



MOOD:MEDIA

QUANTIFYING THE IMPACT OF SENSORY MARKETING

ELEVATING THE
CUSTOMER EXPERIENCE

Global Research Report | Published November 2019

INTRODUCTORY NOTE

In 2018, Mood Media commissioned an independent global survey to measure perceptions of sensory marketing and its impact on the in-store Customer Experience. The results confirmed that sensory marketing matters, consumers notice and respond, and a strategic approach to creating an experience designed to connect on a more personal and emotional level is critical to brand success.

This year, we wanted to take things a step further. Knowing that sensory marketing makes a difference, we sought to **quantify** the impact of the more qualitative objective truths.

Last year, consumers told us that with the right sights, sounds and scents, they were more likely to spend more time and money in a store. **How much more time and money would they spend?**

Consumers also told us that a better sensory experience strengthened their emotional connections to a brand. Accepting that buying decisions are ultimately emotional, **how much do sensory stimuli impact emotional response?**

To answer these questions, we partnered with Walnut International and INTERSPORT to conduct a controlled experiment, comparing shopper response, behavior and spending in a simple A/B test of senses-on vs. senses-off store environment.

For fellow marketers and believers in the power of branding, the results affirm what we've so often had to ask others to simply believe in: **A strategic top-level approach to music, dynamic signage, scent and a tactile experience creates a measurable emotional response that delivers bottom line results.**

QUITE SIMPLY, SENSORY MARKETING DRIVES SALES.

Before diving into the details of the study, it's important to stress the importance of strategy when it comes to creating a sensorial marketing experience. It's one thing to consider and accept the need for things like music, digital signage and scent marketing. It's another to develop a conscious strategy that aligns with your brand and to continuously measure, adapt and optimize.

The same level of focus and commitment that marketers are now applying to online and digital must be equally applied to the in-store Customer Experience. **We must not lose sight of the personal and emotional value that can only be realized within the walls of brick-and-mortar and that extends into a broader and more complete relationship between brand and consumer.**

I hope you enjoy reading through the results of our study, and I encourage you to take thoughtful action based on the findings.

Scott Moore - Mood Media
Global CMO

THE STUDY

OUR APPROACH

Working closely with Walnut Unlimited, Mood Media devised a multi-method approach in close collaboration with our retail partner, INTERSPORT, to develop a unique and creative research program. We wanted to know the degree (if any) to which sensory marketing results in greater emotional impact, greater customer satisfaction and ultimately, greater sales.

OUR METHODOLOGY

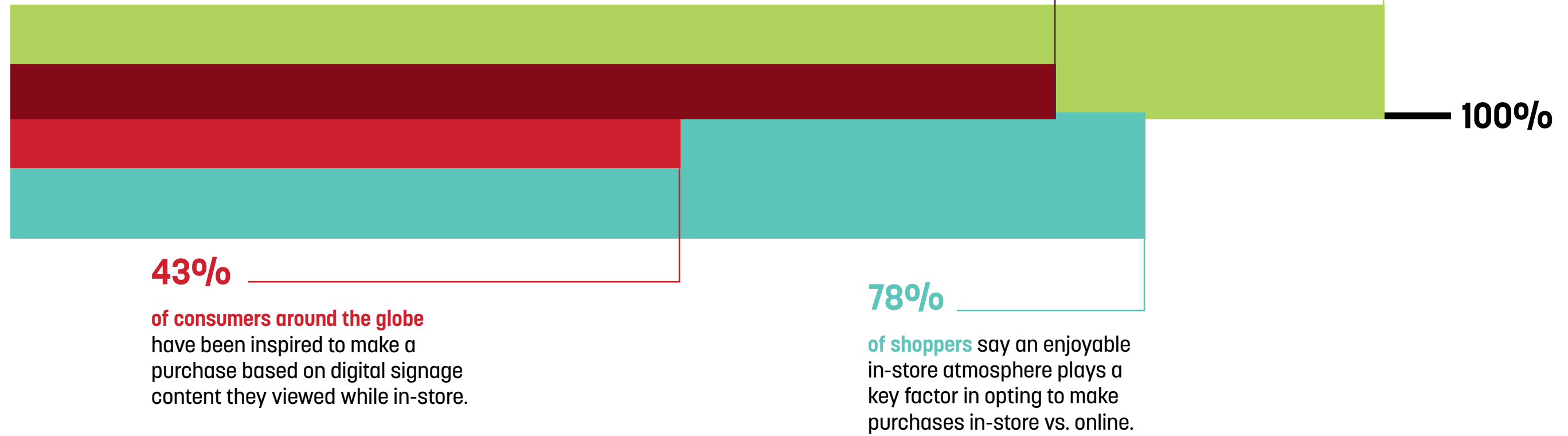
At an INTERSPORT store in Amsterdam, we placed the sensory elements of music, animated digital signage and the scent of fresh cut grass. We compared consumer behavioral, emotional and cognitive responses in the Phase 1 “senses-off” (no music, static signage and no scent) to a Phase 2 “senses-on” environment. The results were also compared to three INTERSPORT control stores that included music and digital signage.

