

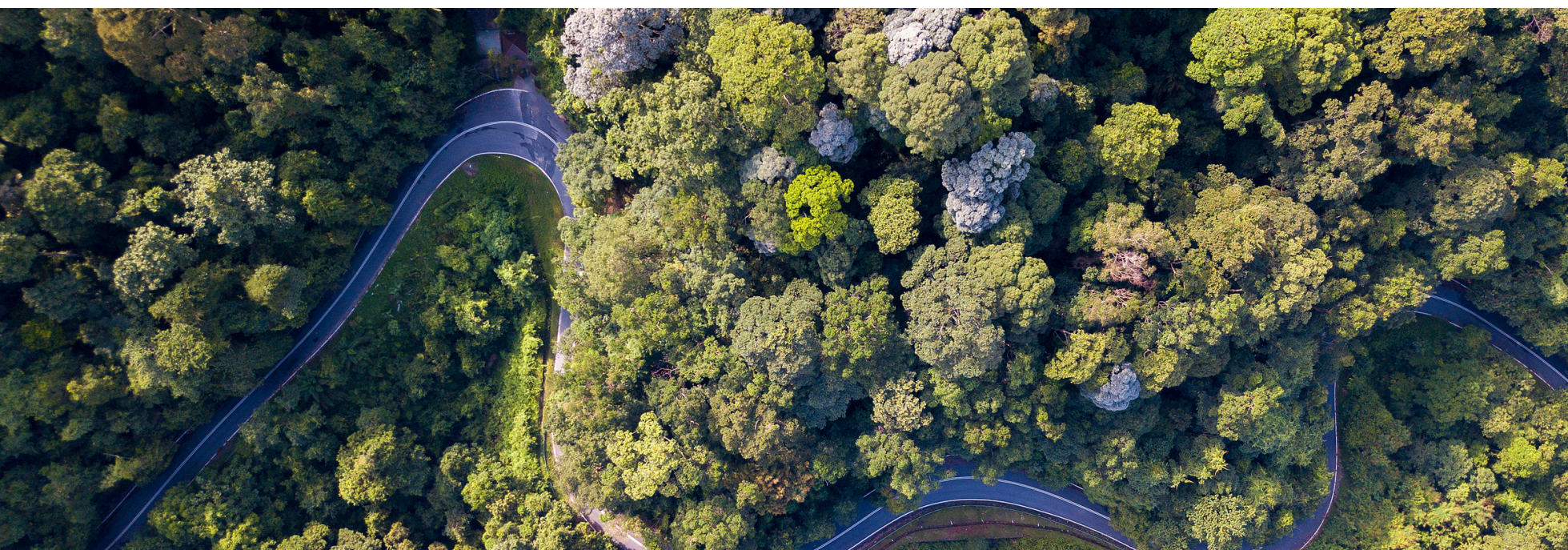


ORGANIZATIONAL GREEN MARKETING





AGENDA



01

**NEXT-GENERATION BRANDING -
COMPREHENSIVE BRANDING. BRAND
ENGAGING ALL SENSES - TRANSITIONING
FROM 2D TO 5D BRANDING.**

02

**DEVELOPING A SENSORY BRAND INVOLVES
STIMULATING, REINFORCING, AND
ESTABLISHING CONNECTIONS.**

03

**COMMUNICATION WITH CUSTOMERS AND THE
COMMUNITY WITHIN THE REALM OF ECO-
FRIENDLY MARKETING.**

04

**MEASURING THE EFFECTIVENESS OF GREEN
MARKETING - SUCCESS INDICATORS AND
TOOLS FOR ASSESSING THE IMPACT OF GREEN
MARKETING ON BUSINESS.**



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NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

Sensory marketing revolves around the comprehensive stimulation of all five senses.

Sight assists in perceiving color, light, design, packaging, graphics, appearance, interior design, theme, or message. **Hearing** perceives a recognizable sound, a sound brand, a leitmotif, or a voice message. **Smell** enables the perception of a distinct scent, its type, and intensity. **Touch** facilitates understanding the texture of the material and its surface, temperature, weight, and shape.

Taste in sensory marketing should be synonymous with pleasure.



Comprehensive brand

NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

Comprehensive brand:

- The brand is recognized by consumers through its message, smell, sound, and texture, rather than its logo.
- Communicates its values through all available communication channels with consumers.
- Consumers exert influence over the brand and demonstrate loyalty to it.
- It is endorsed by consumers who influence the rituals and traditions linked to it.
- Possesses clear and precisely defined adversaries, leaders, and supporters.
- A comprehensive brand becomes a source of pride and adornment for individuals.



NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

The Power of Brand Influence:

- The eye perceives the shape, inscriptions on the label, and the color of the drink.
- The ear perceives the sound produced by its opening - the hiss of escaping bubbles or its absence - as silence can also convey a message to the sense of hearing.
- The olfactory system categorizes the aroma of a beverage as either safe or unsafe, and if deemed safe, determines its pleasantness; meanwhile, the tactile sense enables one to perceive if the bottle is sleek and refreshing, a crucial factor on a warm day.
- Finally, flavor - along with aroma, enables us to determine if the beverage is truly delicious.



NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

In the realm of fragrances

Presently, the most rapidly expanding sector of sensory marketing is the division focused on olfaction.

Odor plays a crucial role in daily life.

It triggers memories through the Proust effect (associating the smell of the sea or freshly cut hay with summer, vacations, relaxation), alerts (such as the smell of leaking gas), and educates (regarding the freshness or spoilage of products).





NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

A burgeoning form of marketing is aromarketing, centered on crafting initial impressions through carefully chosen scents, resulting in the formation of a "fragrance logo."





NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

Seductive copywriting

Effective copywriting harnesses the power of language to engage all the senses, creating vivid illusions that evoke taste, smell, and visual imagery.

Many individuals believe that a form-fitting blue sweater surpasses a loose one, and a dessert coated in silky chocolate outshines a plain chocolate dessert.





NEXT-GENERATION BRAND - COMPREHENSIVE BRANDING

Future Marketing

Many companies profess familiarity with sensory marketing but frequently utilize only a fraction of its potential.

Numerous experts assert that engaging all the senses represents the future of marketing communication and branding, making it essential to recognize this as a potent strategy for outpacing competitors.



EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Sensory branding involves developing distinctive brands that resonate with emotions, fostering a connection with consumers. Research indicates that brands incorporating all five senses (5D brand) have a higher likelihood of success compared to traditional two-sense approaches (2D brand) in marketing strategies.

The cornerstone of a contemporary brand's success lies in sensuality, alongside upholding uniqueness and consistency. The logo stands out as the most commonly utilized aspect of the brand image, and a sensual brand should be distinguished by its ability to be equally expressive across various dimensions.



EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Brand 2D versus Brand 5D

Human nature is shaped by the utilization of senses, as they convey information about the surroundings and impact an individual's emotional stance toward the environment. Similarly, a brand ought to engage the senses, as it enables consumers to link it with specific experiences. While branding in the past focused on sight and hearing (2D branding), the current era emphasizes sensory branding, incorporating taste, touch, and smell (5D brand) to resonate with customers inundated by traditional advertising methods.





EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Brand identity

Vision is the sense most commonly utilized, making it a primary target for many brands. Studies indicate that vision has the ability to override a person's other sensory perceptions. Coca-Cola serves as an illustration of a visual brand, employing a consistent color scheme of white and red, distinctive graphic elements, and a memorable logo.



EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Audio brand

Auditory stimuli directly influence human emotions, making it the second most commonly utilized sense in branding.

Sound can evoke specific emotions and be utilized to influence attitudes towards a brand. Nokia serves as an illustration of a sound brand, with its distinctive sound remaining unchanged since inception. Research indicates that this sound is as recognizable to consumers as the logo itself.

EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

A scented brand

The sense of smell, being an unignorable human faculty, serves as a potent stimulus. Additionally, scents have the power to trigger memories, thus connecting directly to emotions.

An increasing number of brands are incorporating this concept into their customer communication strategies. A notable illustration is Singapore Airlines, which has created a unique fragrance (patented) that customers identify with and hold positive associations towards.

The Singapore Airlines fragrance permeates all areas where the brand is present - from stewardesses' perfumes to air fresheners and other scents.



EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Fragrance possesses a potent magic, carrying us through vast distances in time and space.

The aroma triggers recollections and connections, potentially leading to shifts in mood (studies indicate that mood enhancement can reach up to 40%).

EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Brand with specific texture

The sense of touch enables the maintenance or attainment of well-being and possesses therapeutic qualities. Some individuals prioritize the texture of an object they touch over its color scheme, for instance.

