



Walnut Unlimited...

Unlocking the power of scent

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scent

powerful | memorable | emotional



Multi-sensory

From transactional to engaging - building experiences and developing emotion at the point of purchase



Vision & Sound

In retail vision and sound dominate



Premium Scenting

With AIRQ

Serviced by Initial

The question

Understand the effect of scent on an experience & generate brand content for PR



Beach

Marine Sawgrass



Waterfall

Woodlands



Northern Lights

Crisp Breeze



Undersea

Spa Eucalyptus



Skiing

Christmas Tree



Base Jumping

Cucumber Mint



VR

vision & sound



scent



GSR



Scented Condition

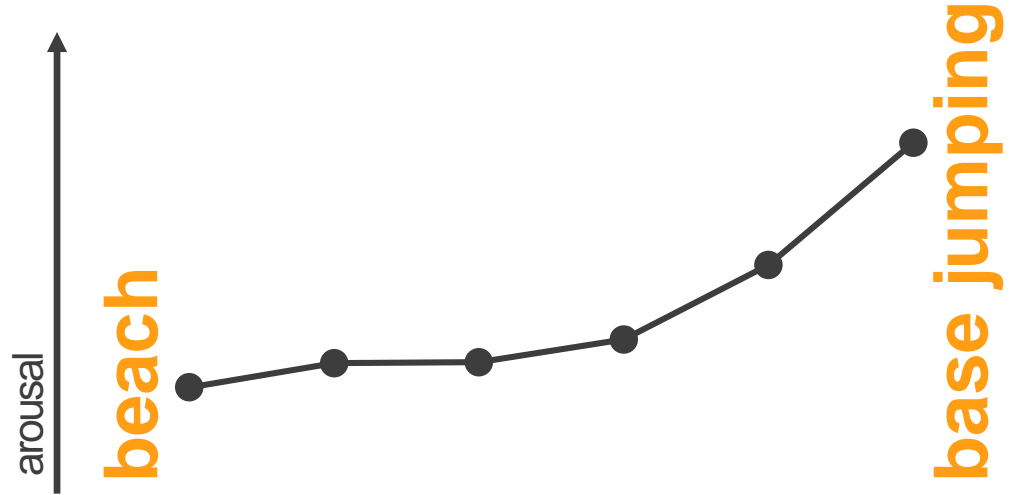
VR + Aroma

Unscented Condition

VR only

Arousal varies across VR experiences

The more active the experience, the higher the arousal

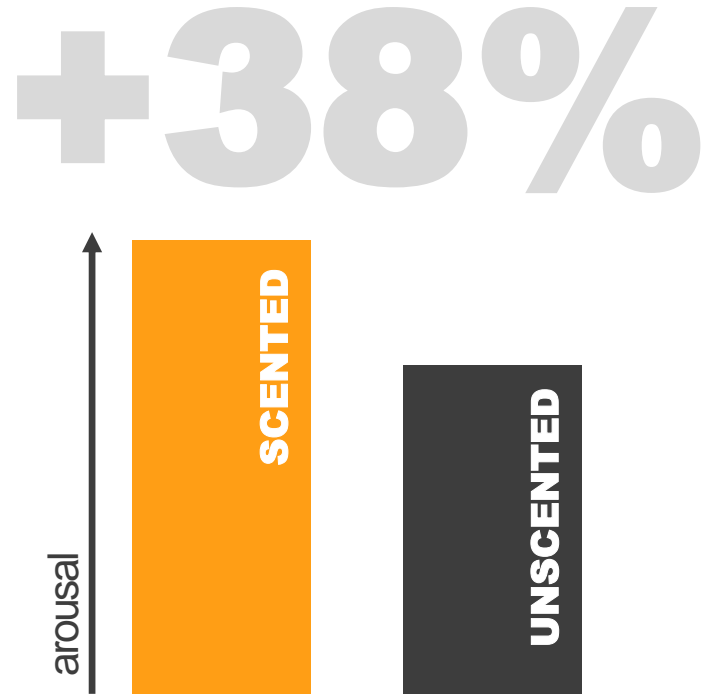


Arousal results from unscented condition

key learnings

amplify

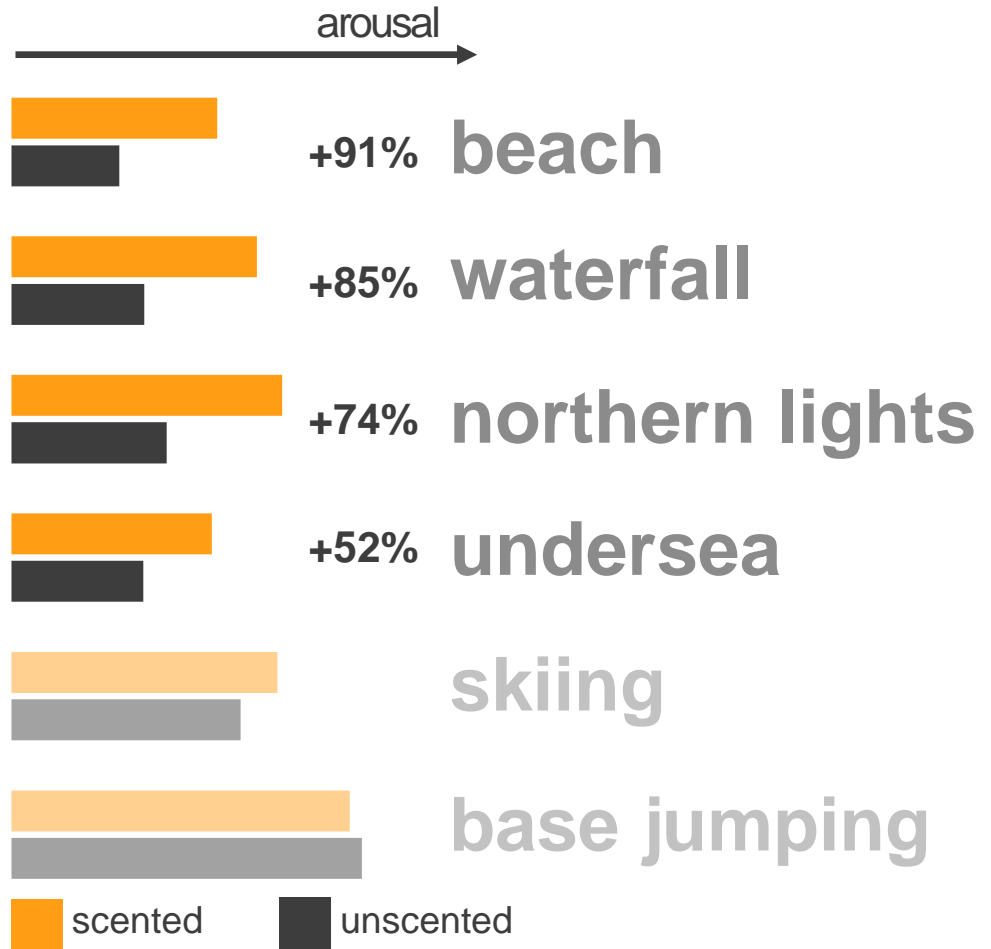
**Scent amplifies
the experience**
Highly significant uplift in arousal



context

The effect varies by experience

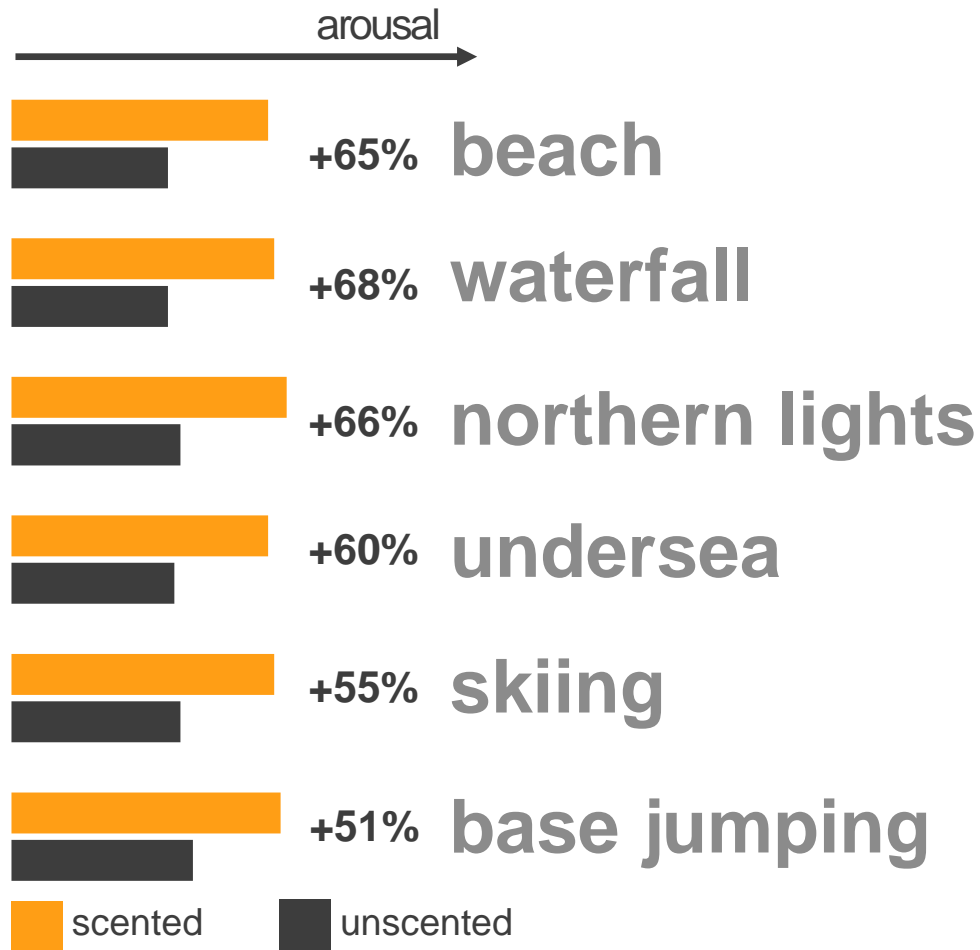
The more active the experience,
the lower the effect