“As we build our omnichannel strategy, we continue to focus on enhancing our brick & mortar stores with **memorable and engaging experiences that connect with our customer base. The involvement of our national licensee in this research has further highlighted how important **sensory experiences are in creating a positive in-store environment that brings shoppers back time and time again.**”**

- Chris Kleine
Director Design and Development
IIC-INTERSPORT Intl Corp.

WHAT WE KNOW (A REVIEW)

Based on our 2018 global study, consumers told us several important things about the power of sensory marketing.



WHAT WE KNOW (A REVIEW)

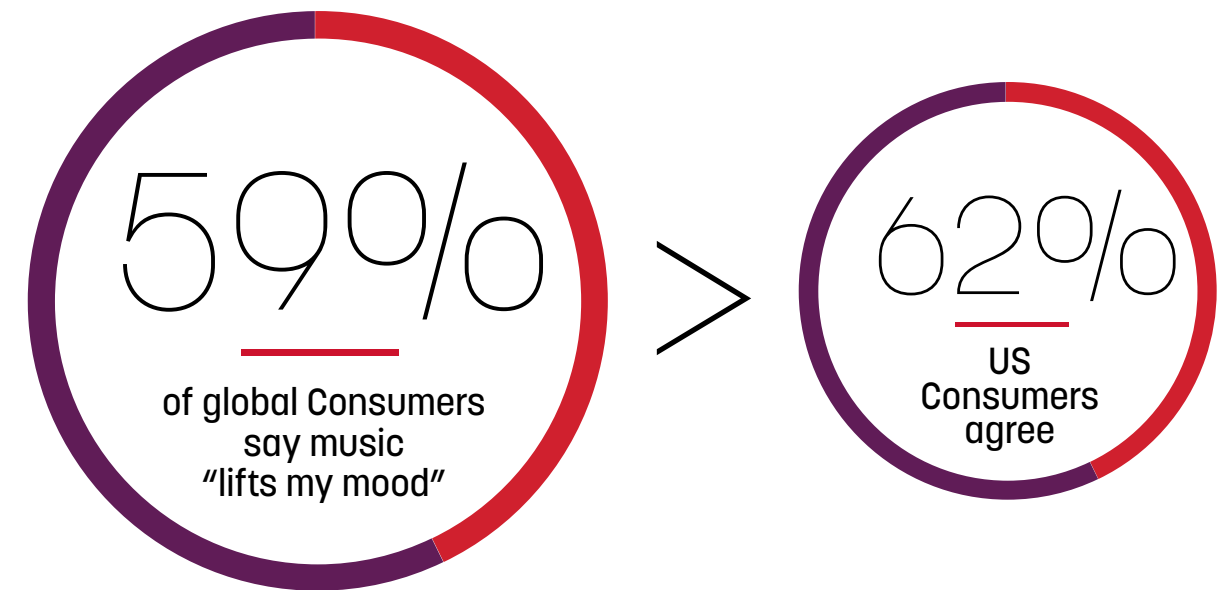
THE POWER OF SHARING

Just over **8 in 10 consumers globally** would recommend a store if they found the sight, sound and scent sensorial elements to be enjoyable.



