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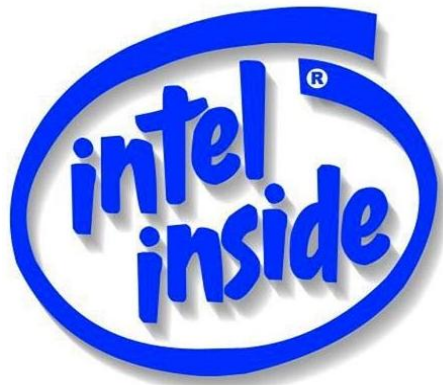
Sensational:
Harnessing the power of
the five senses to create
brand connections



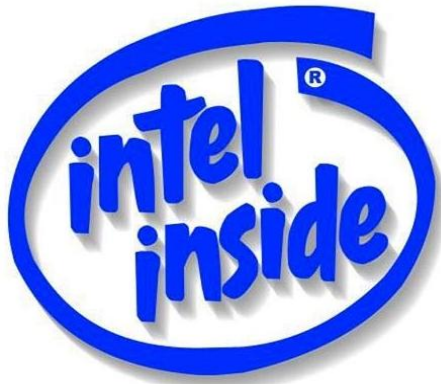
Let's start with a question...



What unites these three brands?



They've all harnessed the power of sensory marketing...



Famous for its three chimes



Famous for the feel of the bottle,
famous for its taste



Famous for that comforting,
homely smell



So what's the story?



A bland brand world

The days of shouting at consumers are gone:

- Traditional communications solutions are not as effective as they once were
- Impact is falling – advertising recall is in decline
- Channel proliferation and audience fragmentation
- Vision overload





Looking beyond the visual

In a world of visual bombardment, what now connects?

- Royal Mail are working closely with BRAND sense, the UK's leading consultancy on sensory branding
- Together, we became curious:
 - Sight is only 1 of 5 senses, but is it enough to engage consumers on an emotional level?
 - How powerful are each of the senses in building brands?
 - What is the financial value of using our senses in a more structured manner?





Moving from the era of brand identity to the age of experiences

Brands searching for more meaningful connections:

- A need to connect at a deeper emotional level
- But what touchpoints allow us that moment of experience?
- Few of the channels in the mix truly afford that 'quality time' – but we know one...





Mail: the sensory medium

Direct mail:

- Is naturally three-dimensional
- Can reflect a brand's character
- Can trigger emotionally linked responses
- Can engage all five senses (and in particular, the senses other mediums really struggle to play with: taste, smell and touch)





“Tell me and I’ll forget.

Show me and I might remember.

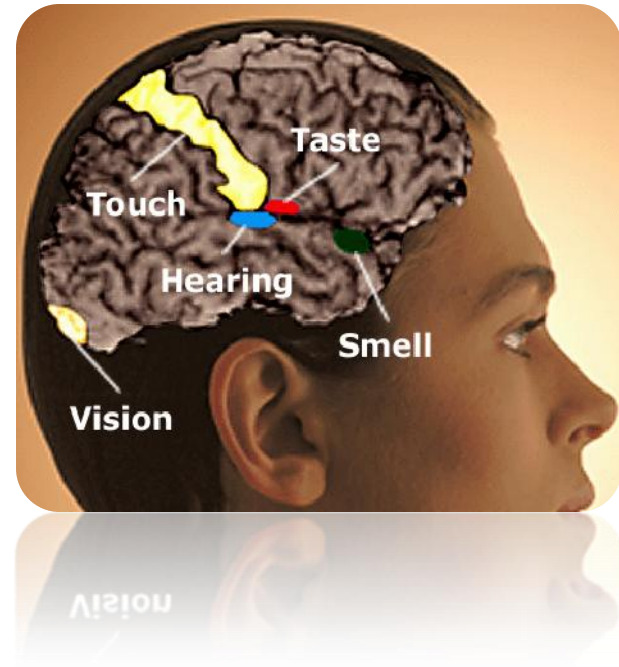
Involve me and I’ll understand”