However, few brands utilize this faculty.





EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Delicious brand

The sense of taste is linked to social interactions, often stemming from the practice of sharing meals. It is a sense that proves challenging to leverage in customer communication, except when dealing with food items.

However, you can attribute a flavor to a specific product (rather than all product categories) to differentiate yourself in the market. Colgate is a prime example of this strategy, as its toothpaste boasts a unique flavor that is easily identifiable by most consumers. Colgate has chosen to maintain this brand characteristic exclusively for its toothpaste.

EVOLUTION OF THE FIVE SENSES BRAND: TRANSITIONING FROM 2D BRANDING TO 5D BRANDING

Smell and taste essentially constitute a single sense, with the mouth serving as the laboratory and the nose as the chimney.

Using smell without referencing taste is possible, but using taste without referencing smell is nearly impossible.

Certain colors are associated with particular tastes; for instance, red and orange are linked to sweetness, while yellow and green are connected to sourness, and white is often associated with saltiness.

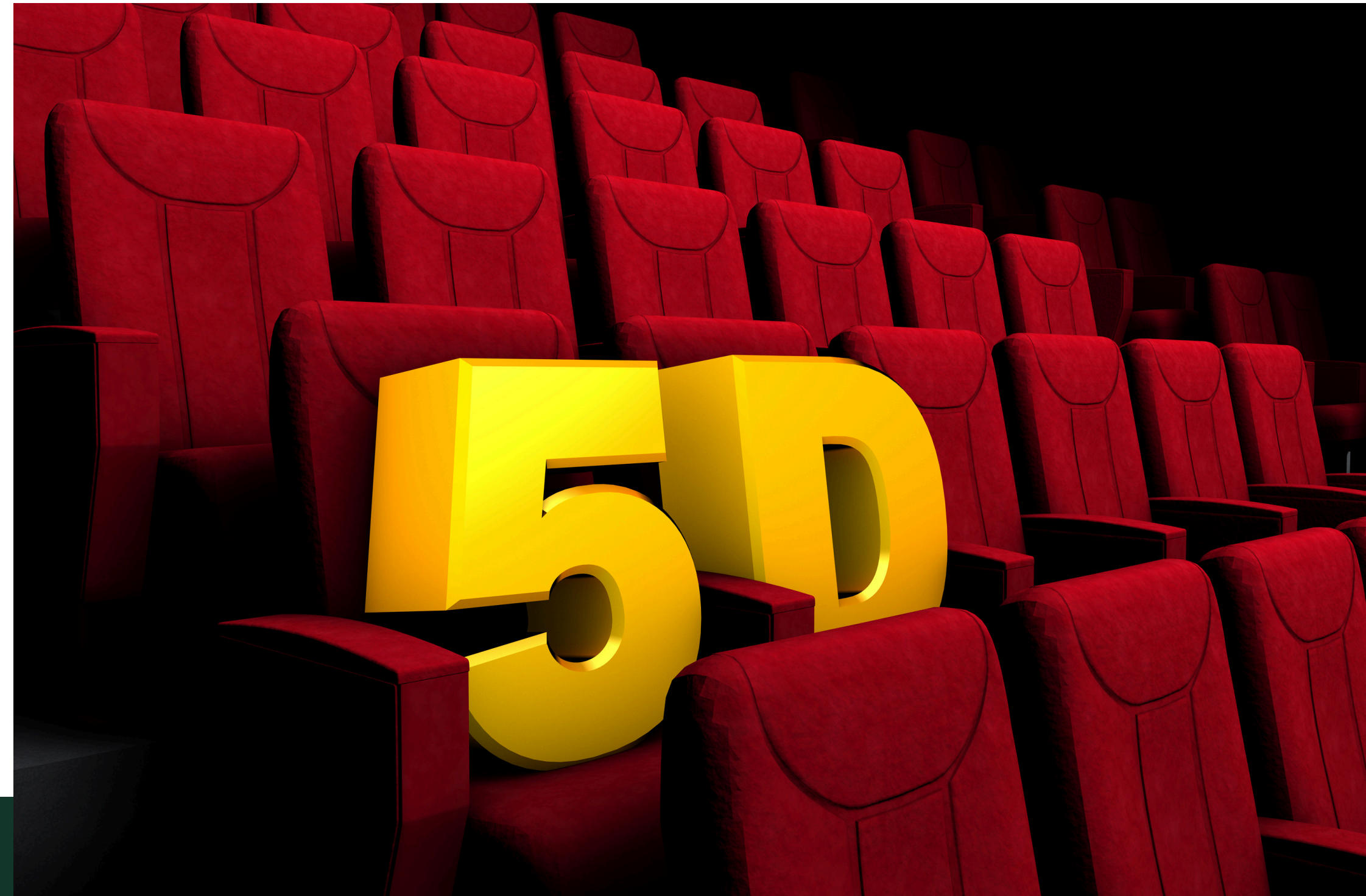
The flavor has a lasting impact, whereas the scent does not.



BRAND OF THE FIVE SENSES - FROM TWO-DIMENSIONAL BRANDING TO FIVE-DIMENSIONAL BRANDING.

5D branding represents the future of advertising, as the amalgamation of sensory experiences elicits powerful emotions, including memories.

The brand of the 21st century should thus blend impressions and experiences to linger in consumers' memories.



BRAND OF THE FIVE SENSES - FROM TWO-DIMENSIONAL BRANDING TO FIVE-DIMENSIONAL BRANDING.

The logo is the most commonly utilized element of the brand image in marketing endeavors.

Nevertheless, a sensual brand should be defined by its presence in other dimensions, equally expressive as well.

It is valuable to analyze the brand into distinct elements to determine the strength of each element within its image. The success of a brand lies in integrating its components into a cohesive entity while acknowledging their ability to stand alone.



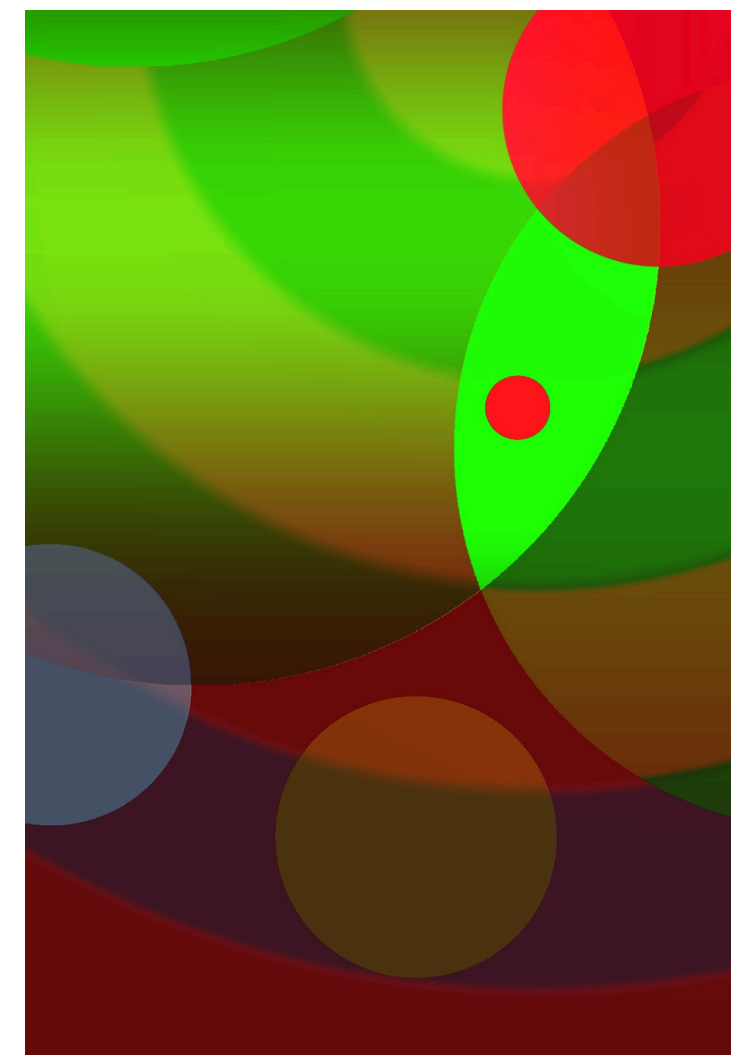
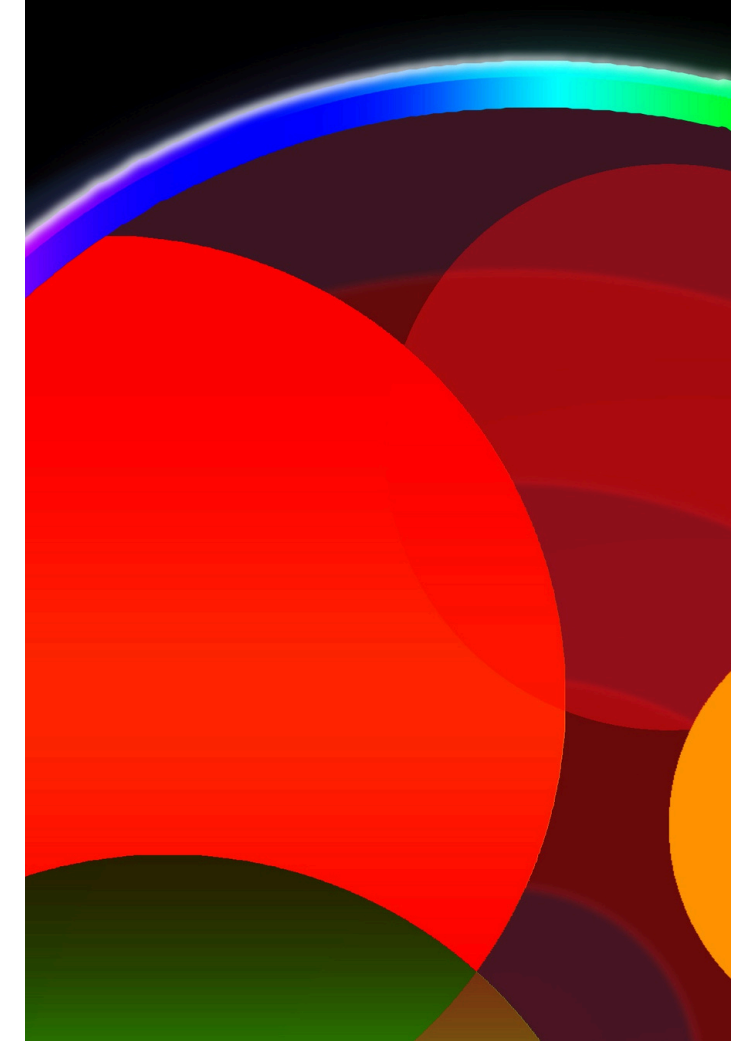
**DEVELOPING A SENSORY BRAND
INVOLVES STIMULATING, REINFORCING,
AND ESTABLISHING CONNECTIONS.**

