



BRING A SCENTED DIMENSION TO YOUR WORK

Scent marketing

How odours have us led by the nose.



OBJECTIVES

- Incorporate a scented dimension into a multi-sensorial creative approach.
- Acquire or structure knowledge of scents and their various uses in the fields of perfume and cosmetics, health, art, fashion, design, communications etc.
- Apply scent marketing to the design of fragrance products and in developing a scent merchandising plan.
- Reinforce brand image/recall by communicating with a scented logo



CONTENT

- The sense of smell: physiological and emotional principles; learning and memorizing smells.
- The use of scents in marketing: a definition, and the limits of olfactory manipulation
- Integrating the digital dimension.
- Practical exercises on scent projects: designing a scent logo, creating a scented merchandising plan, developing a product range with fragrance & flair.



Professionals: architects, designers, merchandisers, product managers, retailers, communications agencies, health professionals, perfume students and enthusiasts who want to study and master scent marketing and its uses: product mix, POS events, perfume advertising.



1 teaching file



3 days (21 hours)