



**BRANDSCENT**<sup>®</sup>  
**SCENT MARKETING**

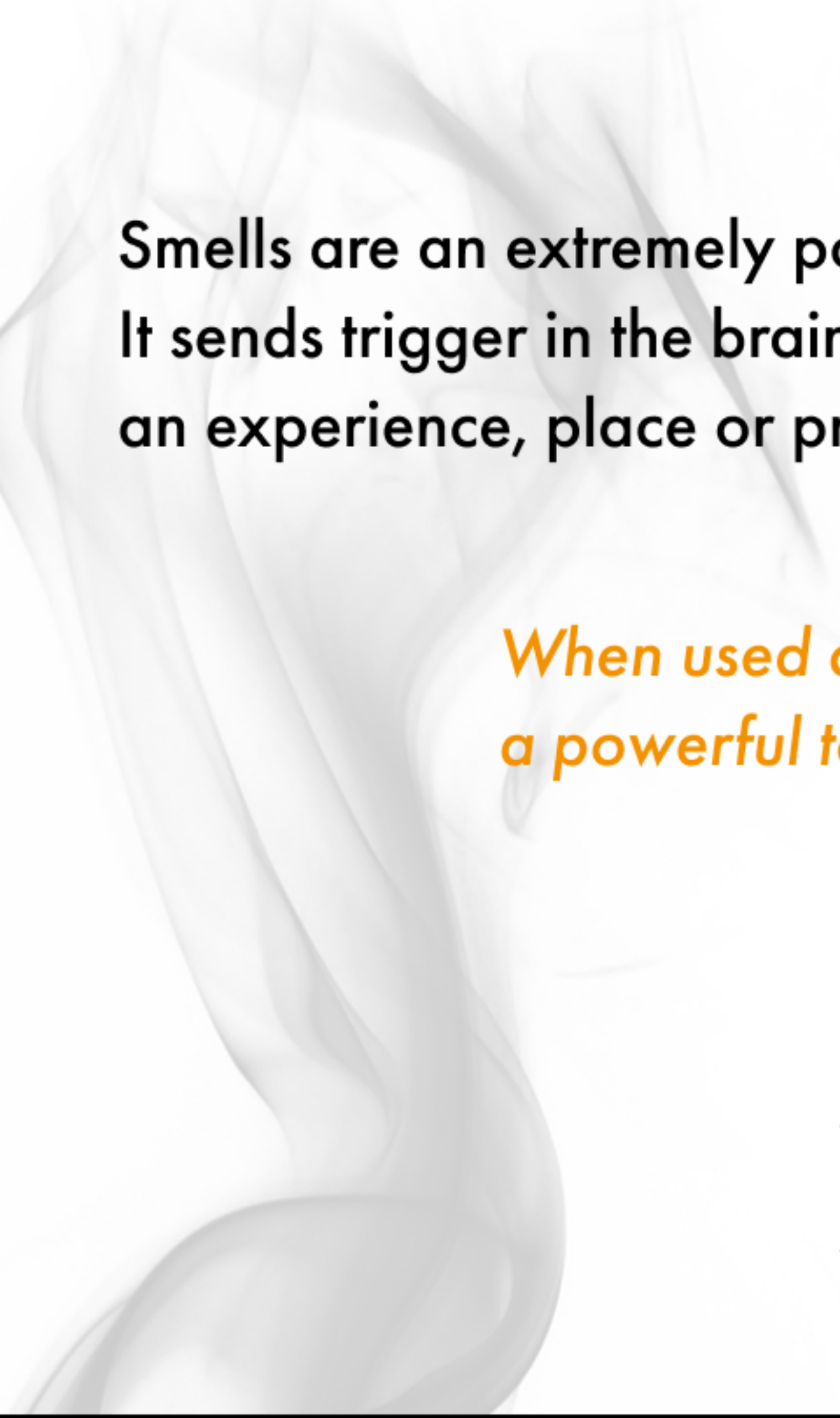




**BRANDSCENT**  
**SCENT MARKETING**

**MAKE YOUR BRAND  
UNFORGETTABLE**





Smells are an extremely powerful influence.  
It sends trigger in the brain to create connection (memories) to  
an experience, place or product.