DEVELOPING A 5D BRAND.

The success of a contemporary brand hinges on sensuality, uniqueness, and consistency.

The synergy between the consumer's sensory experiences and the brand fosters an emotional connection with the customer, reinforcing the brand message.

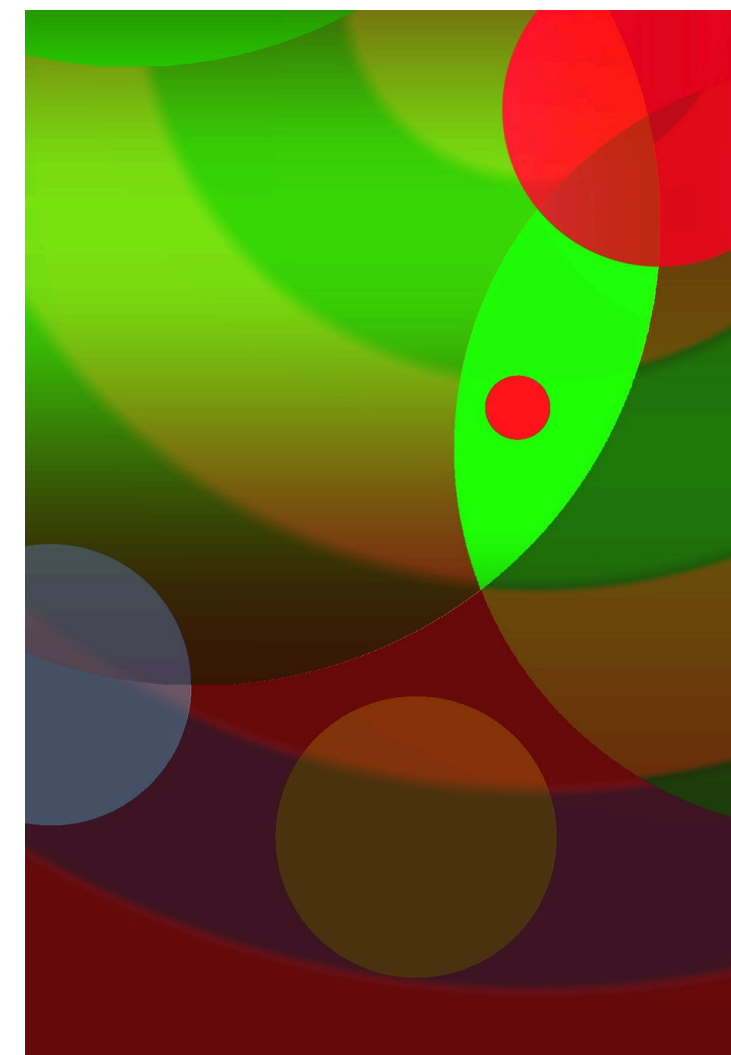
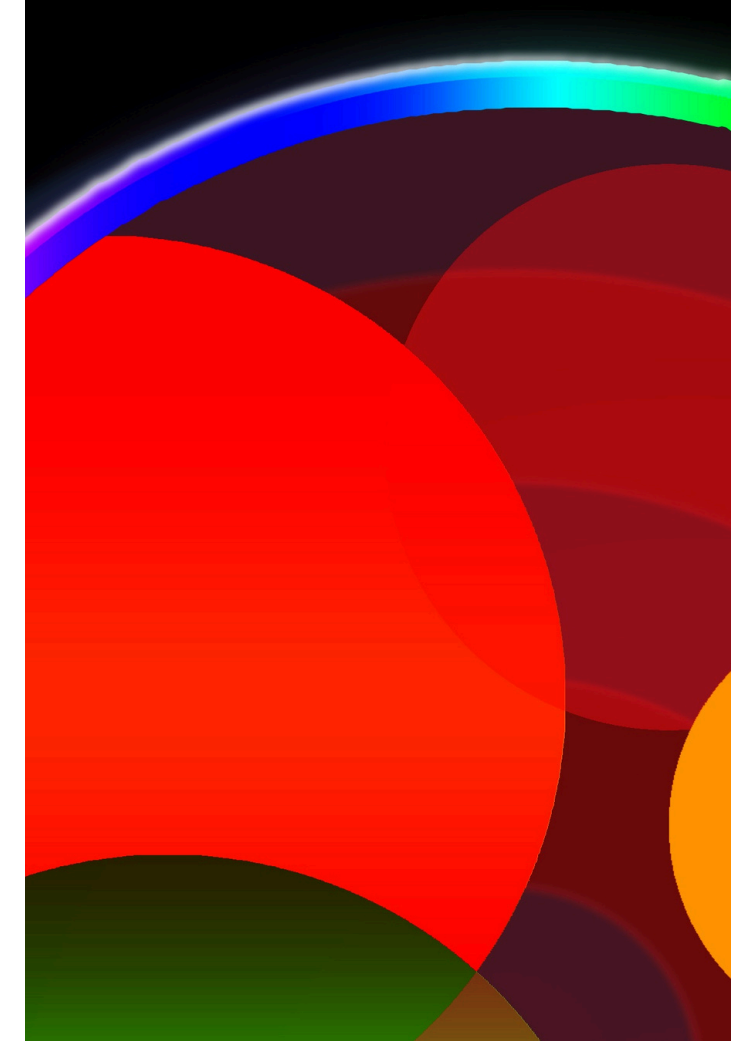
Sensory branding, creating a 5D brand, should follow the subsequent operational stages.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

A distinctive brand image refers to the unique manner in which consumers perceive it.

