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## **Scent defines a building's soul**

***Learn why scent delivery systems should become a new standard in high-end residential and commercial buildings at the first SCENTworld Conference & Expo 2008 in New York City***

(**Scarsdale, NY , March 28, 2008**) The Japanese did it to improve productivity and reduce mistakes made by data entry workers. The Jones's down the street did it preparing for their "open house". They both used scent: Citrus for the Japanese and fresh baked cookies in suburbia. Sounds complicated? Not anymore. A good opportunity to learn about the state of olfactory art and how it relates to architecture and interior design is the Scent Marketing Institute's SCENTworld CONFERENCE & EXPO 2008, from June 29th through July 1st at the Marriott Marquis Times Square in New York City. It is the first conference of it's kind – exclusively focused on the use of scent in non-traditional ways. Industry thought leaders, scent developers and equipment manufacturers will be attending.

Multinational brands such as Samsung and retailers such as SONYstyle already know that customized scents not only help define a brand but also sell. It is scientifically proven that in a scented environment, customers linger longer – that same science applied at a Las Vegas casino resulted in a 45% increase of revenue at the slot machines.

Tests also show that scent increases the perception of value for certain products for which people would ultimately pay more money. Maybe that led to the genial idea to "define" the four towers of the CityCenter in Las Vegas with individual scents. Word is that buyers made a purchase decision or picked one tower over the other solely based on the scent they experienced.

"It won't take long and we will find a scent delivery infrastructure in commercial and residential buildings", says Harald H. Vogt, the Scent Marketing Institute's founder. "Technology exists to either scent individual rooms or pipe it into the HVAC system. Almost every hotel does it in their lobby areas." He sees scent as an opportunity for architects, commercial property developers and homebuilders to differentiate their work add character to the building environment.

With home fragrance sales in the US topping \$5.1 billion in 2007, customer acceptance should be a no-brainer. "In that category and beyond, the aromatherapeutic potency of fragrances has not even been scratched", says Vogt. "Bergamot reduces stress, orange eases depression, grapefruit lessens fatigue. All you need is your tenants' consent and you can make a new or renovated office building a better place to work". Oh, and then there is the scent of apple that positively impacts the perception of space. All the sudden the cubicle feels like a corner office. For more information on SCENTworld CONFERENCE & EXPO 2008 visit [www.scentworldexpo.com](http://www.scentworldexpo.com). The Scent Marketing Institute is a worldwide leading authority that supports and facilitates the development and implementation of Scent Branding efforts and scent-centered marketing strategies. For more information about the Institute visit [www.scentmarketing.org](http://www.scentmarketing.org) or call Harald H. Vogt at (646) 236-4606.

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If you would like more information about this or any other scent marketing related topic or to schedule an interview with Harald H. Vogt please call (646) 236-4606 or e-mail us at [info@scentmarketing.org](mailto:info@scentmarketing.org).