COMPOSING THE MOOD

Music is the **number one factor** in lifting a shopper's mood in-store, and it has an overall positive impact on **85% of global shoppers**.



1 IN 3 | Global Consumers say music **"makes me stay longer"**

NEW STUDY RESULTS

STUDY RESULTS PROVE THAT SENSORY MARKETING HAS A POSITIVE IMPACT ON SALES.

Trial Store

+10%

SALES GROWTH

SALES INCREASED
BY 10% DURING
THE SENSORY
MARKETING TRIAL.

Control Stores

+4%

SALES GROWTH

(Average across 3 control stores)

4%
6%

MORE ITEMS - AND HIGHER PRICED ITEMS - IN SHOPPING BASKETS

The number of items sold
increased by 4% between
no senses and all senses
environment.

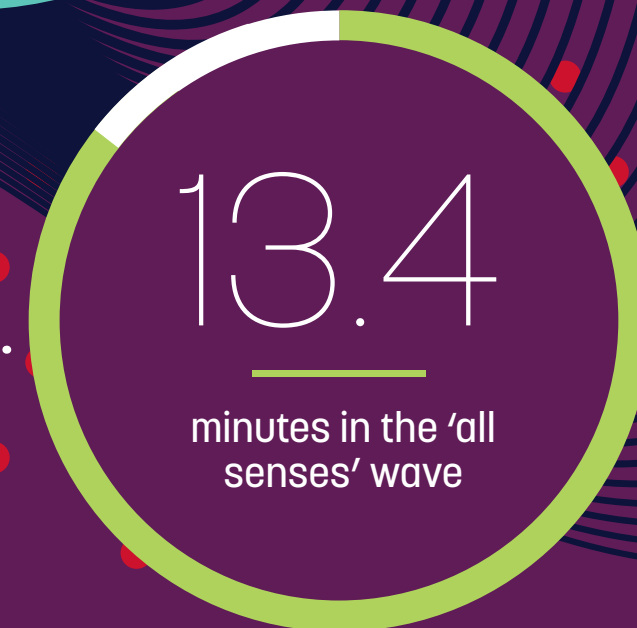
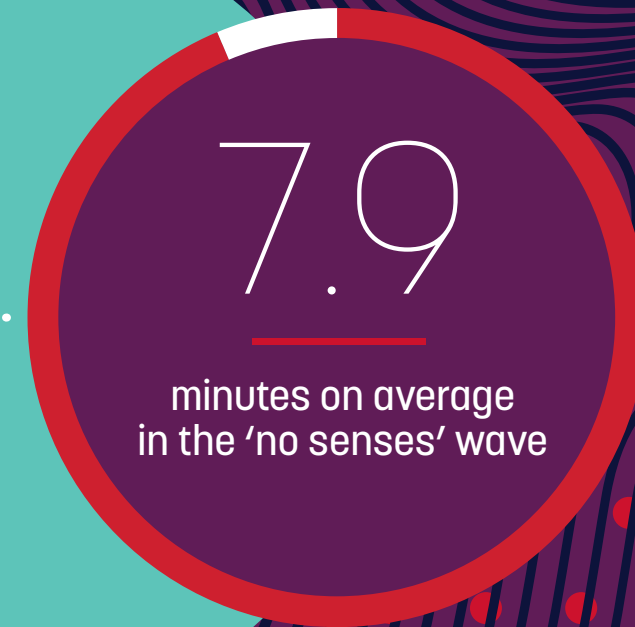
Average cost per item
increased by 6%.

Average
cost per
item bought
(euros)



STUDY RESULTS REVEALED LONGER DWELL TIMES

The research revealed that **customers spent almost 6 minutes longer** in-store when all senses were activated.



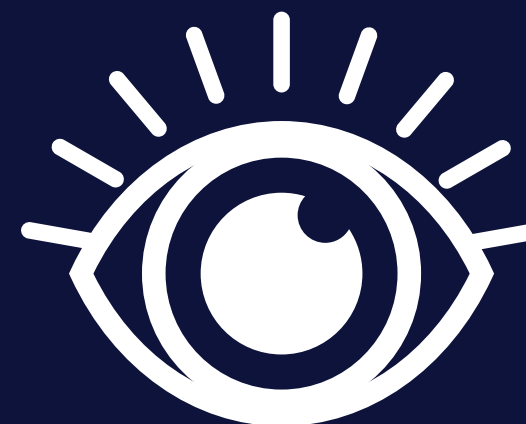
MEASURING EMOTIONAL IMPACT

To measure the emotional impact of sensory marketing, we used scientific Galvanic Skin Response and Eye Tracking technologies with shoppers.