The objective of sensory marketing is to cater to the customer's needs by engaging their senses, ultimately resulting in:

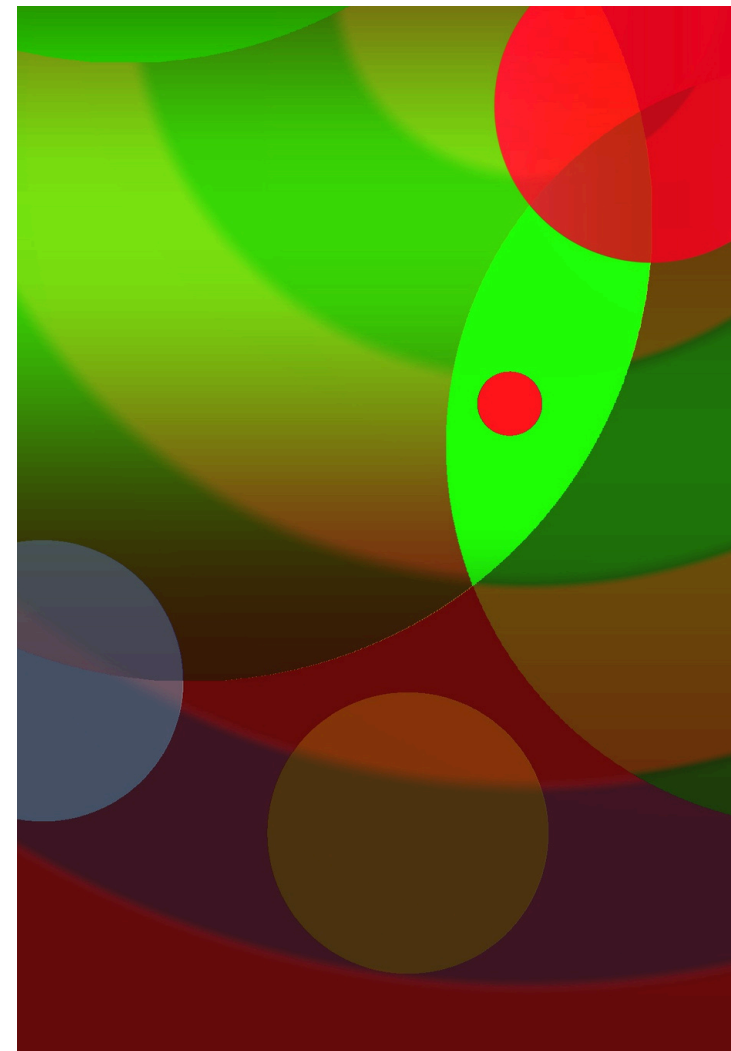
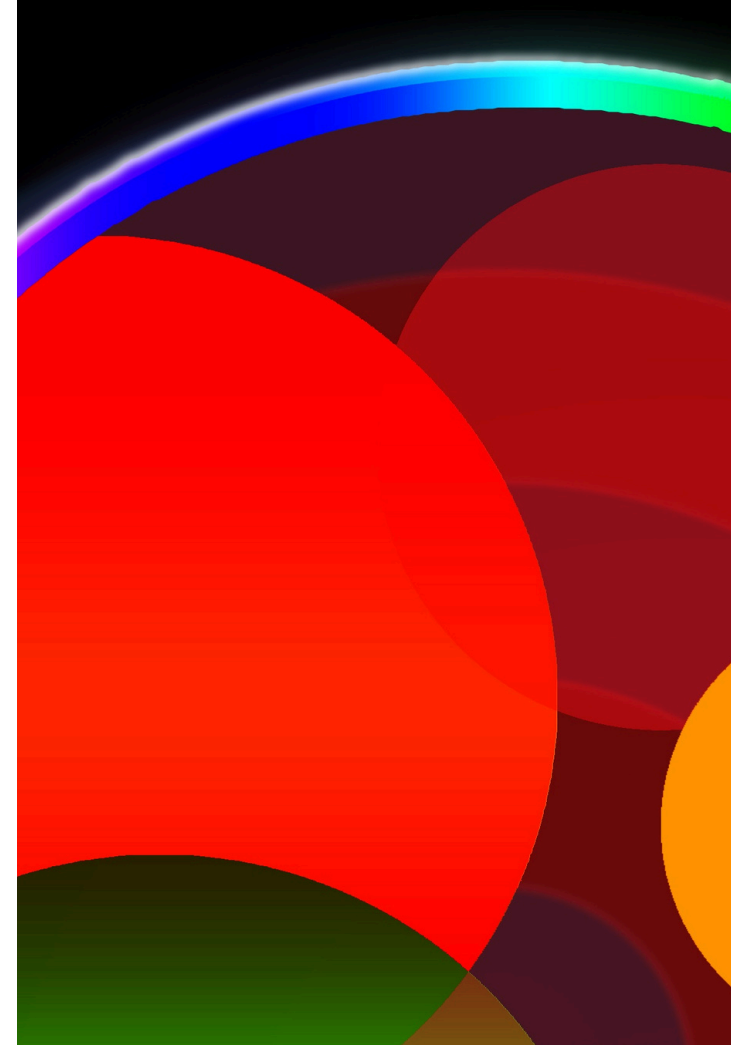


DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Stimulation

Stimulate interest and engage the senses to override logical reasoning.

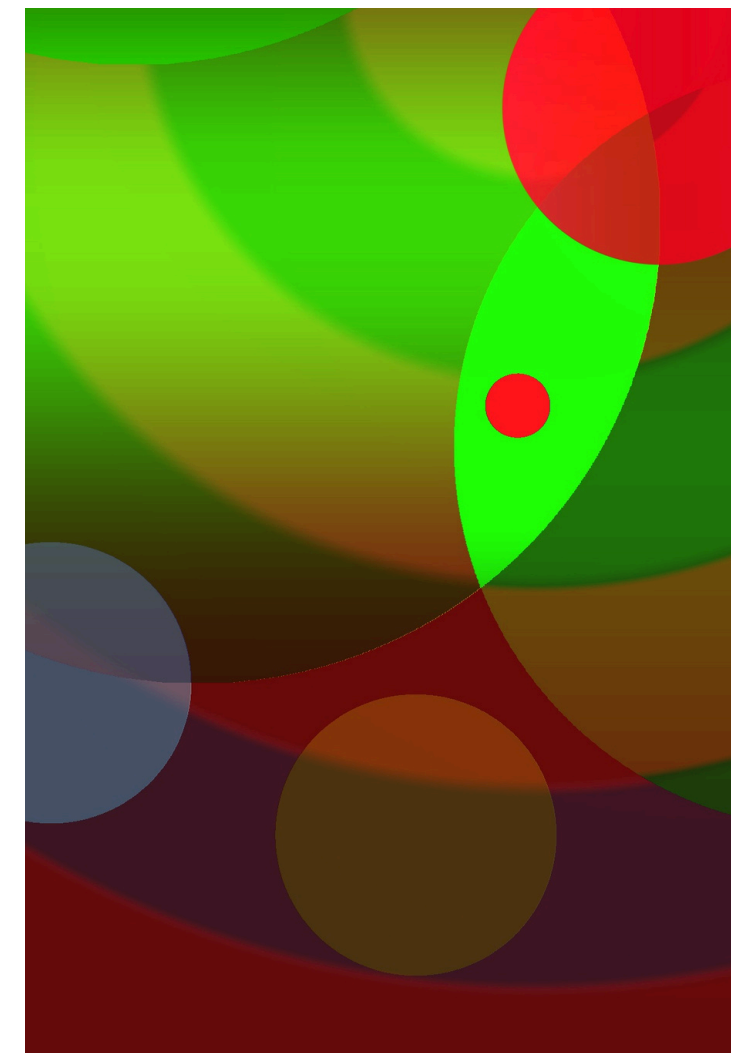
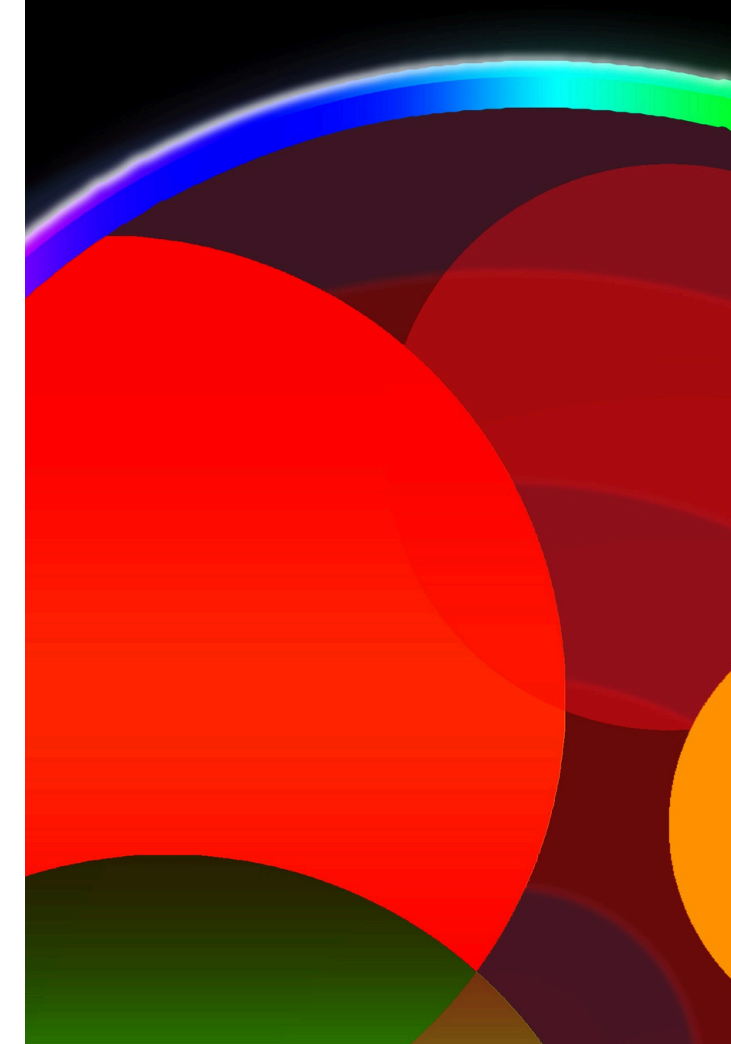
This occurs when we hear the fizz of a carbonated beverage being opened on a warm day - many individuals will immediately associate it with Coca-Cola.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Reinforcements

