



# MOOD:

you need to market your brand effectively – and in this day and age, that means designing an unforgettable customer experience.

Like it or not, the automotive industry is extremely competitive – and the slow economy has significantly impacted sales, leaving dealerships and car manufacturers vying even harder for buyer attention. This stiff competition is driving those in the automotive business to adopt new strategies and marketing methods designed to engage consumers on a deeper level in order to win their spending dollars.

Whether your automotive business is focused on manufacturing or sales, strengthening your customer relationships should be the top priority. This means you need to market your brand effectively – and in this day and age, that means designing an unforgettable customer experience.

**So, how do you enhance your customer interaction and create a memorable experience?**

Scent marketing is one method which has exhibited excellent results. Think about it – that ‘new car’ smell didn’t happen by accident – it was a scent carefully created to cater to the preferences of customers who crave the perception of newness and luxury, by imitating the smell of new leather, carpet, and (of all things) plastic – and it has been successfully employed by used-car dealers for decades. It triggers a powerful and favorable emotional response in consumers – so much so, that it is almost impossible to mention it without eliciting a response of familiarity.

Scent marketing takes this concept a few steps further, by creating ambiance through the use of custom scent in the showroom (or within the vehicle itself). You can enhance your customer’s showroom experience and strengthen their emotional response to your brand – all while capturing and reinforcing perception of your brand’s values, strengths and core mission.

The ultimate car purchasing experience should leave your customers feeling inspired to promote and share your brand with others – creating the word-of-mouth buzz automotive manufacturers and dealerships strive to win. Your scent marketing strategy should incorporate the fragrances and tones that personify the essence of your brand, catering to the preferences and desires of your clientele in order to encourage the positive emotional responses and foster ongoing brand loyalty.

## CONTACT

To find out more on how Mood Solutions can help design your customer experience, contact us at:

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[moodmedia.com](http://moodmedia.com)

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Imagine a luxury showroom infused with the rich, subtle scents of mahogany and leather, or a vehicle designed for the eco-conscious consumer which is freshly scented with the fragrance of cut grass, bamboo, or energizing green tea, and you'll start to get the picture. By selecting the fragrant notes which best invoke your brand's core values and strengths, you'll inspire feelings of well-being and connection in your consumers. It is this sense of connection that will inspire their repeat business.

**At Mood Media, we've studied the effects of scent marketing within the automotive industry, and we know how to create a custom fragrance which personifies your brand image.**

For more information on how you can invoke the power of scent to boost sales, reinforce your brand image, and inspire a sense of connectedness and well-being which promotes brand loyalty, contact us today. We'll help you determine the best approach for incorporating fragrance into your experiential marketing strategy and set the right mood from the start.

