Research has confirmed that the Samsung scent strongly aligns with its brand personality, is gender neutral, and has a universal, hedonistically positive appeal.

The Samsung signature scent provides new dimensions to the brand experience. When High-Life Seekers were exposed to it:

98% reported it made the experience more pleasant overall.

66% reported it made them stay longer

36% reported it made them explore more products.



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Challenge:

Create the impression of fresh air and a relieving atmosphere on the several thousand square meter BMW pavillion at IAA 2007 (International Automobile Show in Frankfurt). Discreet, yet highly sophisticated impressions should be created accordingly to the brand values of BMW.

Solution:

Scentcommunication connected four ScentDiffuser systems to the A/Cs in the pavillion. Air outlets around the entrance area and underneath several cars created beautiful scented environments on the BMW booth.



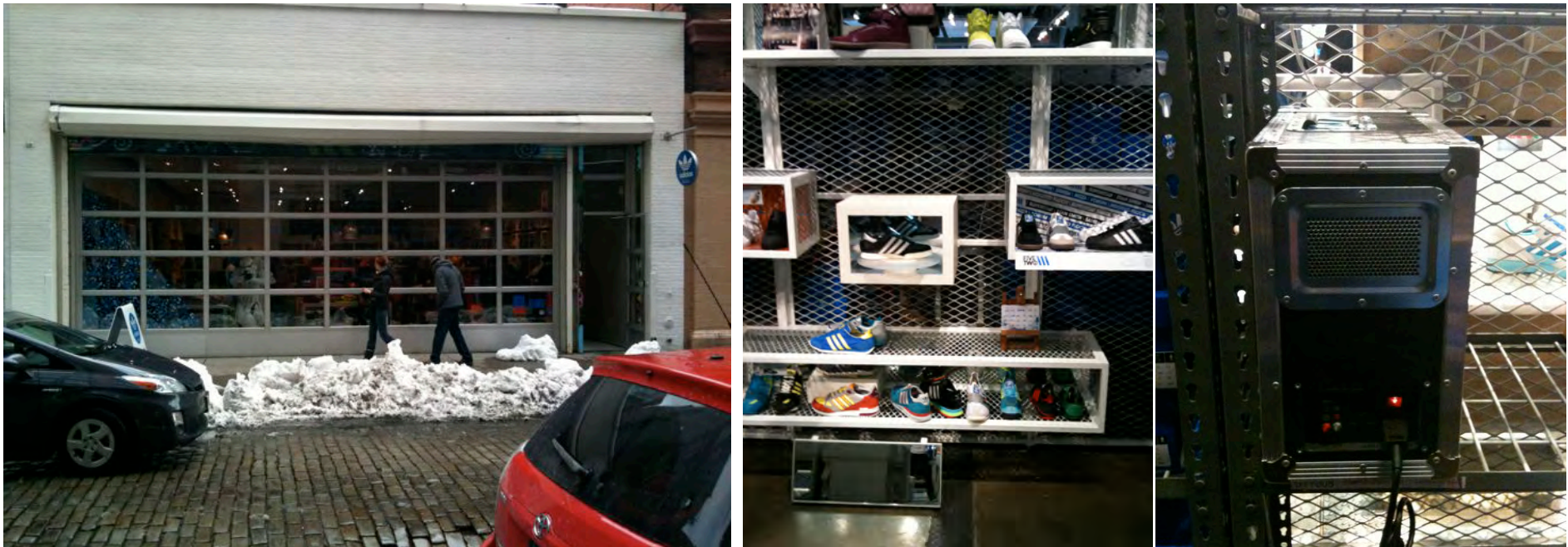
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Challenge:

Enhance brand recognition at the Point of Purchase by enhancing key components of scents which are elements of the products.

Solution:

Sissel Tolaas created a complex formulation which is delivered into the adidas Performance Stores around the world by Scentcommunication's ScentDiffuser systems.



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Challenge:

Global luxury brand Roger Dubuis asked Brandscents to create a unique scent which enhances the luxurious perception in Roger Dubuis Boutiques.

