

Adding value to print via the senses



Website:

email:

Simon Harrop

www.aromaco.co.uk

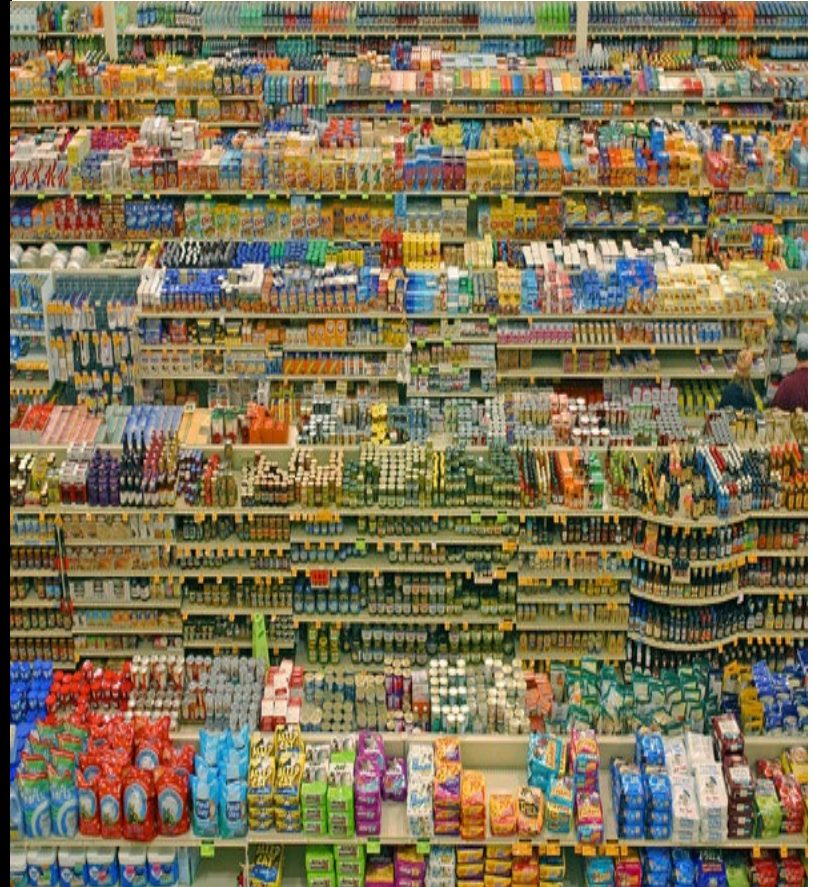
simon@fit2sail.net

1. Cutting through the noise
2. Getting emotional
3. Theory to practice

Vision overload...



Vision overload...



Chat GPT estimate of:

Daily Brand Exposure

100 – 300 in 2015

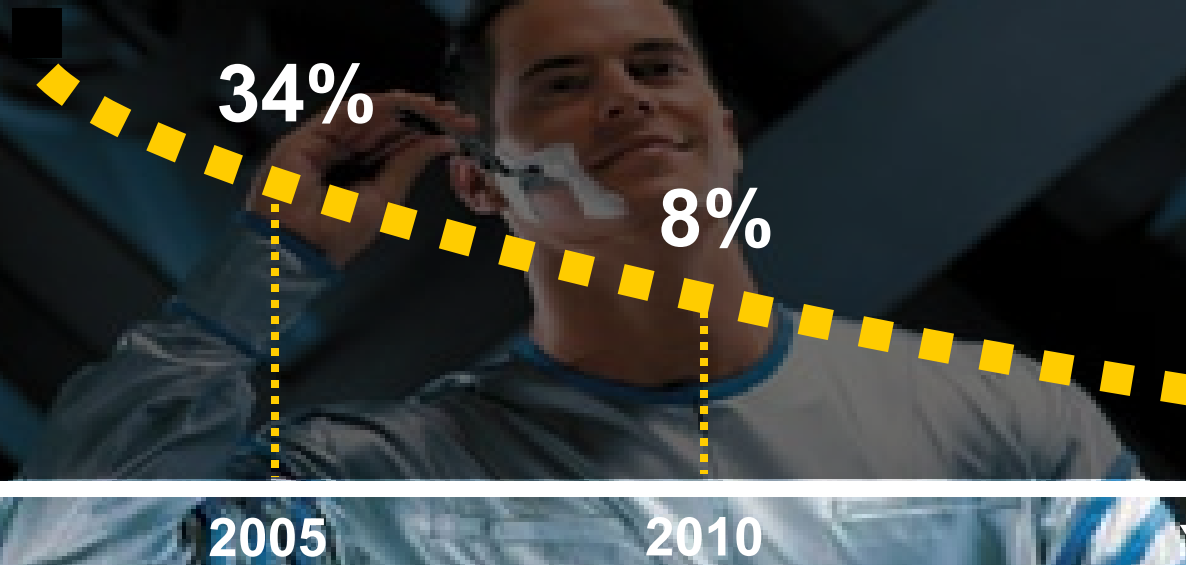
1000 – 5000 in 2025

Driven by digital platforms, mobile, social media, and connected TV

X10!

