FRAGRANCE

Bespoke Fragrance Solutions
The importance of matching music and fragrance arousal levels

Research has explored the effects of many pleasant ambient stimuli such as music and scent on reactions to the consumer environment.

Findings show when the arousing qualities of scent and music are congruent with each other... Consumers:

• Rate the environment more positively.
• Exhibit higher levels of approachability.
• Exhibit impulse buying behaviour.
• Experience enhanced satisfaction.

... than when these environment cues are at odds with one another.

Example using classical music -

**Low arousal** - Low tempo and Lavender (relaxing and calming)

**High arousal** - Fast tempo and Grapefruit (refreshing and reviving)
Creating value through innovation

Those businesses which use innovation to successfully create customer value are at the forefront of the competitive challenges facing us all. Look at this example . . .

"We’re in the business of creating an experience in our stores that goes well beyond the product. Our primary goal is not to increase transactions; it’s to increase the experience in our stores"  
Howard Schulz, Starbucks

The Rewards
How innovation translates into higher prices by moving up the experience chain.

<table>
<thead>
<tr>
<th>COMMODITY</th>
<th>GOODS</th>
<th>SERVICE</th>
<th>EXPERIENCE</th>
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<tbody>
<tr>
<td>Prevailing prices for</td>
<td><strong>$1−2¢</strong> Per Cup</td>
<td><strong>5¢−25¢</strong> Per Cup</td>
<td><strong>$2−$5</strong> Per Cup</td>
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<td>various coffee offerings</td>
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[Data: Pine and Gilmore, The Experience Economy, 1999]
The importance of creating the right customer environment

**Music**
Its great strength is its flexibility. It can be used to:
- Support the strategic positioning of your brand.
- Create appropriate front-of-house experiences for your public areas and outlets.

**Fragrance**
A powerful brand building tool
- They evoke emotions, enhance mood and reduce anxiety

**Messaging**
Interlacing audio messages enables you to:
- Inform customers of up to the minute offers
- Influence customer behaviour across your entire retail area.

Guests are more comfortable and linger longer – so that your staff can build a stronger rapport with them.

Your staff will also work more effectively too!
Tapping into the branding power of fragrances

- Fragrances are a powerful brand-building tool because our sense of smell is the only sense directly linked to our centre for memory and emotion of our brain.
- Over 70% of our emotions are based upon things we smell.
- As humans we have the amazing ability to readily recall scents.
- Fragrances have the ability to enhance mood and emotion – positive emotions influence positive changes in mood and behavior.
- Tap into the memory banks of your guests; create a memorable experience and increase guest satisfaction.
- Of course, the chosen fragrance will be in accordance with your brand and guest demographics.

Communicate all this with your unique "signature" fragrance.
Fragrance Can Be Used To

- Evoke emotion
- Enhance mood
- Influence changes in behaviour
- Trigger memory
- Increase alertness
- Reduce anxiety
- Communicate your brand image
- Enhance staff morale and productivity
- Counter malodour
- Delight your guests

But, the success is determined by the quality of the scent strategy, perfumers' expertise, quantity and quality of ingredients, and chosen diffusion system
Scent Extensions

Extend the influence of your lobby signature scent and develop a stronger emotional connection with guests throughout their guest journey and after their stay.

- Guest rooms:
  - reeds
  - room sprays

- Elevators:
  - gel blocks & eva beads

- Stationery & collateral:
  - Ink
  - scent lacquer
  - scratch & sniff
  - scented pens

- Limousine:
  - car diffuser

- Candles:
  - toiletries

EQUAL STRATEGY
www.equalstrategy.com
Our perfumers have an outstanding track record. They created ....
The fragrance solution for any small indoor area...

Aromatic diffusers are a great alternative to candles, oil burners or incense. The fragrance is continuous and there's no need to light a wick. Wonderful for scenting bathrooms, bedrooms and all living spaces; the aromatic diffuser will gently perfume your home and create the mood you desire.

Create your own unique individual fragrance blend by placing two or three differently scented diffusers in the same room.

How do aromatic diffusers work?

Aromatic diffusers will naturally disperse your chosen fragrance throughout a room via the natural fibre reeds. Once placed into the aromatic liquid, the porous fibre reeds will draw the liquid up and the fragrance is diffused from the reeds into the air.
Points of Difference

- Safe and high quality “fine fragrances”
- Ability to develop “signature” fragrance
- Infinite selection of fragrances
- Simple installation and maintenance of equipment
- No residual product in duct work.
- Temporary or permanent fragrance delivery technology
- System allows for intensity adjustments
- Ability to replenish fragrance on quarterly basis
- Odour neutralizer abilities
The Scent Marketing Institute is an independent body resource for understanding and leveraging the power of scent applications in business and public environments.

Based in New Jersey, North America, it is the only professional association dedicated to supporting scent-related marketing strategies.

