

## **Scent Marketing Solutions by Hydroemission**

### **Unleash the power of Scent Marketing**

All day long, consumers' eyes and ears are bombarded by traditional advertising and marketing messages. This causes sensory overload, and more importantly, it causes consumers to tune your company out.

With scent marketing solutions from Hydroemission, you can use a specific scent to:

- Get the attention of your customers
- Differentiate your brand
- Increase the effectiveness of your marketing communications
- Influence your customers' feelings and responses

When combined with other sensory triggers, you can create a long-lasting sensory and emotional connection with your customers.

### **The right scent changes everything**

With our extensive library of more than 1,000 different scents and our capabilities to design signature scents exclusively for your brand, finding the right scent for your business is easy. The right scent can draw customers into your premises, make them stay longer, and create a subconscious bond that makes customers think of you every time they experience your unique scent.

Hydroemission has all types of scents, including:

- Signature scents
- Mood influencing scents (e.g. calming, uplifting etc)
- Festive scents (e.g. Christmas, New Year, etc.)
- Themed scents (e.g. beach, garden, etc.)
- Product scents (e.g. coffee, popcorn etc.)

And so much more...

Enclosed in this kit is a series of scents our Scent Experts have handpicked for your business. We will be glad to meet up with your team to understand more about your needs and to select or design an exclusive scent for you.

## **The next wave in Scent Marketing**

At Hydroemission, we have been pushing the limits of scent marketing since 2003. Supported by government bodies (such as SPRING Singapore) and research institutes (including Nanyang Technological University and the Institute of Materials Research and Engineering), we are constantly working to improve our technology and bring our valued clients the most advanced and cost-effective scent marketing solution available today.

We are also the winner of the Emerging Enterprise Best Innovation Award 2011 and the SEC-Senoko Energy Green Innovation Award 2012. Our products are International Fragrance Association (IFRA) and Halal certified.

No matter what type of business you have, Hydroemission can create a custom scent marketing solution that helps you reach your customers better than ever before. Our clients include numerous international retail, hospitality, property management, banking and entertainment brands.

Scan to see Case Studies

## **Scent Marketing solutions for every industry**

Using our ScentFilm™ manufactured with patent-pending Polymetrix™ technology, we offer scent marketing products that:

- Eliminate the need for machinery or mechanical installations
- Provide a green approach to scent marketing
- Save you money

Here's how it works. Upon contact with air currents, ScentFilm™ releases scent molecules continuously into the ambient space. This is achieved without any machinery or electricity, making it a flexible, healthy, economical, and green approach to scent marketing.

The ScentFilm™ is compatible with all types of air diffusers, ventilation and air conditioning systems. For application in air handling units (AHUs) or in spaces without ventilation and air conditioning systems, usage of a ScentFilm™ Holder is recommended.

Each ScentFilm™ scents a 7 to 20 square meter area continuously for up to 4 weeks (depending on operational conditions and expected scent intensity).

Scan to see how ScentFilm™ is applied

**Supporting all your Scent Marketing needs**

We make it easy and effortless to implement scent marketing into your business by providing a comprehensive range of services that include:

- Signature scent design
- Scent selection
- Scent matching
- Application services
- Product development & contract manufacturing

Ready to unleash the power of scent marketing for your business?

Email [sales@hydroemission.com](mailto:sales@hydroemission.com), or visit [www.hydroemission.com](http://www.hydroemission.com) today to schedule your consultation.