RECALL

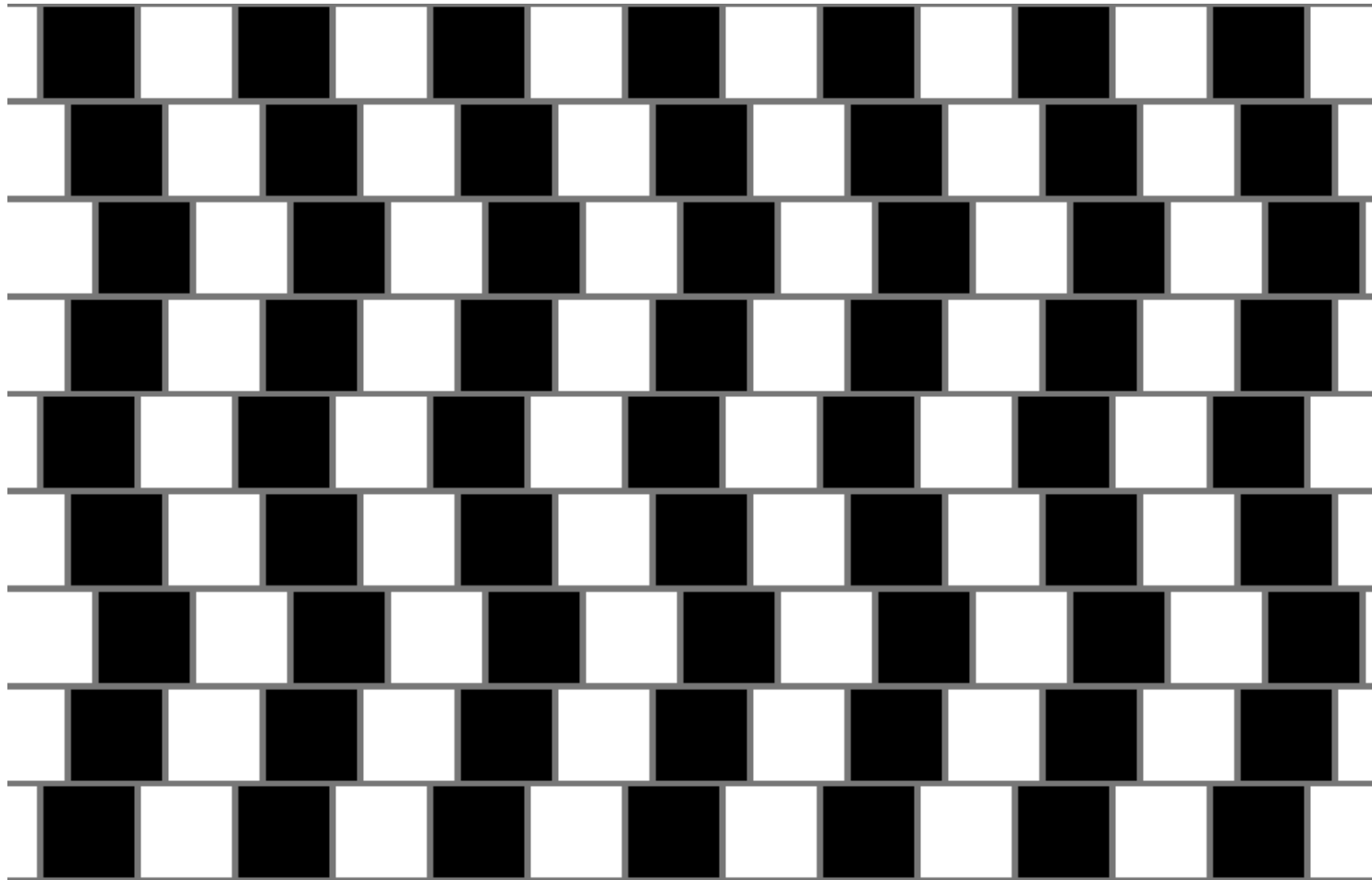
The declining effectiveness of broadcast media

