

# SMELL YA LATER, BORING MARKETING

Sure, clever copy and epic visuals are cool, but have you ever sniffed a giant billboard of an armpit?



Yep.. that's where the future of marketing is heading, it is now the era of marketing that stimulates ALL five senses. We like to call it multi-sensory marketing.

LET'S GET INTO IT...



## WHY SETTLE FOR JUST BEING SEEN?



Many brands have been asking the question, How do I stand out in a world saturated with digital content?

The answer is simple.

Create tangible experiences.

When customers can taste, touch, and smell your world, the connection becomes infinitely deeper.

Take Billie's viral marketing campaign for example - a scratch-and-sniff billboard letting people on the street sample their coconut-inspired scents.



Scent remains criminally underutilised in outdoor advertising, which is precisely why this tactile product experience generated so much buzz. I don't know about you, but we have never wanted to sniff a billboard of an armpit more in our lives.

**What makes this so good?** It's not about being different. It's about being memorable.

Another example of how brands have utilised the senses is the power of gourmand associations.

Glossier brilliantly juxtaposes beauty products with delectable desserts, tapping into feelings of indulgence and comfort that transcend the product itself.

Meanwhile, Marc Jacobs partnered with Nara Smith to recreate their iconic bags as cakes. These aren't just striking visuals – they're sensory storytelling at its finest.

The fluffy cream and polished "tubes" build emotional connections and community among younger consumers who crave experiences over objects.



## READY TO ENGAGE ALL FIVE SENSES?

How many senses are you currently engaging? Most brands stop at sight and perhaps sound.

### SO ASK YOURSELF:

- What does your brand smell like?
- How does it feel against the skin?
- What sound captures its essence?

**Answer these questions, and you'll be well on your way to creating marketing that doesn't just speak to customers, but envelops them completely.**





# NEED HELP CRAFTING YOUR MULTI-SENSORY MARKETING STRATEGY?

You can save this blog for later by clicking right here.

**LET'S CHAT!**

