

Flirting with and
seducing the 5
physical senses

creating

SENSUOUS AMBIANCE

Multi-sensory marketing



by James D. Roumeliotis



The dictionary tells us *ambiance* is "the character and feeling of a place." A place which wants to attract the most discerning souls, should be unique and embody a complete lifestyle concept which combines a relaxed, spiritual *ambiance* amongst an elegant setting and décor with attention to detail. Pleasing *hors d'oeuvres* and drinks prepared and presented with pizzazz are complemented by soothing music which is also an integral part of the *ambiance* and ranges from smooth jazz to chill-out rhythms. The attractive, smiling and well mannered staff are dressed stylishly. All of these elements combined will, undoubtedly, seduce the senses and generate good vibes - with positive memories created. This principle applies equally well to brands. Brands need to use an integrated approach across their various touch points to engage their customers. This includes hotel, clothing boutiques and other upscale business establishments. In marketing, this sensory approach is proven to increase sales.

Flirting with the 5 SENSES



exciting | engaging | intriguing

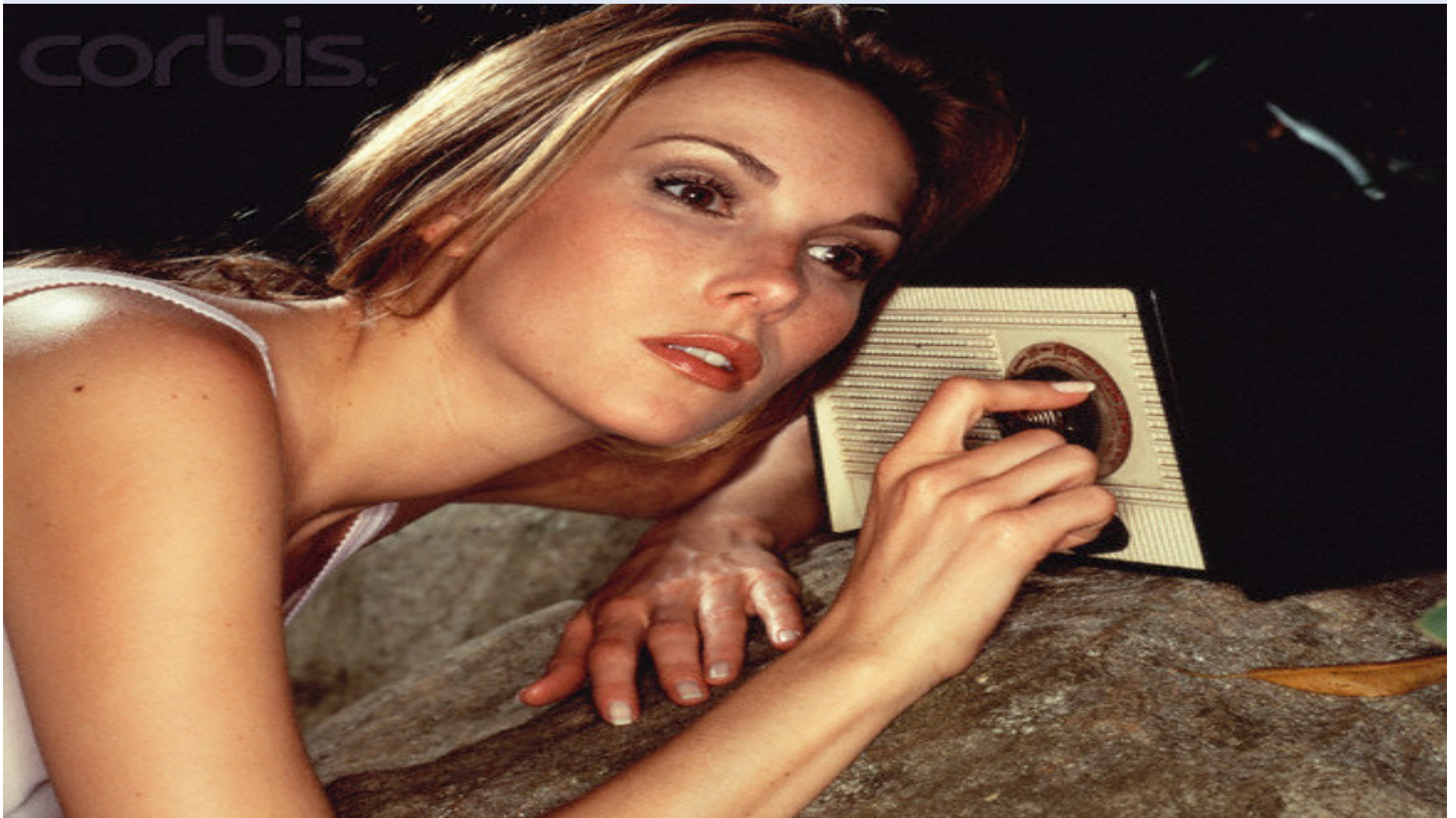


SIGHT - lighting, décor, colors, layout...you can get a real sense of movement using these elements. Lighting is also very helpful when it comes to the overall event





LISTEN - music, effects, volume, vibrations...you set the tone and the energy of the room with your sonic selections. Think about using a “signature” sound effect to draw attention to different happenings throughout the event.





TOUCH - textures, comfort, climate...this is all about how your guests interact with the environment. This is a big thing to consider when you are designing the layout. The more comfy the space, the longer guests will linger in any given area.






TASTE – trying to find the perfect balance between sour, salty, sweet, and bitter during menu designs and beverage selections. Don't forget the presentation which has an impact on the overall image of the setting.






SMELL - fragrance, emotion, ambiance...this sense is under-rated and powerful. Of all our senses, the sense of smell is most closely linked to emotion and memory. You can use something as simple as burning incense or candles to something far more complex like computer controlled scent machines to enhance your environment. This could just be the extra touch needed to set the mood.





Affluence Marketing is a creative consulting firm that helps companies harness the power of soothing music, low intensity lighting, sensuous smell and dazzling décor as a way to build their brands. In a world where consumer purchase decisions are increasingly driven by consumers' hearts, our expertise lies in designing and implementing custom music and visual strategies that emotionally anchor a brand to its clients. An Affluence Marketing custom designed, yet attractive, ambiance invites customers to truly feel a brand. We do this by building out the customer experience - the where, the how, and the emotions connected to a product or service, infusing it with a tangible and intangible essence that remain in the customers' minds.



Staging an impressive, well executed upscale event, promotion or business establishment takes creativity, discipline and know how. At *Affluence Marketing*, we create and manage all aspects of special and intimate events – from innovative artistic-filled gala evenings, fashion shows, retail and hotel openings – to product launches.



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