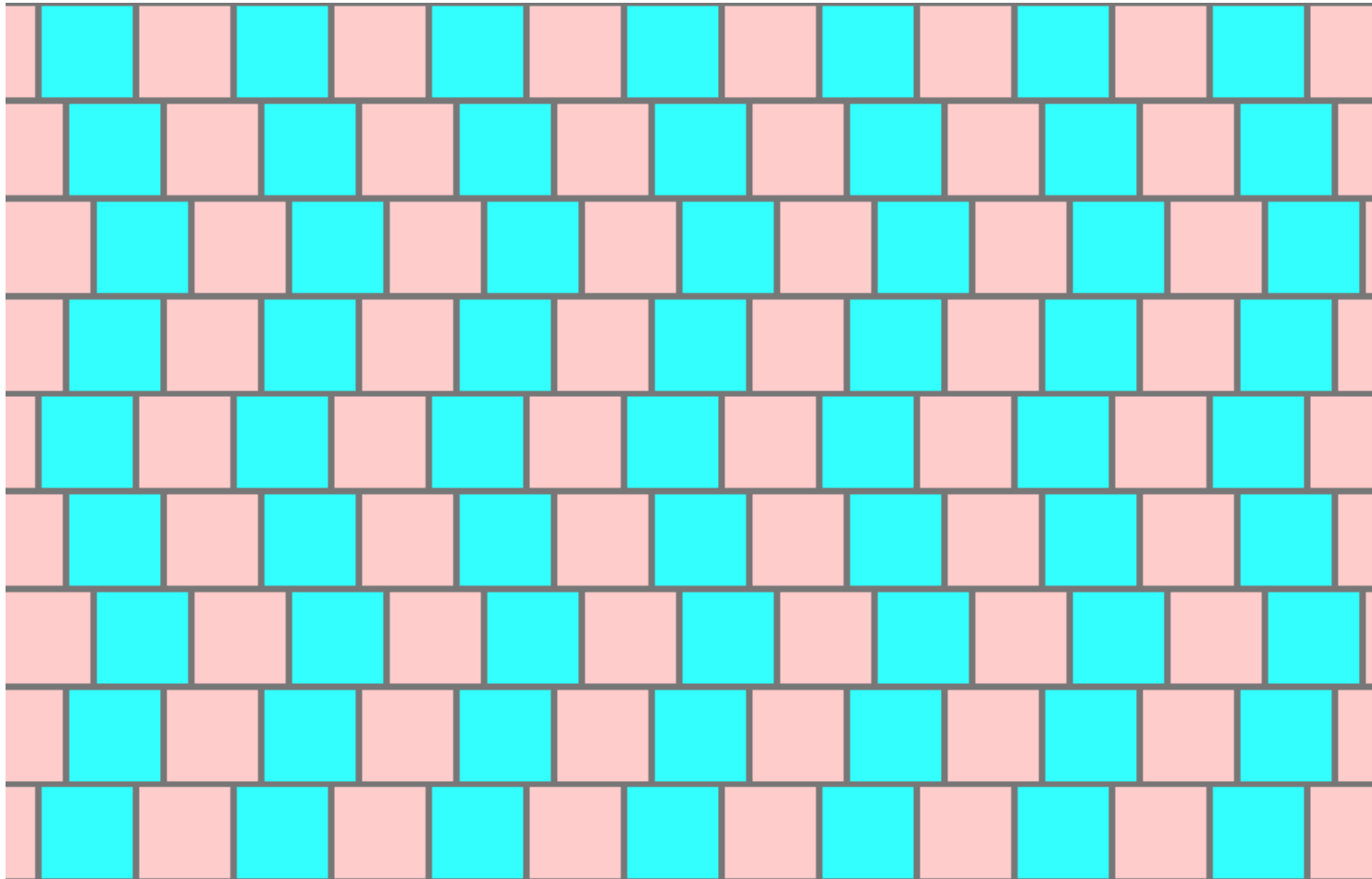


The danger of relying on vision alone







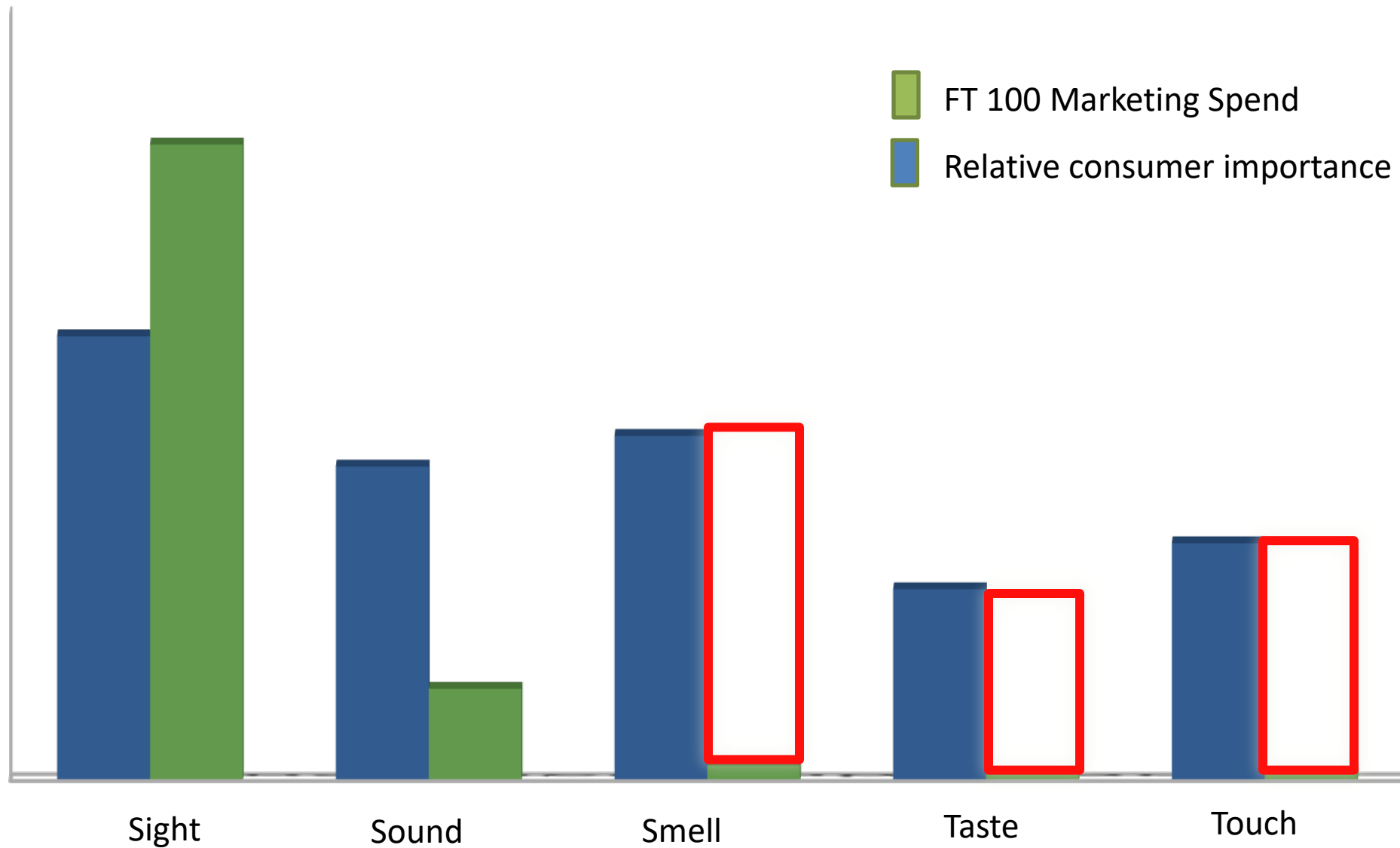








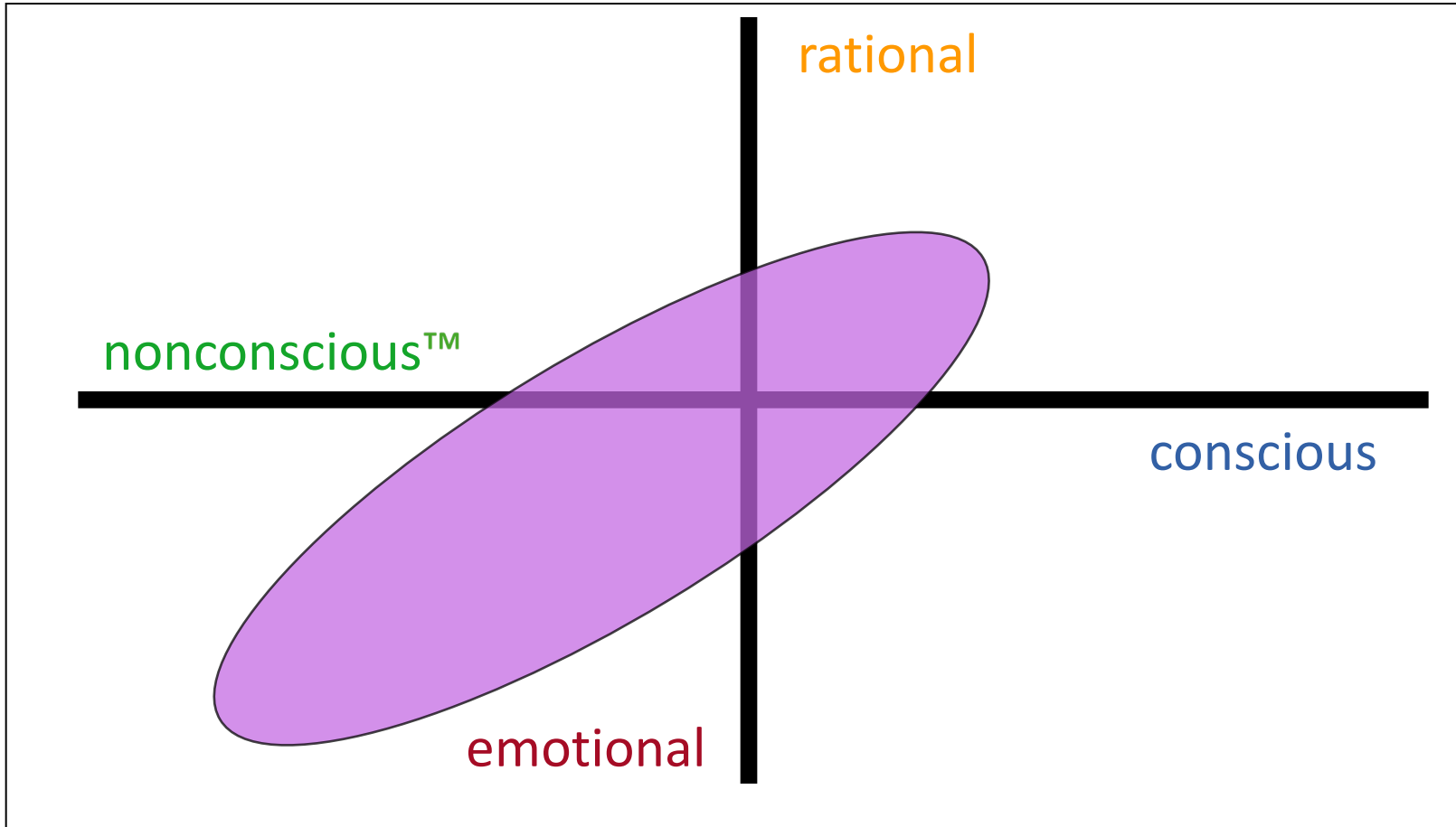
	% Identifying Each Sense as “Very or Important”	% Spend Against the Senses by Fortune 500 Companies
Sight	58%	84.2%
Sound	41%	12.1%
Smell	45%	1.9%
Touch	25%	0.9%
Taste	31%	0.9%



Put simply:
Print media can cut through
all the visual noise

“The decision process in brand adoption, engagement and loyalty is 70% emotional.”

Robert Passikoff



Price (\$)	30,880	31,225	28,300	29,170
Engine	2793cc 24-valve Six cylinder variable valve timing	2997cc 24-valve Six cylinder variable valve timing	2967cc 24-valve Six