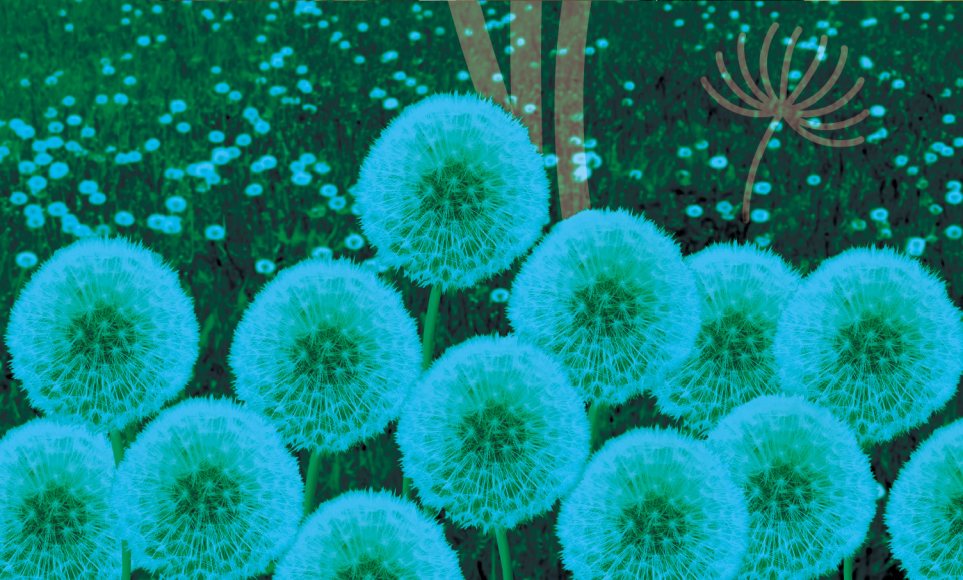




香味營銷
Scent marketing





飄盈香 PuriScent

史偉莎集團旗下的香味系統“飄盈香”是一個可提供覆蓋範圍更全面，香味更獨特，感覺更高雅的芳香傳遞系統。飄盈香的產品符合全部的國際安全認證，並且是環保生產，全部香味產品均符合國際香料管理協會的標準。

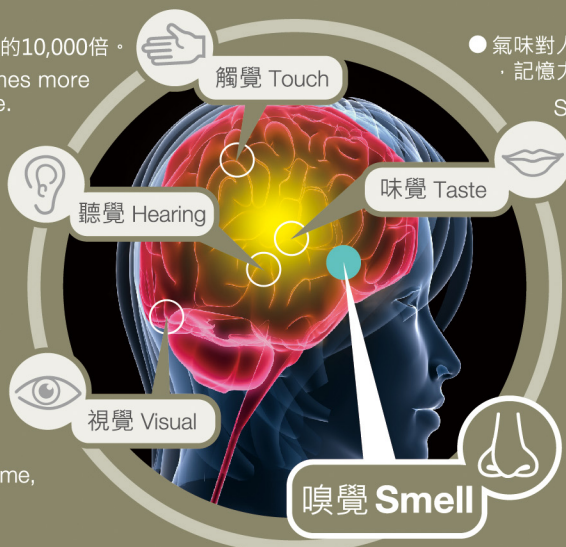
PuriScent, being a member of the LBS Group, is a company that provides scent delivery solutions. The fragrances it provides are much more unique and elegant and can cover areas much more comprehensively. Its products meet all international safety standards, are environmentally produced and are compliant with the standards of the International Fragrance Association.

為何用香味作為推廣手法會是更好的工具 Why scent is a better means for marketing?

- 據資料顯示，嗅覺的敏感度是味覺的10,000倍。
The sense of smell is 10,000 times more sensitive than the sense of taste.

- 我們75%的情緒，也是每天受著不同的味道而作出，多於我們見到的事情而做出的反應。
75% of all the emotions we generate every day are due to what we smell, not what we see.

- 氣味的記憶比起其他觀感更持久，更容易勾起回憶。
Memory for scent is resistant to time, easily accessed.



- 氣味對人們有多方面的影響，從情緒到集中力，記憶力及情感。

Scent affects people in a variety of ways, from mood to concentration, memory recall and emotion.

