



mood media

APPEAL MORE TO SEDUCE MORE WITH MICROFRESH SCENT TECHNOLOGY

Add a new dimension in communications

Studies conducted by Mood Media in conjunction with ESOP show the key factors that consumers consider when evaluating a commercial experience are odour, cleanliness, space and music. These elements strongly determine if an experience is worth remembering, and more importantly, returning to. Microfresh scent technology transforms the perception of your commercial values and environment. It engages the senses, creates stimulating, positive experiences and helps to deliver a powerful, long lasting positive association to your commercial identity. Appeal more to seduce more with MICROFRESH SCENT TECHNOLOGY.

MICROFRESH SCENT TECHNOLOGY

A NEW DIMENSION IN COMMUNICATIONS

Fragrances are directly linked to our limbic system, which is responsible for our memories and emotions. They go way beyond our rational perception and have a major impact on the way we feel. Fragrances make us react instinctively and so encourage feelings of well being and harmony in new environments. They also influence our purchasing decisions and alter our perception of time, allowing you to influence consumer behaviour for longer. Mood Media supports a range of plug and play nebulisation systems, which work by producing scheduled deliveries of ultra fine nano-droplets that give a uniformed intensity and ultra low concentration of a specific fragrance.

Scent marketing strategies can produce:

- increased footfall
- positive emotional consumer experiences
- enhanced customer loyalty
- increased productivity and wellbeing for staff
- positive memories of your commercial identity
- neutralisation of bad odours
- time compression effect

Key performance benefits include:

- complete coverage
- sustained effect: no more than two grams of fragrance in the air per day
- environmentally friendly technology
- ultra low concentration
- a service suitable for commercial use
- completely hands-free, no interaction with the unit is required
- compatible with air conditioning facilities

The subscription based service includes:

- analysis and advice for olfactory marketing
- rental of the device including selected scent
- the refill service of bottles on site at the envisaged replacement schedule
- initial scheduling of the scent technology system

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