cylinder variable valve timing and inlet manifolding	2959cc 24-valve Six cylinder variable inlet manifolding
Power	198bhp at 5500 rpm	218 bhp at 5800 rpm	240 bhp at 6800 rpm	226 bhp at 6200 rpm
Torque	207 lb ft at 3500 rpm	219 lb ft at 3800 rpm	221 lb ft at 4500 rpm	202 lg ft at 5000 rpm
Transmission	5 speed manual Rear wheel drive	5 speed auto Rear wheel drive	5 speed manual Rear wheel drive	6 speed manual Front wheel drive
Weight	1440 kgs	1720 kgs	1628 kgs	1510 kgs
Max Speed	147 mph	143 mph	146 mph	150 mph
0 – 60 MPH	7.3 secs	8.0 secs	6.8 secs	7.6 secs
Fuel Economy	28.5 mpg	24.8 mpg	22.7 mpg	22.6 mpg

				
Price (\$)	30,880	31,225	28,300	29,170
Engine	2793cc 24-valve Six cylinder variable valve timing	2997cc 24-valve Six cylinder variable valve timing	2967cc 24-valve Six cylinder variable valve timing and inlet manifolding	2959cc 24-valve Six cylinder variable inlet manifolding
Power	198bhp at 5500 rpm	218 bhp at 5800 rpm	240 bhp at 6800 rpm	226 bhp at 6200 rpm
Torque	207 lb ft at 3500 rpm	219 lb ft at 3800 rpm	221 lb ft at 4500 rpm	202 lg ft at 5000 rpm
Transmission	5 speed manual Rear wheel drive	5 speed auto Rear wheel drive	5 speed manual Rear wheel drive	6 speed manual Front wheel drive
Weight	1440 kgs	1720 kgs	1628 kgs	1510 kgs
Max Speed	147 mph	143 mph	146 mph	150 mph
0 – 60 MPH	7.3 secs	8.0 secs	6.8 secs	7.6 secs
Fuel Economy	28.5 mpg	24.8 mpg	22.7 mpg	22.6 mpg