*When used correctly, scent marketing can be  
a powerful tool for businesses of all sizes.*

Signature brand scents can influence the way  
shoppers think and process information.

A positive scent is so transformative - it can  
entirely reshape the consumer experience.



A CUSTOM SCENT LEADS TO POWERFUL  
AND IMMERSIVE BRAND EXPERIENCES.

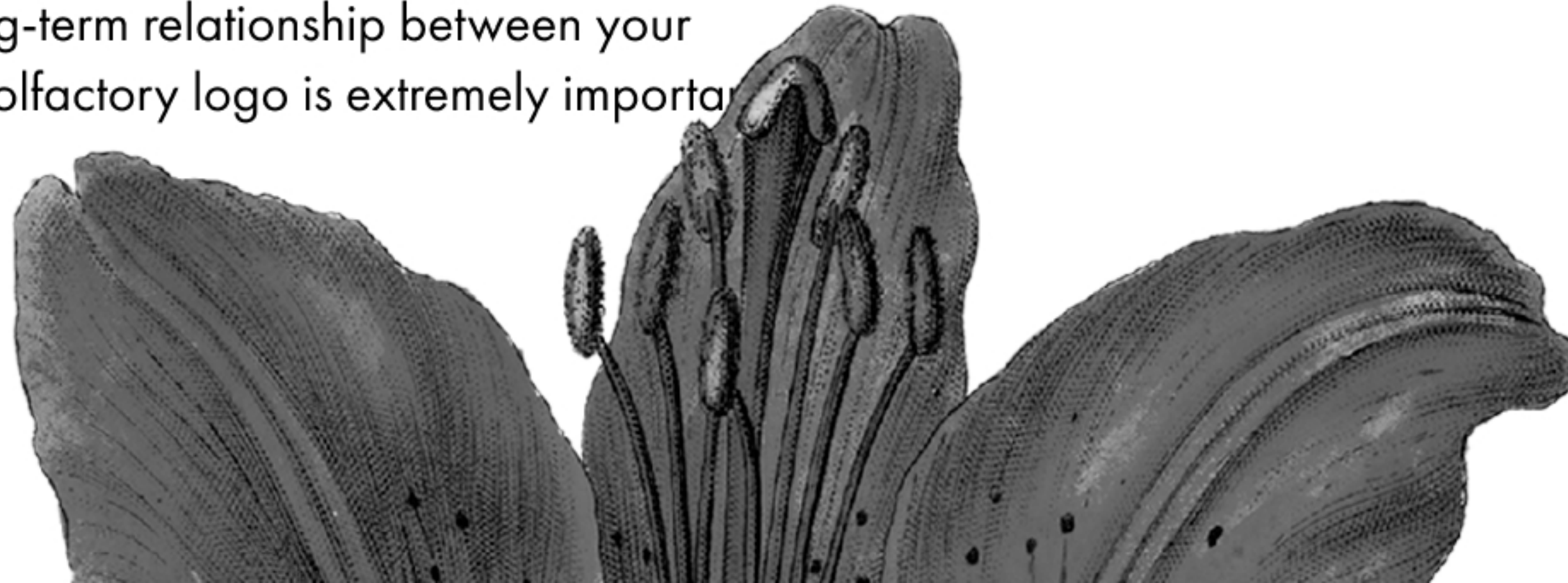
# SCENT MARKETING

# WHY CHOOSE BRAND SCENT

## Who We Are & What Do We Do?

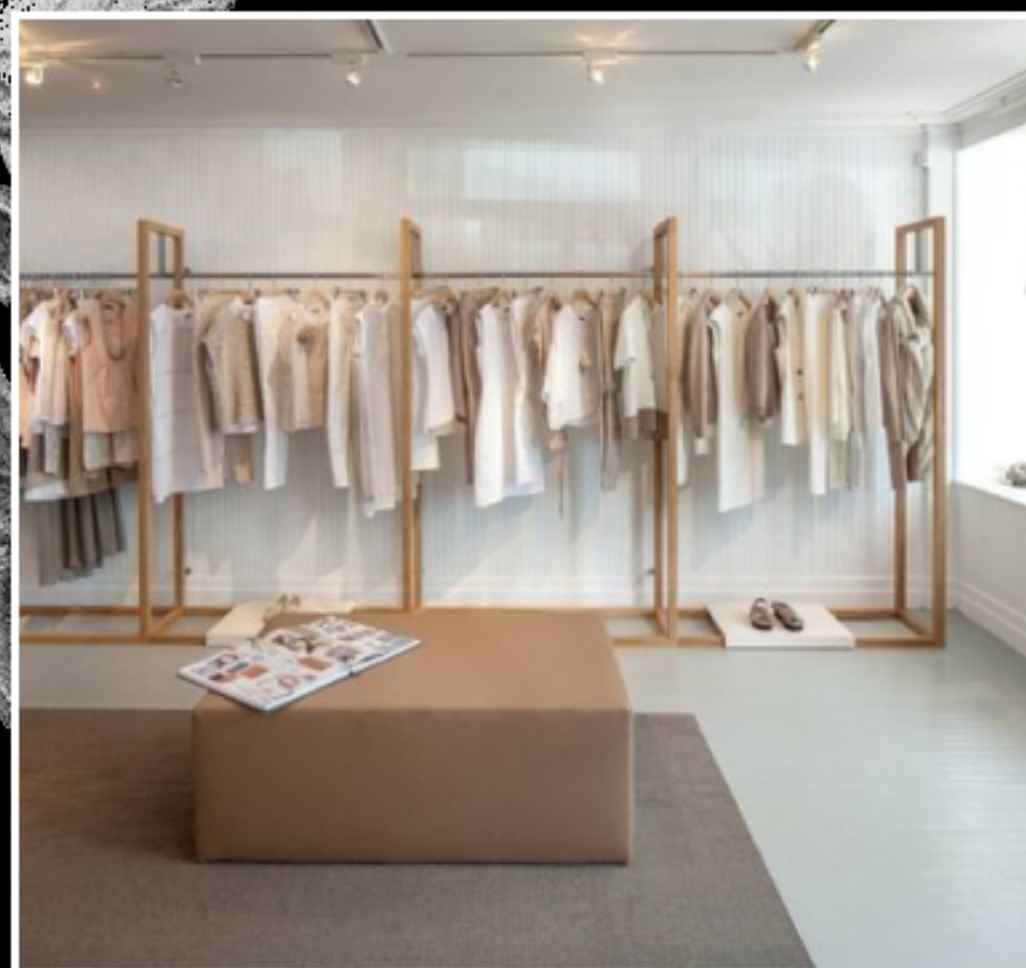
BrandScent is a multi-award-winning scent marketing agency, specialising in creating a signature scent for your brand and manufacturing custom branded candles and fragranced promotional products. A team lead by doctors turned alchemists we put the science back into sensory branding. When considering a signature scent, think of your chosen scent as your olfactory logo. From initial contact, engagement, and forming a long-term relationship between your brand and your customer, your olfactory logo is extremely important.

BrandScent design and achieve bespoke scent marketing options for global brands. We help create memorable brand associations that transform consumer experiences. With our expertise of human emotions and how scents impact the human brain we design and manufacture successful scent programs for brands that want to stand out.



The Best Brands Know The Benefits Of

# SCENT MARKETING BRAND EXPERIENCES



Retail Stores



Events



Hotels + Hospitality



Restaurants & Washrooms



Fitness Centers



GWP Opportunities



Office Buildings



Real Estate | Home Construction



**IMPROVE BRAND RECOGNITION**

Scent marketing can be a powerful tool for reinforcing and improving brand recognition. A signature scent can help tie positive emotions to a customer's overall experience. Scent can also play a role in reinforcing brand identity by helping to create a consistent experience across all touch points.

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**ENHANCE CUSTOMER EXPERIENCES**

The very first impression a customer perceives is that of scent is noticed at that exact moment of exposure. For this reason, a scent must be an integral strategy for brand marketing to make a lasting impression and positive trigger for brand association.

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**EXTEND TIME CUSTOMERS LINGER**

Studies have shown that scent can be used to increase sales and encourage customers to spend more time lingering. Scents can create a warm, familiar and comfortable ambiance, making shoppers feel more positive about the products they are buying.