ACTIVATION GALVANIC SKIN RESPONSE (GSR)

GSR is a measure of the peripheral nervous system. It shows if we are **activated** and energized by what we see or hear.



VISUAL ATTENTION EYE TRACKING (ET)

ET measures visual attention to understand what is drawing the eye, in what order and the level of focus. Combined with GSR we can understand what elements are driving the emotional reactions.

A QUIET, SENSORIAL-FREE ENVIRONMENT CAN CREATE AWKWARD SELF AWARENESS AND DISCOMFORT WHILE SHOPPING



"We as humans are finely tuned to negative experiences more than positive for survival reasons. The intense atmosphere of no music in store was incongruent with the brand experience and demonstrated a heightened stress level due to an unusual circumstance."

– Dr. Cristina de Balanzo
Director, Walnut Unlimited

When all sensorial marketing elements were removed from the store, their absence prompted physiological reactions and heightened negative sensitivities among shoppers. When probed, consumers described themselves as awkwardly aware of their own presence when not stimulated by their surroundings. As a result, they felt less comfortable taking their time to explore the store.

CONSUMERS ARE KEENLY AWARE OF - AND INFLUENCED BY - DIGITAL SCREEN CONTENT IN STORE

THE IMPORTANCE OF
MOTION VS. STATIC
IMAGES ON SCREENS

+50%

Shoppers' awareness of screens
increased **5%** when moving
screens were activated

From Our 2018 Study:
**VIDEO CONTENT
IS KING**

580%

of global consumers
say that engaging video
content has a positive impact
on their shopping

**43% OF CONSUMERS
AROUND THE GLOBE HAVE
BEEN INSPIRED TO MAKE
A PURCHASE BASED ON
DIGITAL CONTENT THEY
VIEWED WHILE IN-STORE.**

From our
2018 study:

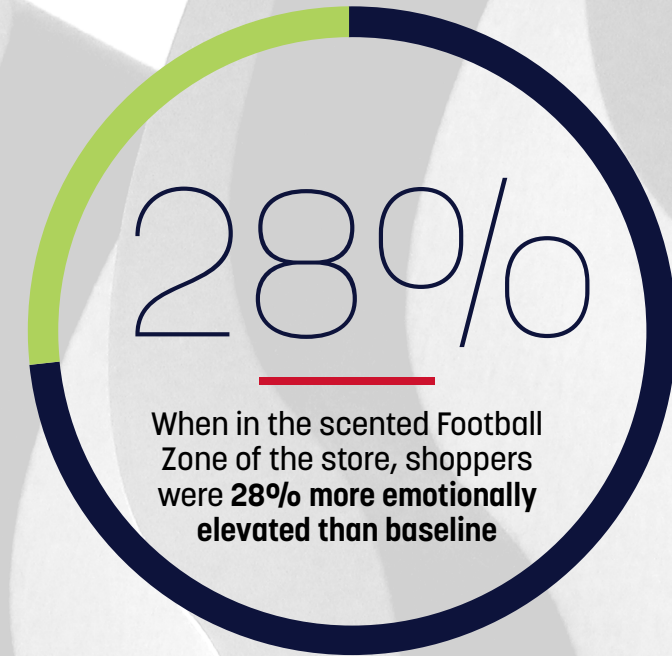
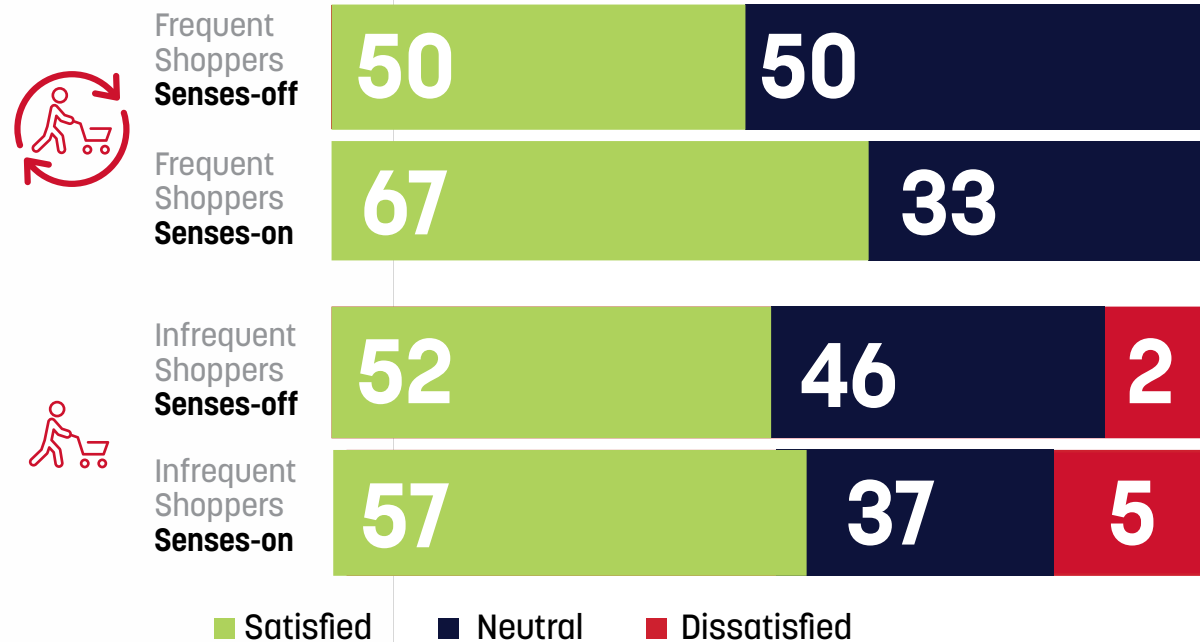
430%

Global
consumers

SCENT DRIVES GREATER SATISFACTION, ENGAGEMENT AND SALES

The use of scent is even more impactful amongst frequent shoppers or when using it to highlight a specific department or zone.

SCENT SATISFACTION





+7%

The trial store showed a 7% uplift in satisfaction once scent was introduced.

CURATED IN-STORE SCENT ADDS NUANCE & INCREASES SATISFACTION LEVELS

SCENT SATISFACTION

Among frequent shoppers, satisfaction increased by 17% once scent was introduced

THE ABILITY TO TOUCH & FEEL PRODUCTS MAKES A SIGNIFICANT DIFFERENCE TO THE SHOPPING EXPERIENCE

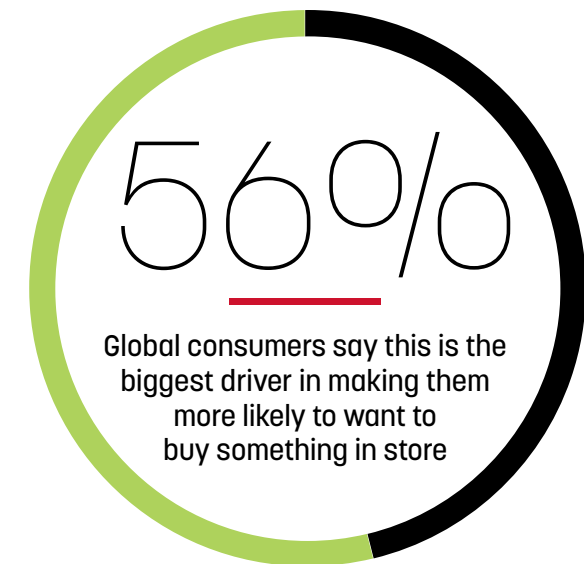
When touching a product, shoppers are **50% more emotionally elevated** than baseline.



We saw a peak in arousal from customers' baseline/relaxed state when customers engaged with products.

A baseline was established by calibrating the equipment with each respondent before they started their shopping trip.

From Our 2018 Study:
ABILITY TO TOUCH & TRY PRODUCTS OR SERVICES



THE SCIENCE OF NARCISSISM

WE LOVE OURSELVES!