Benjamin Franklin



The BRAND sense research study

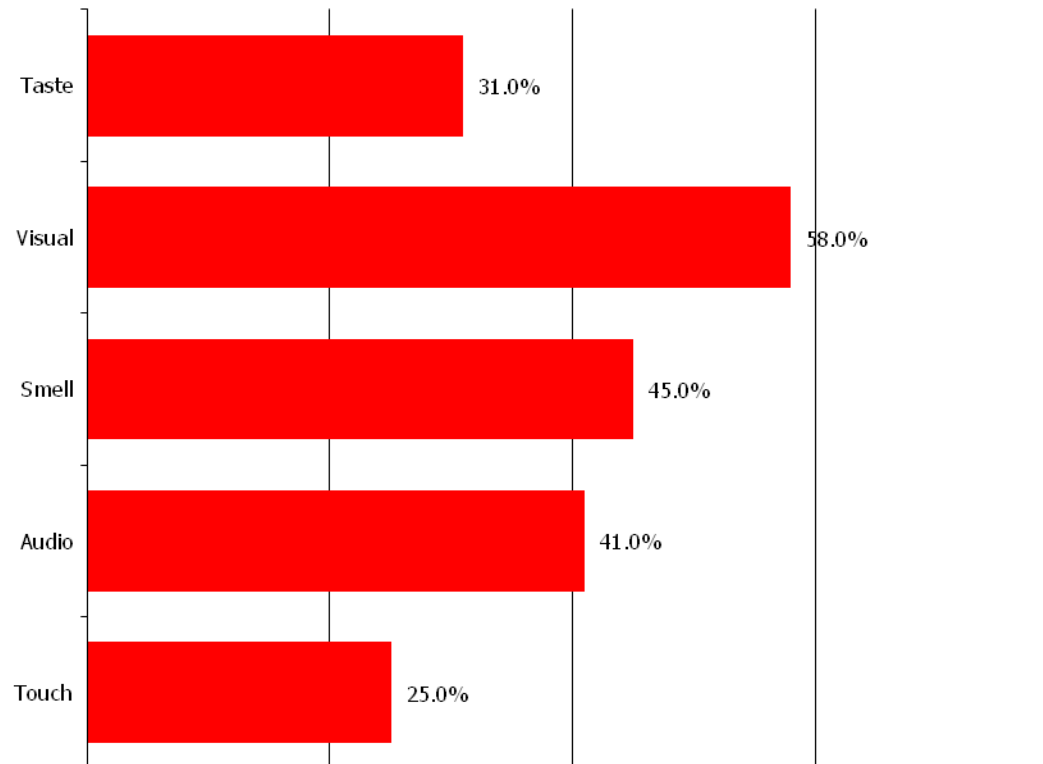
- The world's first global study of the way we use our five senses on relation to brand propositions





The relative importance of the senses in the relationship with brands

While sight is still the sense we rely on most often, it is very closely followed by smell and sound.





The relative importance of the senses in the relationship with brands

	% identifying each sense as "very or somewhat important"	% spend against the senses by Fortune 500 companies
Sight	53%	34.2%
Sound	41%	12.1%
Smell	45%	1.9%
Touch	25%	0.9%
Taste	31%	0.9%



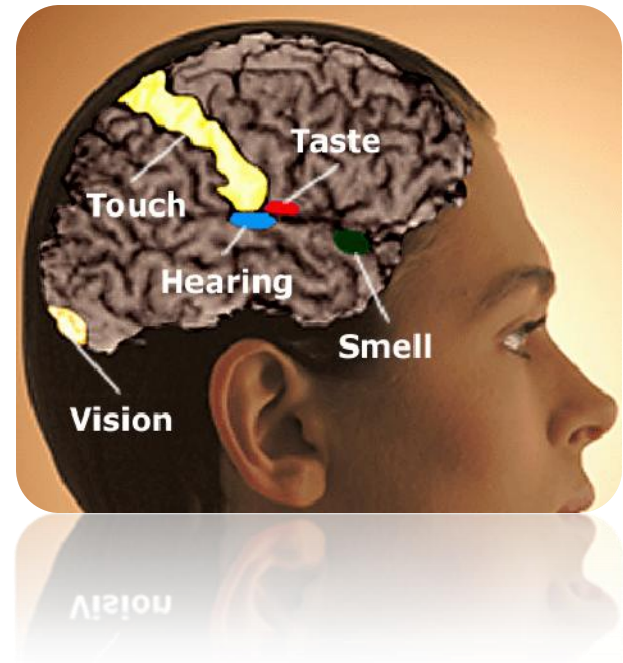
83%

**Of all information
people receive is visual**





The sense of smell emotionally affects humans up to 75% more than any other sense