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**ATTRACT NEW CUSTOMERS**

An engaging scent can serve as an enticing lure for potential customers who have never visited a particular business before. Part of the sensory suite that is used by marketers worldwide, a positive scent can create an unconscious desire to repeat the experience in the customer's mind.

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## KEY BENEFITS SCENT MARKETING



### CREATE HIGH VALUE PERCEPTION

There is no doubt that the proper ambient scent contributes to the building of a favourable perception of the store or business and helps buyers develop a certain “feel” for their surroundings. When used thoughtfully, fragrance can be a powerful tool for creating the desired customer experience.

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### INCREASE SALES

Scent is a powerful marketing tool that can have a major impact on sales. Numerous studies have shown that scent branding can significantly increase purchase intent and product sales. For example, one study found that the aroma of freshly brewed coffee increased coffee sales by 300%. By utilising the power of scent, businesses can boost sales and encourage customers to keep coming back for more.

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### ENCOURAGE REPEAT BUSINESS

When it comes to creating a lasting impression, smells matter. In fact, studies have shown that the average person is 100 times more likely to remember a scent than something they've seen, heard or touched. This is why savvy marketers are increasingly turning to signature scents as a way to create an unforgettable customer experience that will encourage repeat business.

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### INSPIRE BRAND LOYALTY

The ambiance of a business can play a major role in creating customer loyalty. One important element of ambiance is fragrance, which can be used to send subliminal messaging to customers. By carefully selecting the scents that are used in a business, they can create an environment that is more likely to appeal to their customers. As a result, customers are more likely to return.

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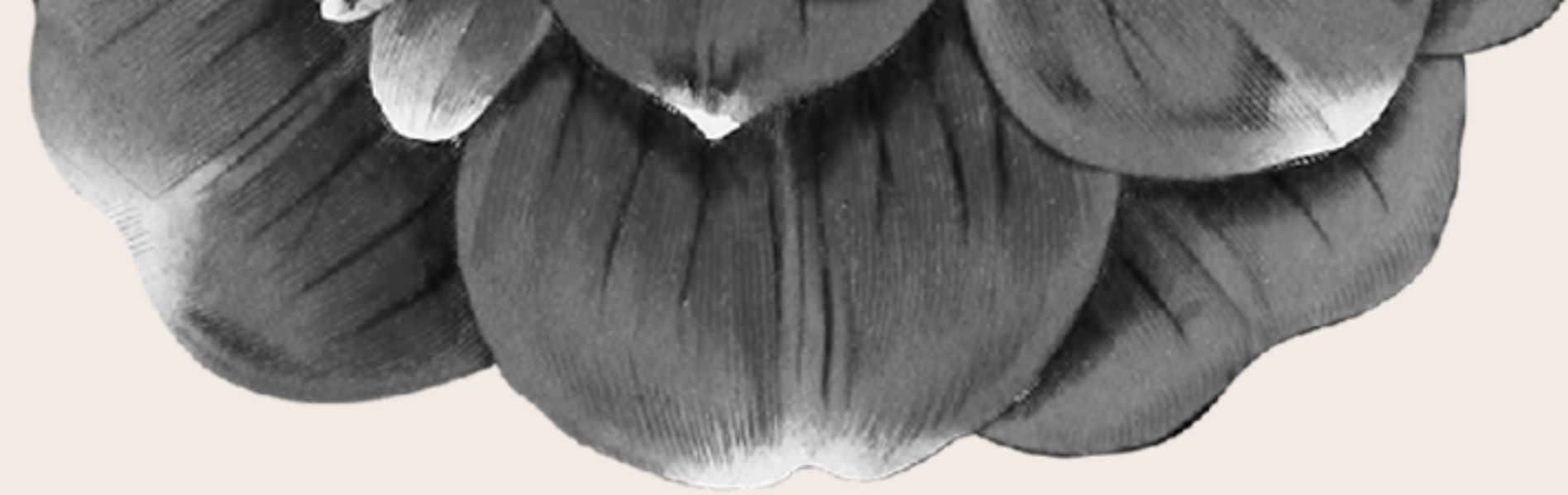
# SCENT MARKETING