How the sense of smell works



How the sense of smell works

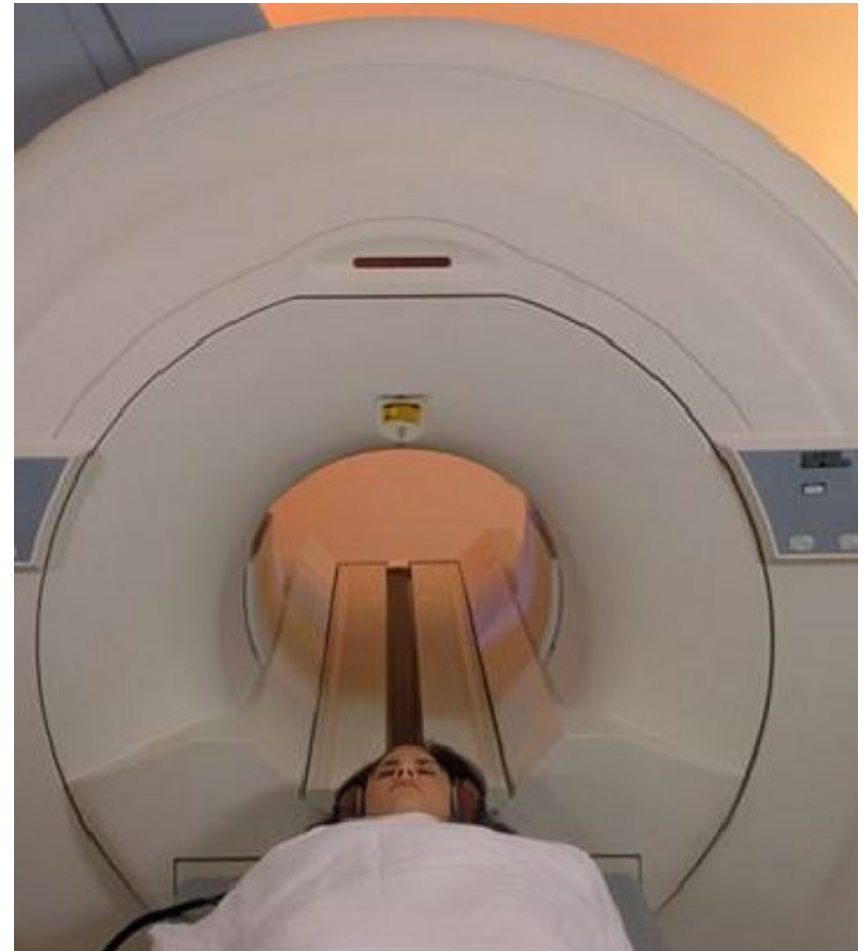
Limbic System and the 4 F's

Emotions, memories and
learned experience



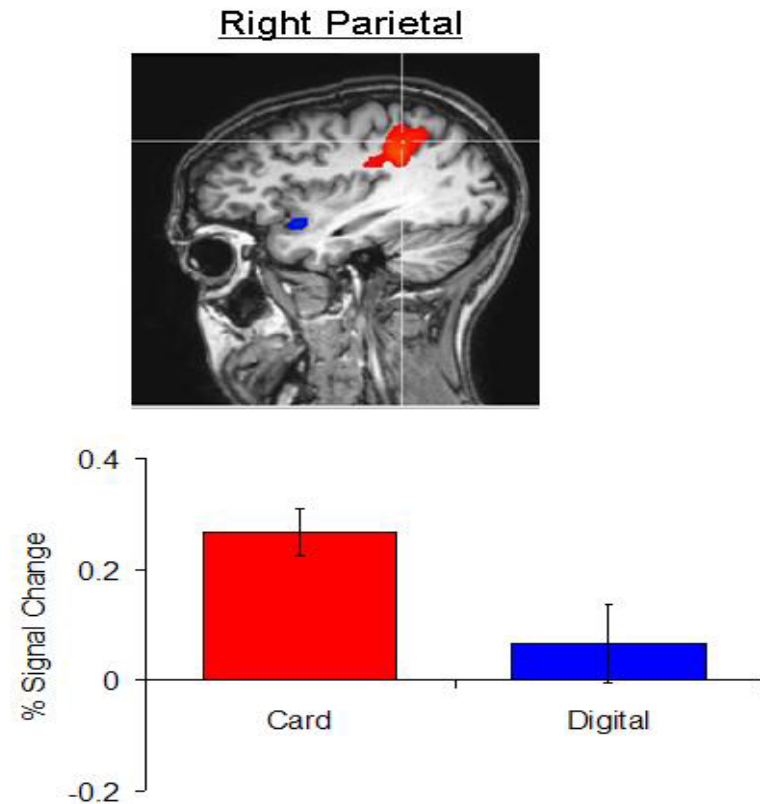
fMRI Research DM vs Digital

- Identical visual message
- 30 participants scanned
- Message presented on paper and on a screen



