



*Scentmarketing*  
at the **POS**



## ***small scent N***

We developed ***small scent N*** for the NIVEA label of the BEIERSDORF AG, who desired a unit, which could be easily integrated into their existing display cases. The unit functions with a standard 230V plug, using the existing outlets, or can be operated with batteries. Every employee can install and operate ***small scent N*** and exchange the scent-medium, which lasts almost three months.

Dimensions: 10 cm x 10 cm, with a height of 20 cm.

***small scent N*** can be customized.

This unit was developed together with our technical partner REUSCHETEC GmbH, a company whose engineers and specialists have nearly 30 years of experience.

***small scent N*** is manufactured in Germany. The company is ISO 9001 certified.

# *Scent* as element of multisensual *Marketing*

It is common knowledge that the consumer makes 70% of all decisions, for example in retail situations, subconsciously and that 55% of those are made at the POS! Following the international progress in research of the human senses Horizont reports under the headline "Scent reinforces brand loyalty" on the experiment 5-sense-branding. The results show that communication is enhanced if several senses are involved simultaneously.

Marketing strategies aim through the nose to the brain, where the effect of pleasure stimulates the willingness to purchase. It is evident that the nose is "linked directly to the seat of emotions in the brain," the Welt am Sonntag reports, "a scent registers stronger in brain than a slogan."

The sense of smell takes on an enhance role, due to its sensitivity. According to an international study on the rank of the sense organs, the sense of smell ranks second with 45%. In his book Emotionale Markenführung mit Duft (2007), Dr. Patrick Hehn writes: "...all senses have a great potential influen-

cing the emotions, but the sense of smell has an exceptionally powerful effect on the emotions, due to its special physiological characteristics.

Several years ago, an international retail chain discovered that, by psycho geographically effective diffusing of scent, the shopping experience is enhanced, the attention on a specific product is intensified, and that the customer stays longer in the sales area. Furthermore, the display of goods is being experienced as more beautiful, more attractive and effective. The POS appears more inviting, stimulating and with more variations.

The BEIERSDORF AG with its brand NIVEA uses small scent N in their Shop-in-Shops.

*... scent is the key  
to communication ...*

*The Swarm, Frank Schätzing*

**MAXXSCENT**  
*scent and malodour management*

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