There Are 2 Types Of Scent Marketing

*01* IMMERSIVE BRAND IMPACT | PLACES + SPACES



*02* BRANDED PROMOTIONAL | WHITE LABEL PRODUCTS





**IMMERSIVE BRAND IMPACT**  
**SCENT MARKETING**





# IMMERSIVE BRAND IMPACT EXPERIENCES

- Retail Stores
- Office Buildings
- Hotel + Hospitality
- Senior Living
- Real Estate
- Home Construction
- Events
- Restaurants

# PROCESSES

## IMMERSIVE BRAND IMPACT SCENT MARKETING

01

BRIEF YOUR  
BRAND VALUES  
& STYLE GUIDE

02

DETERMINE  
OBJECTIVES  
& SCENT MAPPING

03

CUSTOM SCENT  
CREATION

04

DESIGN SUPPORT  
PRODUCTS

05

PREPARE USAGE  
GUIDELINES

06

ONGOING  
DELIVERABLES

# IMMERSIVE BRAND IMPACT SCENT MARKETING

# PRODUCTS

## CUSTOM SCENT MARKETING | PLACES + SPACES



FIXED SPACE DIFFUSERS



PORTABLE SPACE DIFFUSERS



COMMERCIAL AIR FRESHENERS

## CUSTOM SCENT MARKETING | SUPPORT PRODUCTS



CANDLES / GIFT SETS



DIFFUSERS



ROOM SPRAYS & PERFUMES



HAND WASH

**PROMOTIONAL BRANDED  
SCENT MARKETING**





# PROMOTIONAL BRANDED GIFTS & MERCHANDISE

- Corporate Gifting
- Settlement Hampers
- Promotional Products
- Event Giveaways

**BRANDSCENT**

*The Best Brand Experiences Include Scent Marketing*

# PROCESSES

## PROMOTIONAL BRANDED SCENT MARKETING

01

BRIEF YOUR  
BRAND VALUES  
& STYLE GUIDE

02

SELECT SCENT FROM  
OUR LIBRARY

03

SELECT PRODUCT,  
VESSEL &  
PACKAGING

04

PROVIDE LOGOS &  
DESIGN BRIEF OR  
ARTWORK FILES

05

SAMPLES + PROOFS

06

PRODUCTION +  
DELIVERY



# PROMOTIONAL BRANDED SCENT MARKETING

# PRODUCTS

CUSTOM SCENT MARKETING | PROMOTIONAL PRODUCTS



CANDLES



DIFFUSERS



GIFT SETS



ROOM SPRAYS



HAND WASH



PERFUMES



*Just A Few*



BINKS & ASSOCIATES



AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

2020 APPA AWARDS

WINNER

BEST BOUTIQUE SUPPLIER

WYNDHAM BUSINESS AWARDS 2022

SERVICE SMALL FINALIST

CLIENTS + AWARDS



*Our company's signature scent has absolutely elevated the feel of our offices. We get so many clients who comment on it. We love sending our end of year client gifts with our custom candles.*

Samantha | FIRESTONE DIGITAL



*Amazing products & service. The team came to us with lots of creative ideas. We were able to create something very special for our clients... Thank you!*

Nakeeta | TITAN PLUMBING



*Georgous products! Beautifully presented and perfect for our brand. Great service. I highly recommend...*

Katarina | HOMEBUYERS CENTRE



*Thank you so much for your work on our custom scented candles... They are amazing and we have had so much great feedback...*

Lauren | ZOHO CRM



[BRANDSCENT.COM.AU](https://brandscent.com.au)

# MAKE YOUR BRAND UNFORGETTABLE

## PHONE

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Toll Free 1800 879 079  
03 8006 2169

## ADDRESS

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Factory 1 / 17 Infinity Drive  
Truganina VIC 3029

## EMAIL

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[corporate@brandscent.com.au](mailto:corporate@brandscent.com.au)


## WEB


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[www.brandscent.com.au](https://www.brandscent.com.au)


## SOCIALS

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 [@brandscentau](https://www.instagram.com/brandscentau)

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 [@brandscent](https://www.youtube.com/brandscent)

**BRANDSCENT**