It has developed a range of services, data and recommendations to help businesses make smarter decisions. These offerings are created by experts that study existing and anticipated issues every day.

Equal Strategy was invited to join in 2009 by the Scent Marketing Institute, and is the sole member located in Asia. In June 2010 the Institute invited Equal Strategy’s CEO to join its board of Directors.

www.scentmarketing.org
## Fragrance 5 Steps

### 1. Where are we now?
- Review the current situation
- Review the experience at your premises
- Assess what your competitors offer their customers
- Review how your brand is perceived (Brand Audit)

### 2. Set objectives
- What we want to achieve
- What is the desired experience your customers should receive (To achieve your brand position)?
- What are the key business objectives that you must achieve?

### 3. Define Strategy
- How does aroma play its role in achieving the desired customer experience levels?
- Define the most appropriate aroma types
- Select the most appropriate fragrances
- Specify locations and areas

### 4. Implementation
- Install equipment and fine tune
- Fine-tune levels of fragrances used in your premises
- Ensure deliverables are achieved, updating on a quarterly basis

### 5. Measuring the results, review and updating
- Set up a tracking system to track the results
- Implement processes to keep fragrances relevant to target audience, adjusting with your business as your needs change
- Review sales and loyalty data to calculate effectiveness. Customer focus groups (optional)
- Make required adjustments and fine-tuning
Who is Equal Strategy?

Strengthen and build more valuable brands - the only business in Asia specialising in helping brands connect with their customers emotions using a scientifically proven and integrated application of music, fragrance and lighting across their most important touch points.

**Design – Create – Deliver - Manage – Update Guest Experiences**

**Methodologies**
- Based upon decades of scientific behavioural and brand research

**Best resources**
- One of the top 3 fine fragrance houses
- Music libraries exceeding 7 million tracks (major & private labels)
- Technology variety of platforms
- Health & safety

**Systematic**
- Defined 5 step approach to all services

**Track record**
- Nearly 15 years in Asia partnering global brands.
- Singapore, Malaysia, Thailand, Vietnam, Indonesia, Hong Kong, China, Japan, UAE, Australia, US
- 98% client loyalty

www.equalstrategy.com
Some of our clients...

Hotels

InterContinental Hotels Group
Meritus Hotels & Resorts
Pan Pacific
Starwood Hotels and Resorts
Sheraton Hotels & Resorts
Millennium & Copthorne International
Westin Hotels & Resorts
Amara Hotels & Resorts
Resorts World Genting
Resorts World Sentosa Singapore

Finance

CitiBank
UOB
Standard Chartered
CIMB Bank
AmBank
Royal & Sun Alliance
Prudential

Other Industries

Courts
Cisco
Brotzeit
Keppel Land
Shell
Changi Airport Singapore
How Equal Strategy creates value

**Strategic**

- Standardised high quality experiences create your point of differentiation
- You build your brand image and long term equity – with more committed & loyal guests

**Operational**

- One point of contact; create, implement, manage and update globally
- Rapid roll out of new content (literally overnight, anywhere in the world!)

**Financial**

- Increase sales
- Increase total spend and revenue per guest
- Improve overall profitability
- Reduce operating cost of conventional music licensing
What our clients say about us

"We only wanted to be associated with the very best in each field. I can only recommend Equal Strategy to any Hotelier who is looking for quality and service delivery."

Alessandro A. Cabella, General Manager
Marina Bay Sands

"Courts is conscious of creating an in-store environment that is conducive for consumers through store ambience and customer service; we also feel it is important to have a common thread running through all marketing channels, including the in-store environment and having in-store music solutions that complement on-going marketing campaigns offer that."

Christina Cooper, Marketing Director
Courts

"Equal Strategy was able to translate Naumi’s brand positioning into a set of powerful sensory triggers in the minds of guests"

Surya Jhunjhnuwala
Owner
Naumi Hotel

"Equal Strategy provided us with a refreshing and creative solution, which effectively captured our positioning and brand. Their passionate service enabled the whole project to be successfully completed and delivered on time. The Pan Pacific Singapore definitely made the right choice in engaging Equal Strategy’s expertise"

Ruth Soh
Director marketing Communications
The Pan Pacific Singapore

"Its been great working with the Equal Strategy team - Our three properties are very different in terms of concept, offering and brand positioning, but they’ve provided a cohesive solution to align our telephone on hold experience"

Florence Guang
Group Operation Director
Hotel 1929, New Majestic Hotel & Wanderlust

"As a luxury brand, The Leading Hotels of the World provides product and services to the luxury hotel marketplace. We are truly impressed with Equal Strategy’s solutions and client services, as they ensure that we effectively and professionally communicate our brand and product"

Magdalene Low
Director
The Leading Hotels of the World
Creating Superb guest Experiences

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Equal Strategy
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