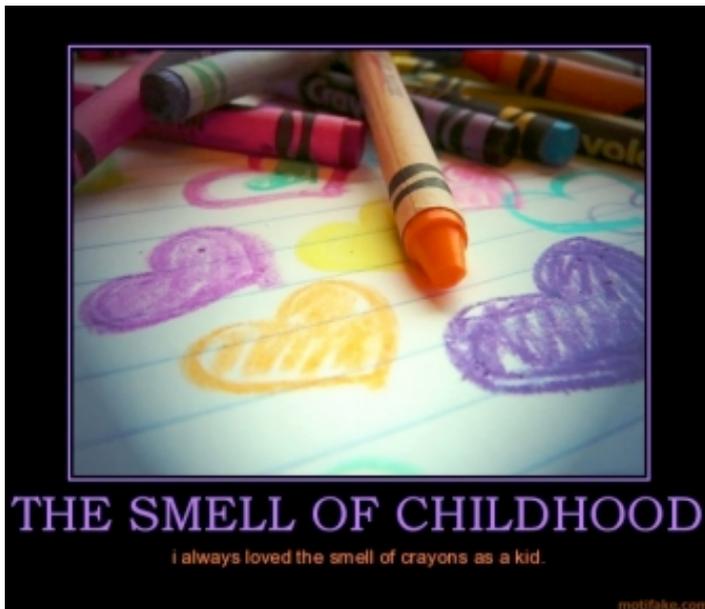


1 Day Aroma Workshop. The Smell of Childhood Branded.



"Long summers. Getting mucky in the mud. Glueing pictures at school. Sneaking a spray of your mother's perfume. The school canteen..."

Childhood is the place of our formative scent memories, and like a circuit, we can be tripped back there by the tiniest sniff of a smell encountered later in life.

But when asked to think about the scents that have meant something to our childhood, what

exactly are we regressing to? Particular memories, feelings, moods, a sense of danger, or delight? And are these our own memories, or a collective sense of nostalgia for a time that is lost?

How can we use scents and aroma's to reinvent our childhood brands? To make them more appealing for today's child or today's adult? To add another dimension to the buying process. To add another element of brand seduction.

During this workshop you will find out how the young brain creates and cements scent associations, You will also experience a cornucopia of perfumes and scents that may trigger some memories... Ultimately, you will understand how the power of smell can be far more powerful than the visual sense.

Workshop Format: **Morning.**

Presentation outlining the importance of smell, how the brain creates associations with smell and how brands can benefit by thinking about the aroma of their brand in terms of multi-sensory experience...

Sniffing session:

Smelling and Association. During this part of the workshop you will smell certain smells from childhood and discuss the associations you can identify.

Blind Brand Session:

We will now have blind smelling sessions using the products of certain well known brands to define smells as brand signatures. Each person will choose a smell and draw it on a postcard, to discover how you can communicate a smell visually.

Afternoon.

Develop a brand aroma signature and how you will visually communicate it.

Based on your own brand, or a selection of given brands, you will now, start to consider the DNA of this brand. What are its brand values, personality and culture and how can these be translated into a brand signature, through a unique smell and through ultimately its visual and multi-sensory communication?

Outcomes...

Development of a brief for a brand aroma and associated visuals, sketches exploring a new "sensorial" brand message.

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Pedagogical Outcomes for educational establishments.

To learn how our brain makes associations with smells.

To understand how the smells of childhood can remain with us for a lifetime.

To understand how smell can affect our buying decisions.

To learn how current brands use smell to their advantage.

To realize that the visual sense is not the only method of communication to seduce the customer.

To develop your own aroma brand signature and its visual manifestation.