Solution:

Scentcommunication created different tools for different boutiques around the world, ranging from ScentDiffuser to ambient fragrance sprays



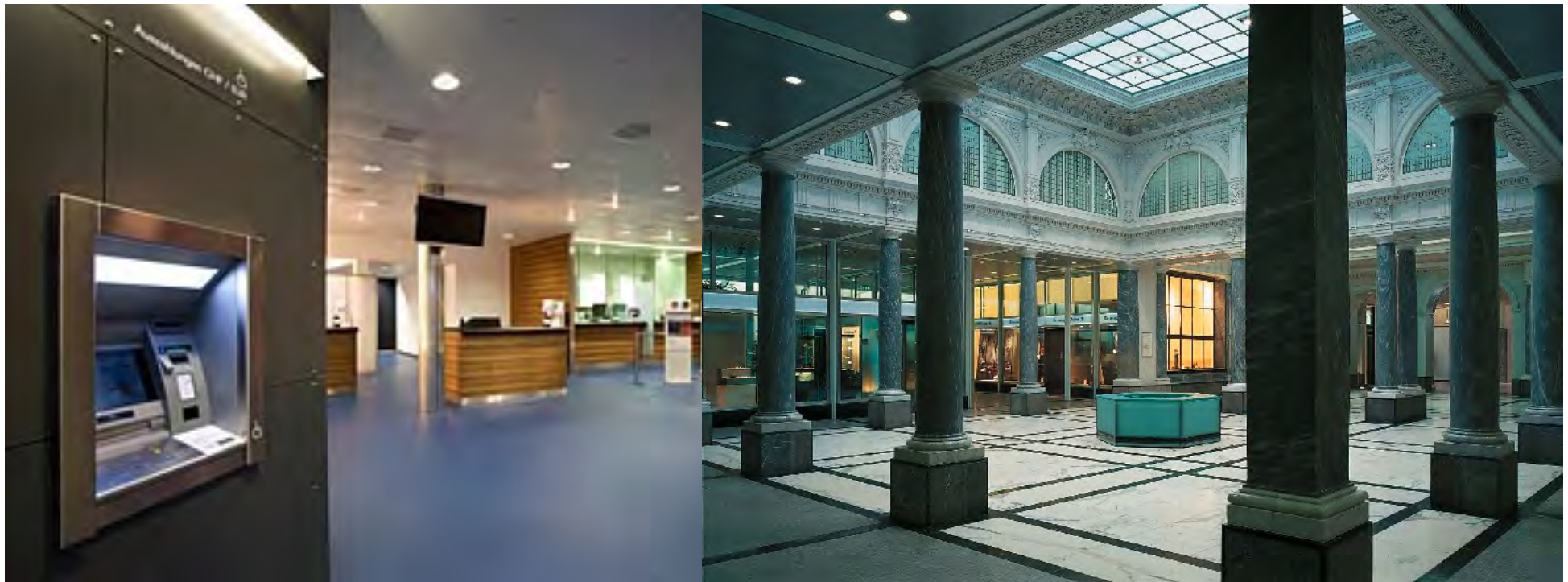
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Challenge:

Creation of a holistic sensual brand experience and have scents that relax clients and help them make better decisions.

Solution:

Calming and at the same time energizing unique scent composition is discreetly released in lobbies and meeting areas and conference rooms.



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Challenge:

Creation of a signature scent for Swissotel, combining a brand scent with local ingredients, that make you feel "at home" and at the same time have a local touch.

Solution:

Sissel Tolaas created a sophisticated scent with typical Swiss ingredients, luxurious components and typical Berlin smells. They combine to a unique and very pleasant experience in the large open lobby of the hotel. Hardware: ScentDiffuser.aircon attached to the air handling unit.



Challenge:

Enhance the ambient air in important areas of the hotel and function rooms. The scent should support the perception of the modern architecture and combine it with typical aspects of the Copenhagen area.

Solution:

A fresh and energizing scent, slightly abstract with natural ingredients delivered through ScentDiffuser systems. The project is realized by our Danish partner UrbanX.



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More examples: e.g. Public Transportation
Goal: Better passenger experience, less aggressive behavior, cleaner impression,...



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