- 相比用視覺方法，香味推廣不需要求客人留意某些特定位置，因香味隨處可以感受到，而且無法抗拒或避開。

Compared to other methods like visual, scent doesn't require customers to focus their attention and they can't ignore it because they are everywhere.

視覺記憶經過4個月後仍有40%準確，而嗅覺記憶即使是一年之後仍有

60% 準確。

Visual memory is 40% accurate after four months. The sense of smell is 60% accurate after a year.

相比視覺，聽覺，或觸覺，一般人能回憶氣味的能力高於 **100倍**。

People are 100 times more likely to remember something they smell versus something they see, hear, or touch.

調查發現當人接觸到清香的氣味時，心情有明顯改善達 **40%**。

Researchers have observed a 40% improvement in mood after being exposed to pleasant scents.



能有效地做到：
can effectively achieve the followings:

增加客戶停留時間和回訪次數。
Increase customers' dwell time and frequency of visits.

在零售層面上，影響消費者購買行為。
Influence consumers' buying behavior at point of retail sale.

清新的香味能改善顧客心情，從而增加購買慾。
Pleasant smell can evoke positive emotions, thus increase desire to buy.

將客戶情感與香味聯繫一起。
Scent connects with customers on an emotional level.

產生正面，懷緬的回憶和難忘印象。
Evoke positive, emotional memories and lasting impressions.

推動品牌的差異化和吸引力。
Drive brand differentiation and affinity.

真實個案 Real Cases

🌸 Nike 研究發現84%受訪者因香味的影響而增加對購買運動鞋的意慾，而受訪者更願意在有香味的環境下付出比平時多10-20%的價錢。(哈佛諮詢小組2001)

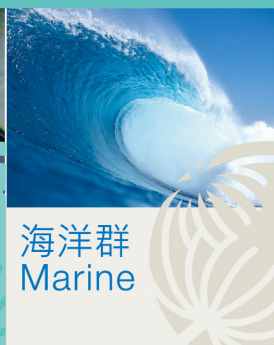
Nike study showed scent affected the desirability of shoes in 84% of subjects, with subjects willing to pay 10-20% more in scented environments. (2001 Harvest Consulting Group)

🌸 Samsung 研究發現消費者在受到香味影響下低估逗留在店鋪內的時間達26%及願意瀏覽多三倍的區域。(加州大學2008)

Samsung study showed shoppers underestimated actual shopping time by 26% and visited three times more sections when exposed to aromas. (2008 University of California)

飄盈香·香味系列

PuriScent Fragrance Families



飄盈香·香味系統 PuriScent Diffusion System

風扇型 ScentWave



- 利用風扇將香味散發出空間內。
- 圓形設計香味補充劑，更換容易及方便。
- 可回收補充劑盒。
- 清潔、安全、安裝簡單。
- Use built-in fan to diffuse scent to covered area.
- Cylindrically-designed cartridges, easy and convenient to replace.
- Recyclable cartridges.
- Clean, safe and simple to use.

香水型 ScentDirect



- 寧靜，免振動式操作。
- 圓柱式設計，深受零售業及酒店歡迎。
- 先進噴霧技術釋出香味粒子。
- 1公升裝補充劑可提供達2-3個月香味。
- Silent, vibration-free operation.
- Cylindrical design preferred by retailers.
- Advanced atomization technology generates ideal particle size.
- 1 litre bottle provides extended replacement cycles of 2-3 months.

氣流型 ScentStream



- 先進噴霧技術釋出香味粒子。
- 可調校釋出時間及強弱度裝置。
- 寧靜，免振動式操作。
- 5公升裝補充劑可提供特長服務時段。
- 設置於中央冷氣槽，可透過通風槽把香味散發到室內每個角落。
- Advanced atomization technology, generates ideal particle size.
- Programmable timing and intensity settings.
- Silent, vibration-free operation.
- 5 litres container for extended service cycles.
- Installed at the central air-condition duct, diffusing the scent to every corner of the covered area.

客戶個案 Client Cases



 **立即致電**

香港 (852) 2302 0991
澳門 (853) 2871 9588

www.puriscent.com.hk



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