CONSUMERS LIKE SEEING THEMSELVES IN MIRRORS AND ON SCREENS

We love to look at ourselves - and this creates an increase in emotional impact on our GSR scores.

This is a natural reaction to images of ourselves - we like to see ourselves.

Mirrors and engagement with clothing can really boost an experience.

SENSORIAL MARKETING ALSO HAS AN IMPACT ON THE EMPLOYEE EXPERIENCE

"Without the music it is very quiet and we start talking to our colleagues more which shouldn't be happening.

The atmosphere is much less pleasant."

"I miss the music and coziness in store (when the music was turned off)"

"Having music gives me more energy and I am happier."

"The store must be well kept, and scent is part of this. It contributes to the image of the store in the eyes of the customer."

"The scent is pleasant.... It smells fresh."

EMPLOYEE COMMENTS

10 KEY TAKEAWAYS

When sensorial elements were in place, INTERSPORT recognized a **10% increase in sales**.

Consumers placed **more items - and higher priced items - in their shopping baskets** when sensorial marketing elements were active.

Sensorial marketing elements increase dwell times. Consumers spent almost 6 minutes longer in store when compared to “no senses” control stores.

Removing sensorial elements from the store **increased the emotional impact by as much as 17% - but not in a good way**. Consumers became very self-conscious and less comfortable in a “no senses” shopping environment.

Awareness of digital screens **increased by 5% amongst shoppers** when the in-store moving visualizations were activated (vs. static images).

When in the scented Football Zone, **shoppers were 28% more emotionally elevated** than their baseline state.

The scented Football Zone witnessed **26% greater sales** in the test store vs. unscented Football Zones in other INTERSPORT stores.

Shoppers are **50% more emotionally elevated or energized** when given the ability to physically touch and interact with products.

Consumers love seeing themselves in mirrors, as evidenced by significant increases in Galvanic Skin Response tests. The study refers to this as “the Science of Narcissism.”

In-Store sensory marketing elements also have a positive **impact on employee satisfaction levels**.

WHY IT ALL MATTERS

The voice of today's consumer remains loud and clear:

They expect and demand a more memorable, engaging and sensorial in-store experience. Retailers must heed the call and focus their attention on creating a Customer Experience that connects with their audience at a deeper emotional level. Sensory marketing and the strategic deployment of in-store media are critical to success, and efforts will be rewarded with stronger brand affinity and increased sales.



Valentina Candeloro - Mood Media
Marketing Director Mood International

FOR MORE INFORMATION

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Complimentary Sensory Marketing Consultation

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ABOUT MOOD MEDIA CORPORATION

Mood Media is the world's leading in-store media solutions company dedicated to elevating the Customer Experience. Mood creates greater emotional connections between brands and consumers through the right combination of sight, sound, scent, social and systems solutions. Mood reaches more than 150 million consumers each day through more than 500,000 subscriber locations in 100+ countries around the globe. Mood's clients include businesses of all sizes and market sectors, from the world's most recognized retailers and hotels to quick-service restaurants, local banks and thousands of small businesses. For more details: www.moodmedia.com.

ABOUT INTERSPORT & THE ATHLETE'S FOOT

With retail sales of EUR 11.6 billion in 2018 and more than 5,500 affiliated stores in 43 countries, INTERSPORT is one of the world's leading sporting goods retailers. In December 2012, INTERSPORT acquired the athletic specialty footwear chain, The Athlete's Foot, with 550 stores in 30 countries and retail sales of EUR 363 million in 2018. In total, the INTERSPORT Group has a turnover of EUR 11.9 billion and is represented in 57 countries on all five continents. More about INTERSPORT at www.intersport.com.



ABOUT WALNUT UNLIMITED

Walnut Unlimited is a more than a market research agency, they are the human understanding agency. They uncover human insights that help bring global brands closer to understanding people for better business decisions. Through innovative thinking, they use no-nonsense science drawing on specialisms in neuroscience and behavioral psychology and economics. They work across retail and customer experience, technology, financial, FMCG, brand and communications. Information about Walnut Unlimited can be found here: www.walnutunlimited.com.