To alter consumer perceptions of the brand, Bang & Olufsen innovates by designing a distinctive ringtone for its phone. Beyond the recognizable form and heft, customers link sound as an extra dimension to the company's product.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Establish a bond

In other words, evoking emotional engagement, i.e. attachment.

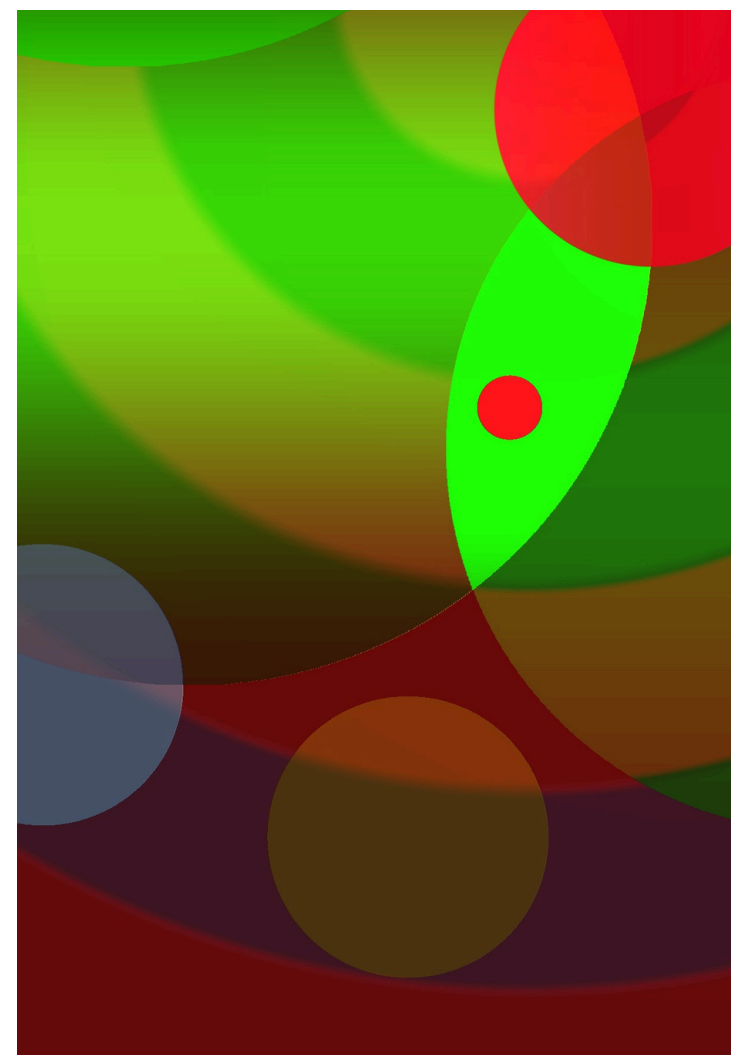
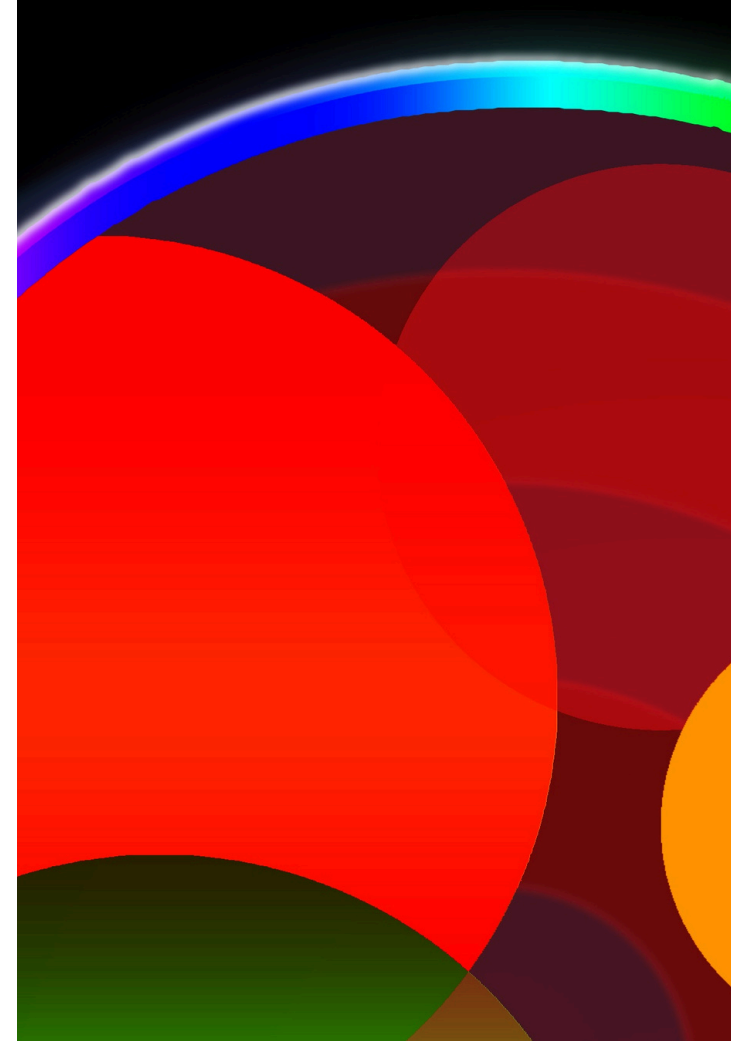
The concept is to close the divide between consumers' perception of a product and its actuality. Nokia exemplifies this with its user-friendly navigation system, which customers view as highly intuitive. Essentially, mastering the use of Nokia phones ingrains a memorable experience that seamlessly translates to using other models. This familiarity often leads individuals back to Nokia's products.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Sensory assessment

Assessing the brand's sensory character requires considering factors like innovative thinking, consistency, authenticity, unambiguity of associations, and the synergistic impact of sensory elements.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Brand readiness