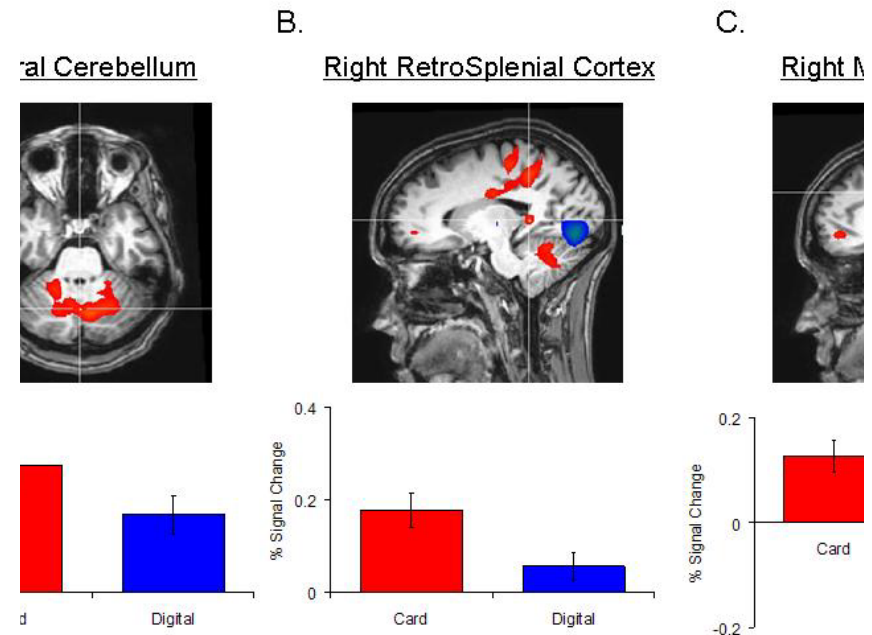
Sense of 'place'

We can locate printed words and pictures in space which makes them more 'real'



More emotions

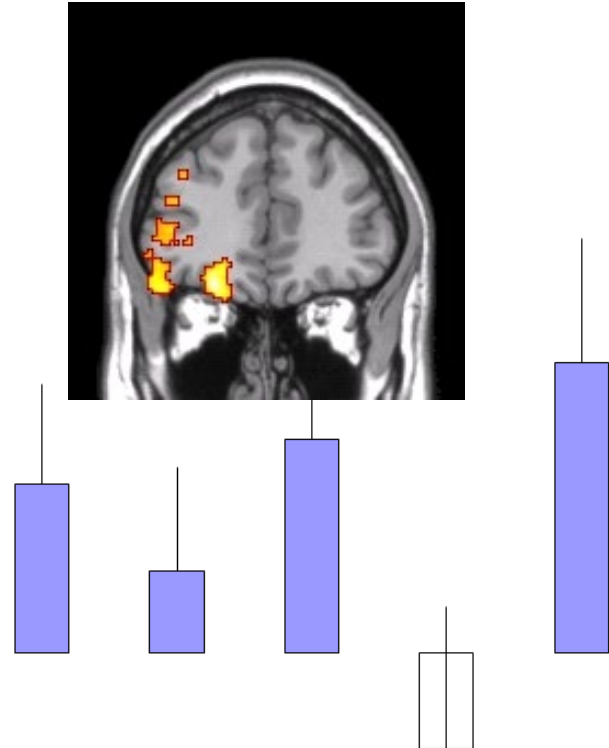
- More emotional with physical material
- Emotions are important for brands
- Influence media choice?



Super-additivity

$$1+1=3$$

% BOLD signal change



Paper is special !

- more 'real' for the brain
- internalised more
- more emotions involved
- better decision making



Put simply:
Print media can touch on the
emotions in a way that digital
cannot

Theory into practice:

Touch to Smell

Innovation and story-telling

- Scented booklet
- Highlighting the flavours



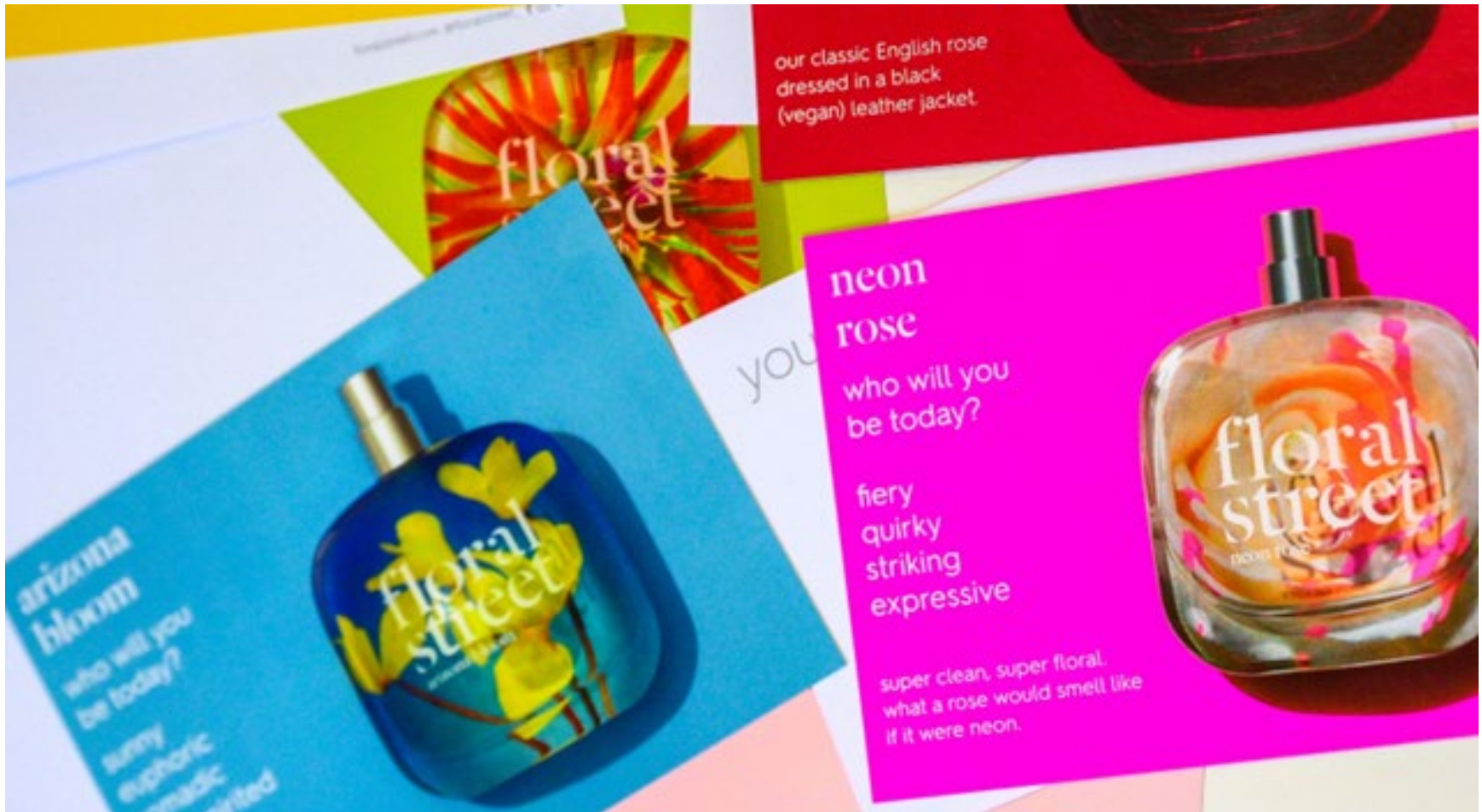
Cocktail menus - botanicals



Cocktail menus - botanicals



Printed, tear-off testers











Scented POS

Scented shelf talkers, scratch cards, wobblers and magazine inserts

- 28% brand switch
- 30% increase in redemption
- 35% sales uplift
- 16% 8 weeks later
- Driving brand loyalty



Product: Aroma card Use: Hand out
Client: Bold



Product: Scent wobbler Use: Shelf edge
Client: Airwick



Sensory outdoor media

- Active or passive
- Sampling at point of traffic
- Drive to store
- Pilot installations –
Clearchannel, Titan,
Maiden, JC Decaux

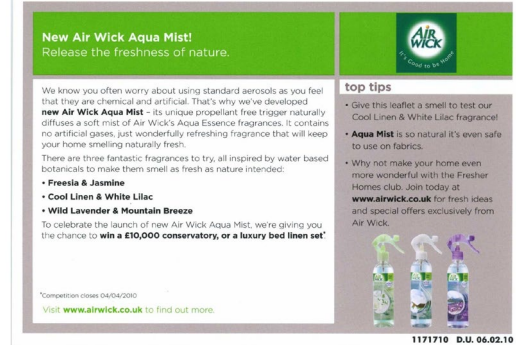


Sensory outdoor media

- Tear off pads
- Sampling at point of traffic
- Drive to social media



Retail - Home Care Brand



1. Cutting through the noise
2. Getting emotional
3. Theory to practice

Put simply:
Brand strategies must
incorporate both digital and
sensory print media.

Sensory Audit of your/your clients' brand?

 SimonHarrop
simon@fit2sail.net
[www. aromaco.co.uk](http://www.aromaco.co.uk)