attention

First 5s of impact

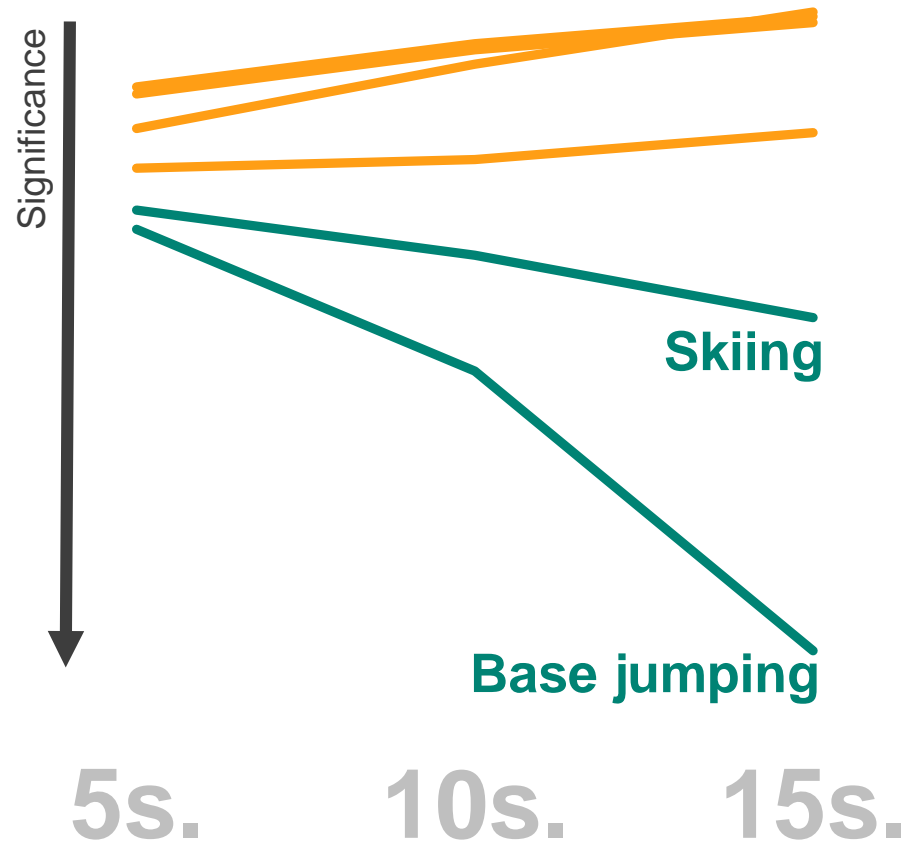
An uplift in arousal in all conditions in the opening seconds



time

Time impacts the effect

Effect of scent on arousal diminishes over time when the experience is more extreme



Build brand memories through scent

Amplify:

Scent will amplify the experience

Attention:

An immediate effect on all experiences

Context:

How it works won't always be the same

Time:

Consider how the effect of scent evolves

Walnut Unlimited...

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Download the full report at:

premiumscenting.com/ultimate-retail-experience/