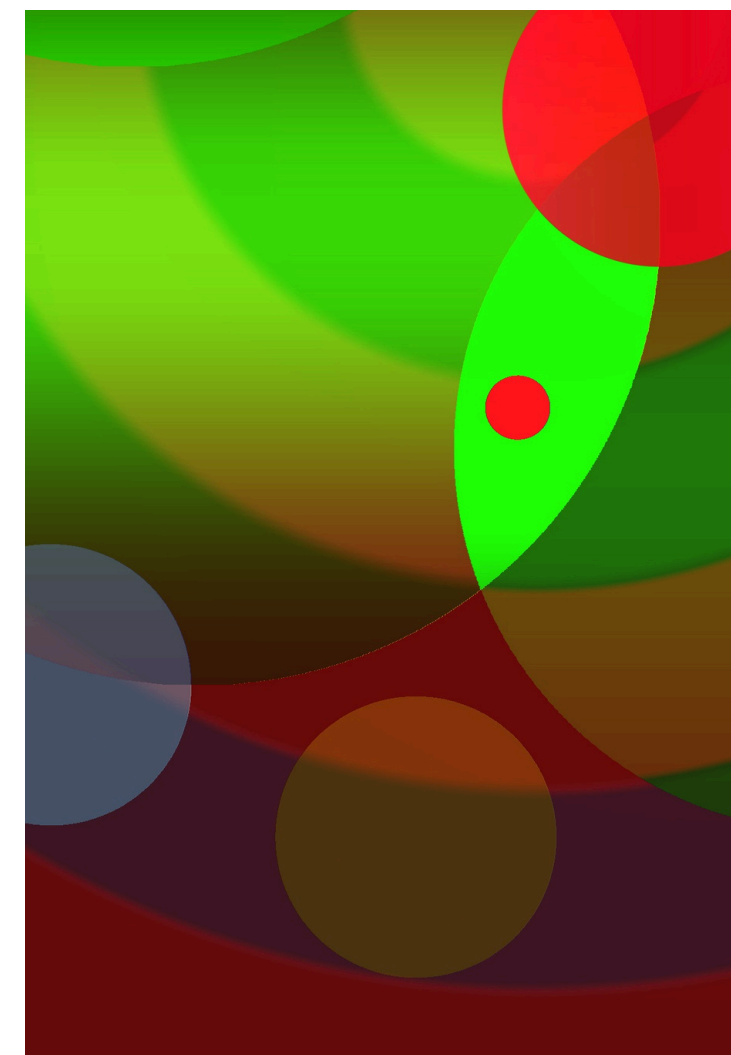
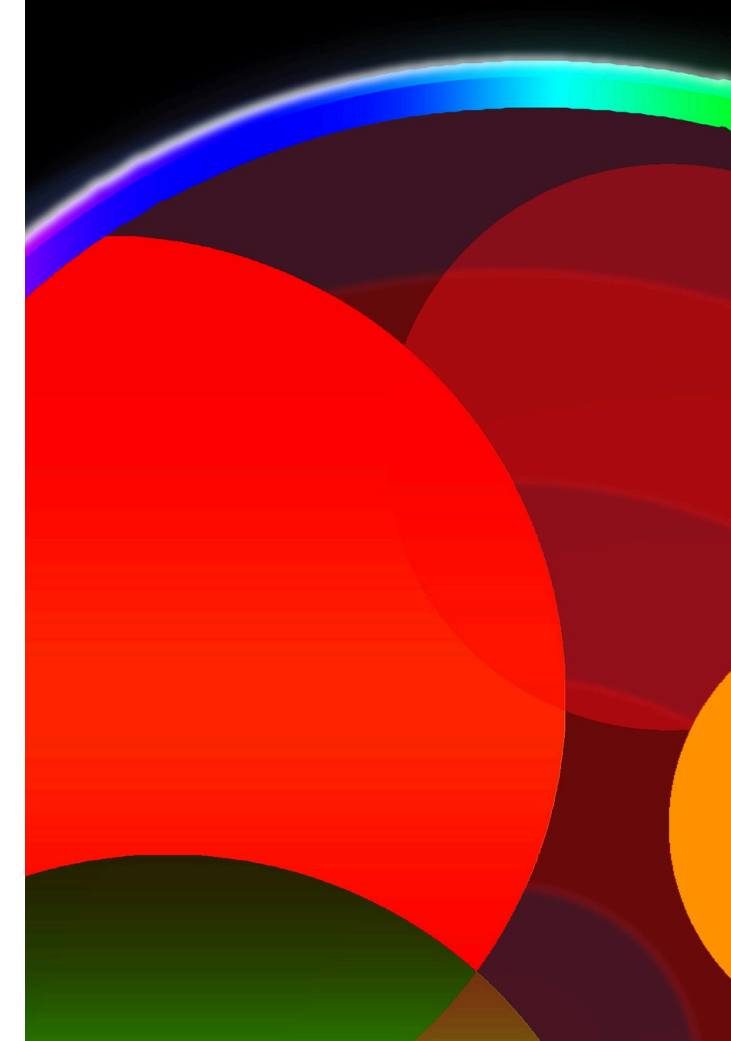
Examine the activities of competitors. Seek a benchmark that could be beneficial for the selected brand, focusing on sensory utilization. For instance, Disney could serve as a "sensory" paradigm for Ikea.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Brand introduction

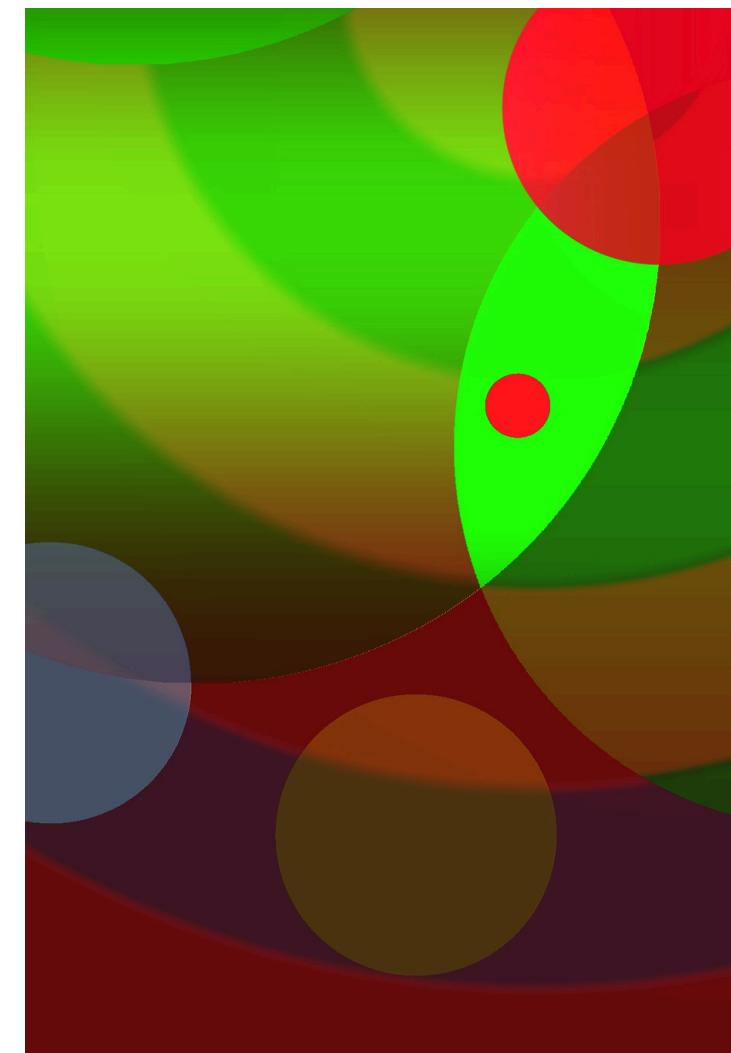
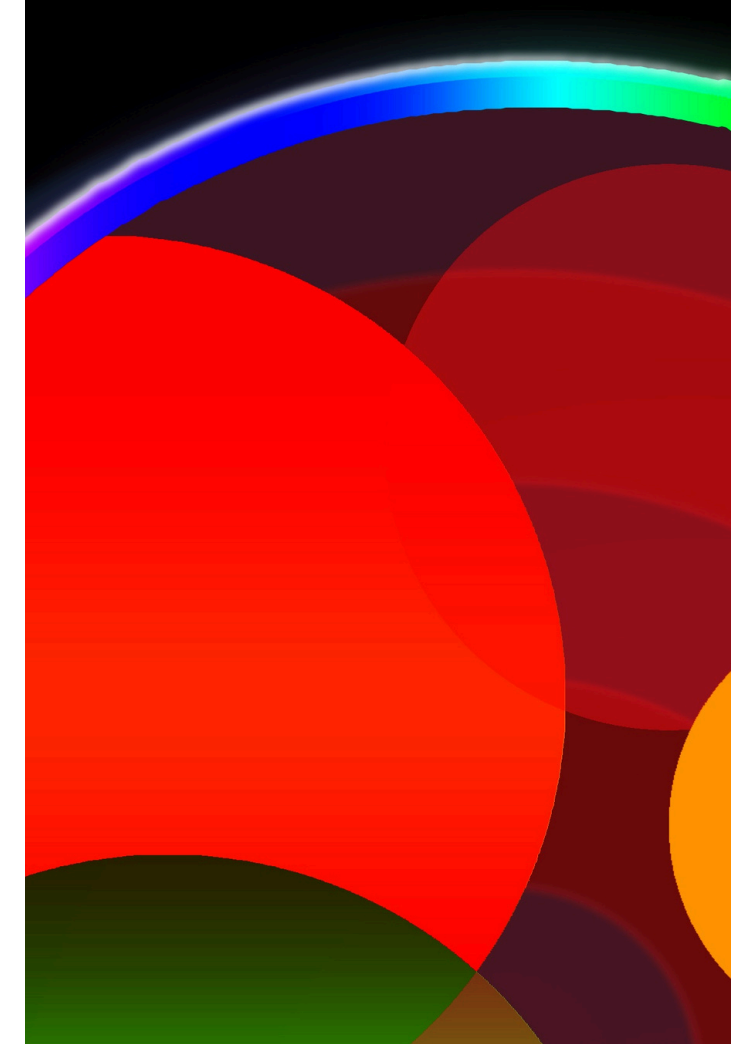
It involves highlighting the key senses essential to the brand's image. You must determine which senses will influence the customer's experience with the brand - potentially not the most apparent ones - and prioritize them.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Brand messaging