**Our mood will increase
by up to**

29%

**If we are exposed to a
positive tactile feeling**





**Our mood will increase
by up to**

23%

**If we are exposed to a
positive taste**





**Our mood will increase
by up to**

46%

**If we are exposed to
a positive picture**





**Our mood will increase
by up to**

65%

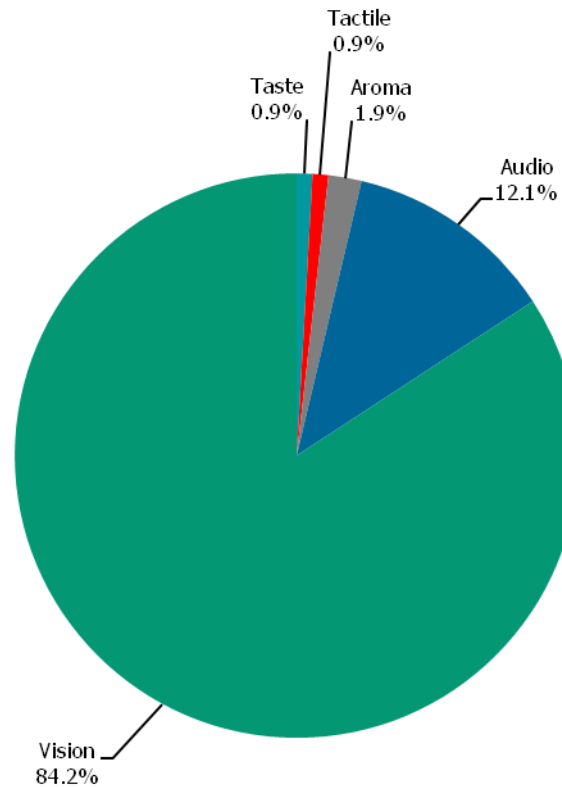
**If we are exposed to
a positive sound**





Present: strong visual bias in spend

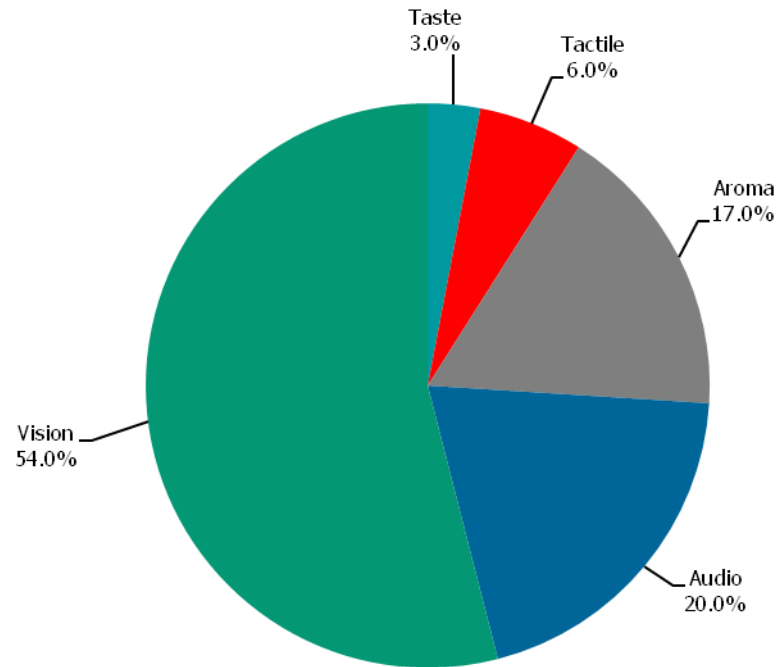
Leverage – the five senses





Future: spending on the senses will be more in balance

Leverage – the five senses



Brands making sense – some best practice examples

The automotive industry has valued sensory power for some time

- Rolls Royce – Eau de Rolls Royce
- Network Q – smell of new cars to its second hand estate
- BMW – sonic attributes of their cars
- Consumer survey – distinguishing one car from another by the sound of the door closing





Brands making sense – some best practice examples

Some examples from our friends in the States

- Bloomingdales – babywear department used aroma
- Restaurant – music based upon the human heartbeat
- Harrahs casino – scented area of its gambling hall





Brands making sense – some best practice examples

“No, I’m on a bus!” Applying sound to the mobile industry



- Nokia’s sonic brand has created fantastic product placement opportunities: nine Nokia tunes in *Love Actually* alone with an estimated media value of \$9.7 million
- 40% of the BRAND sense research sample stated that they felt that the ring tone of a mobile phone was more important than the design

Brands making sense – some best practice examples

Just smell it

- In a well-known experiment at the Chicago Institute of Smell and Taste two identical pairs of Nike trainers were placed in two identical rooms; one room was scented, the other was not
- Not only did 84% of the research sample prefer the pair in the scented room, they were – on average – prepared to spend an additional \$10.33





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