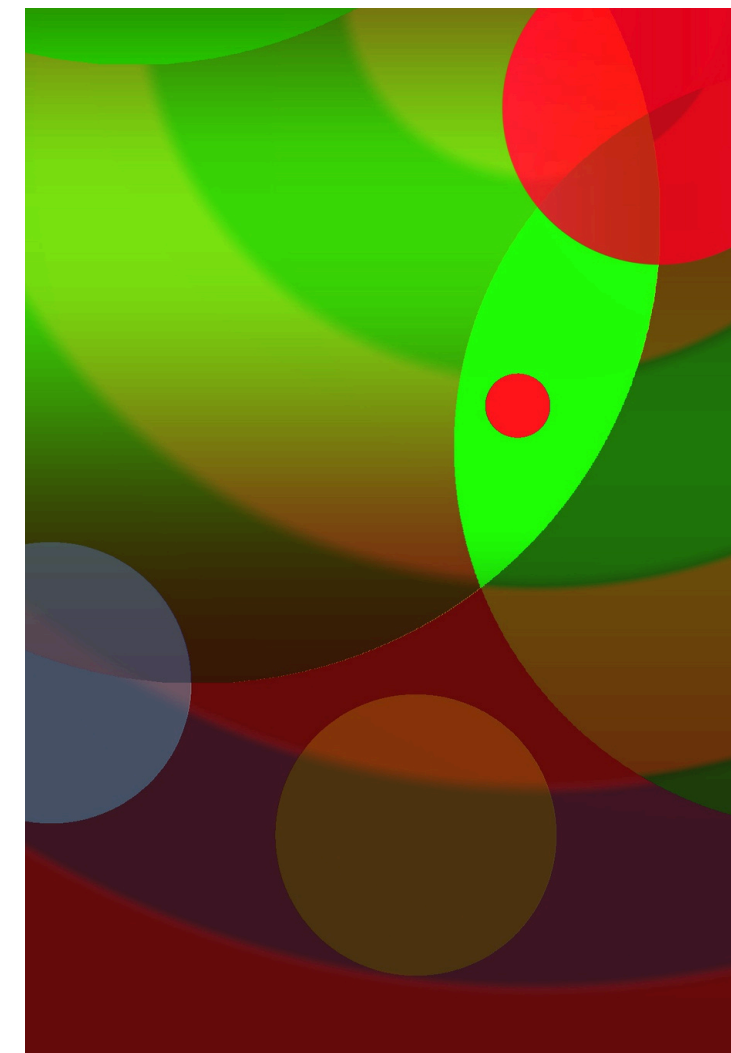
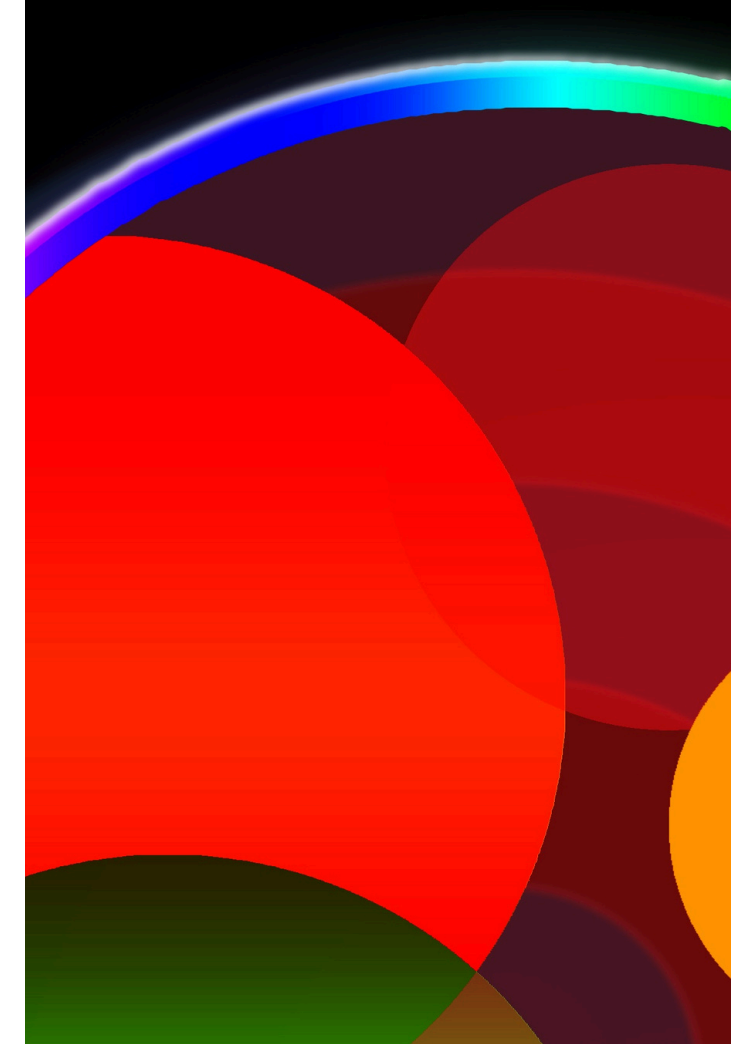
Developing a distinctive brand identity involves clearly outlining the elements that define a unique customer experience associated with the brand, thereby enhancing consumer brand recognition.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Brand loyalty

The acquisition of loyal customers enhances a brand's likelihood of attaining enduring success. Customer loyalty is undeniably the fundamental element that dictates long-term success.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Martin Lindstrom

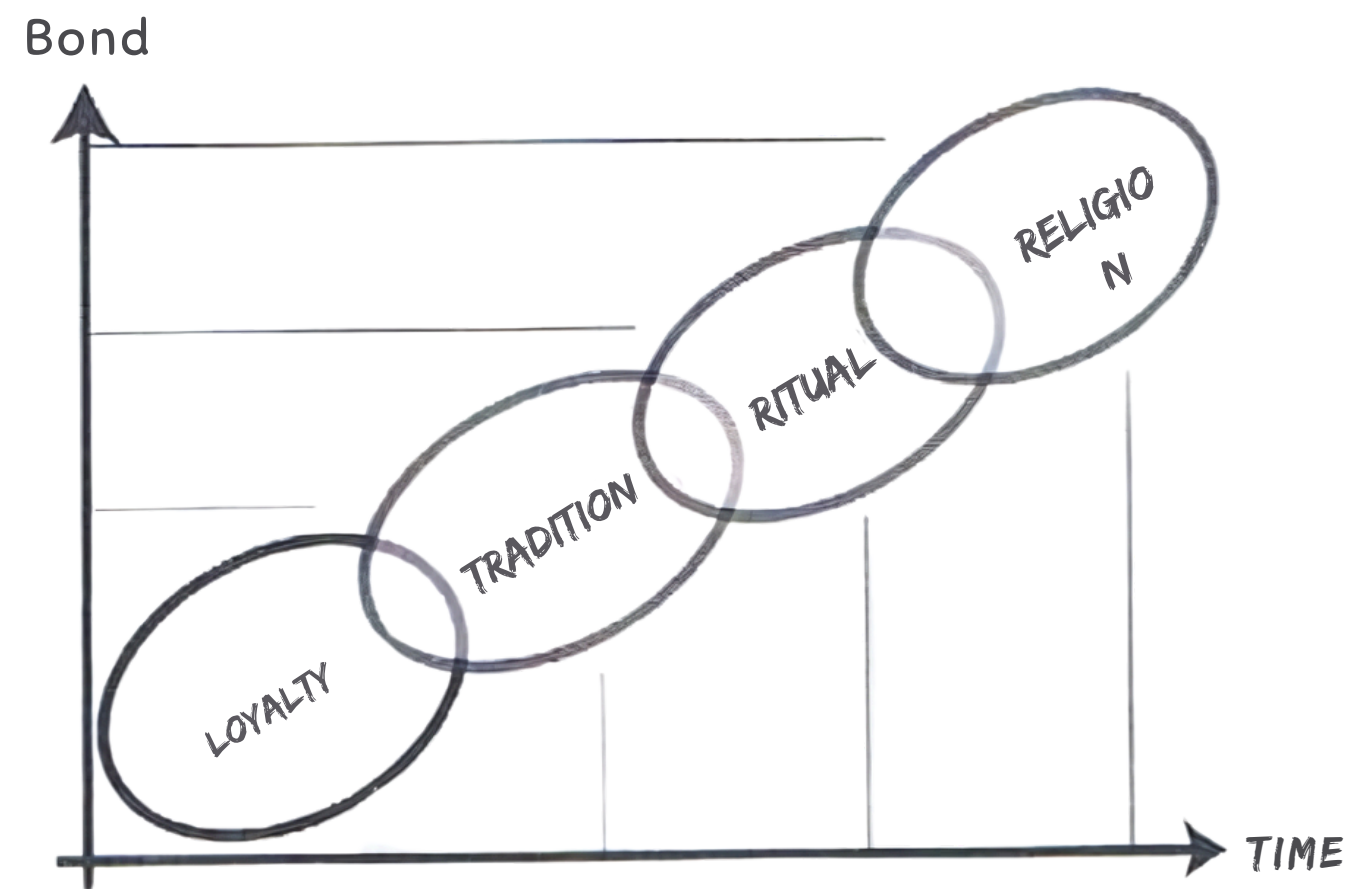
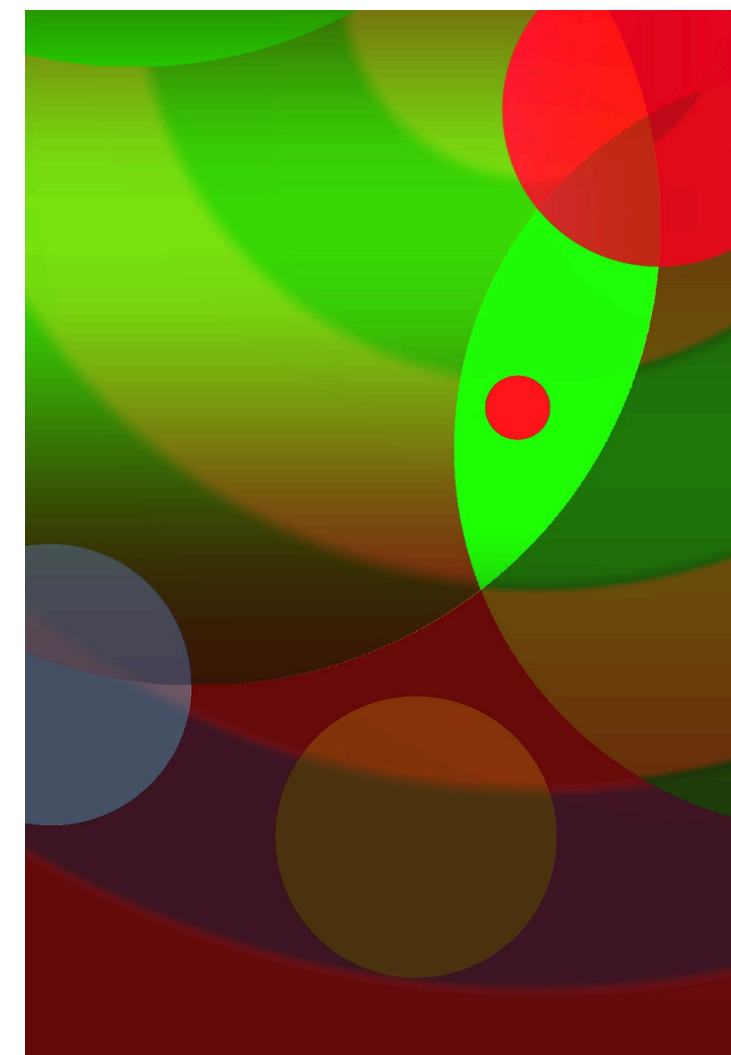
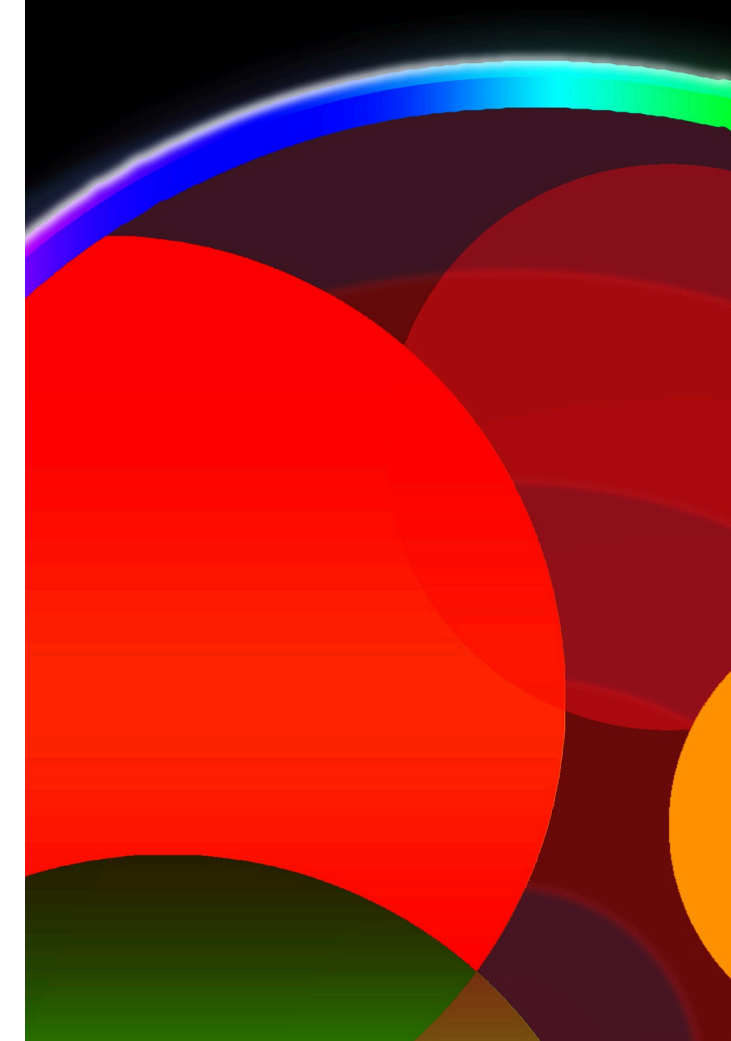


FIGURE 7.1. Loyalty serves as the foundation for all branding endeavors. In the coming decade, marketers will seek diverse strategies to foster relationships between consumers and brands.

DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

Brand messaging

Developing a distinctive brand identity involves clearly outlining the elements that define a unique customer experience associated with the brand, thereby enhancing consumer brand recognition.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

BRAND LOYALTY

10 rules:

- 🌿 A distinctive sense of belonging
- 🌿 A clear vision linked to a sense of purpose.
- 🌿 Drawing inspiration from the actions of your adversaries.
- 🌿 4. Authenticity
- 🌿 5. Consistency
- 🌿 6. Perfection
- 🌿 Effect on the senses
- 🌿 8. Rituals
- 🌿 9. Symbol
- 🌿 10. Mystery



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

SENSORY MARKETING ENABLES THE ENRICHMENT OF YOUR BRAND THROUGH 4 CRUCIAL DIMENSIONS:

- 🌿 Emotional engagement
- 🌿 Optimal correlation between perception and reality
- 🌿 Brand foundation on which the product range can be perceived.
- 🌿 trademark

DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

SUMMARY:

80% of consumers consider one of the most enjoyable aspects of purchasing a new car to be its scent.

Nevertheless, 60% of respondents indicate that sound is the most distinguishing feature of mobile phones.

Up to 72% of our emotions stem from sensory experiences rather than visual or auditory stimuli - findings from research on establishing a sensory brand.



DEVELOPING A SENSORY BRAND INVOLVES STIMULATING, REINFORCING, AND ESTABLISHING CONNECTIONS.

SUMMARY:

SENSORY MARKETING REVOLVES AROUND THE COMPREHENSIVE STIMULATION OF ALL FIVE SENSES.

- Vision assists in perceiving color, light, design, packaging, graphics, aesthetics, interior design, theme, or message.
- Hearing detects a familiar sound, a signature sound, a motif, or a vocal message.
- The sense of smell enables the perception of unique fragrances, their categorization, and strength.
- Touch enables the exploration of material texture, surface characteristics, temperature, weight, and shape.
- Finally, taste, in sensory marketing, must equate to pleasure.

**COMMUNICATION WITH CUSTOMERS AND THE
COMMUNITY WITHIN THE REALM
OF ECO-FRIENDLY MARKETING.**

