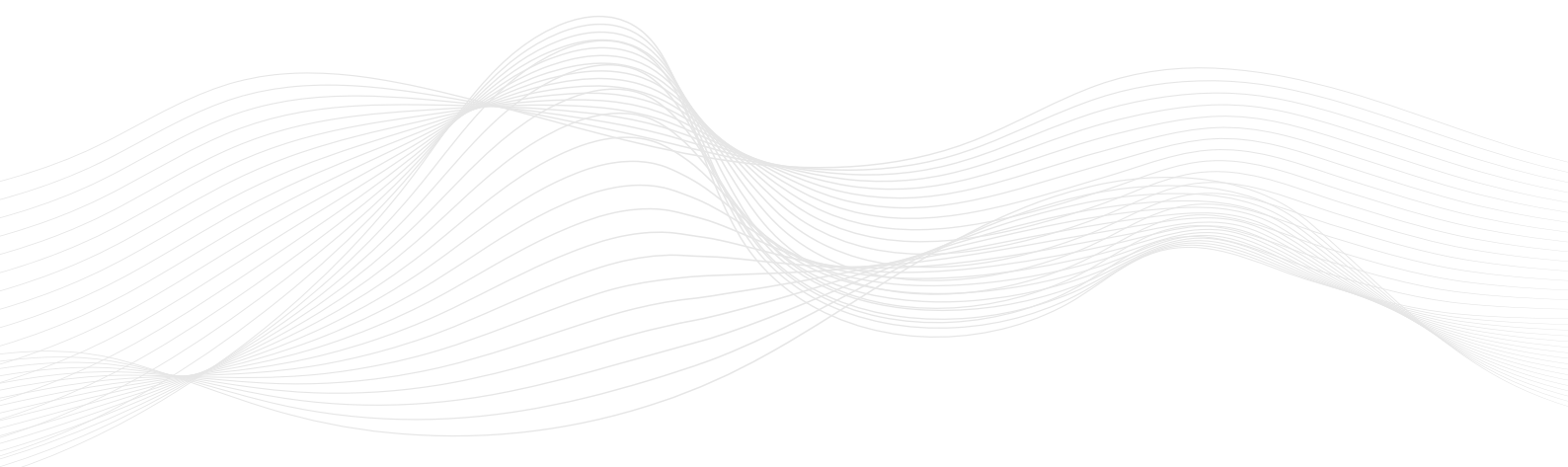


BRINGING **IDEAS** TO LIFE

Introducing

mediaaspects
ATMOSPHERIC **SCENT** SOLUTIONS

A breath of fresh air
for fragrance enhanced
customer experiences



brought to you by:

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mediagroup

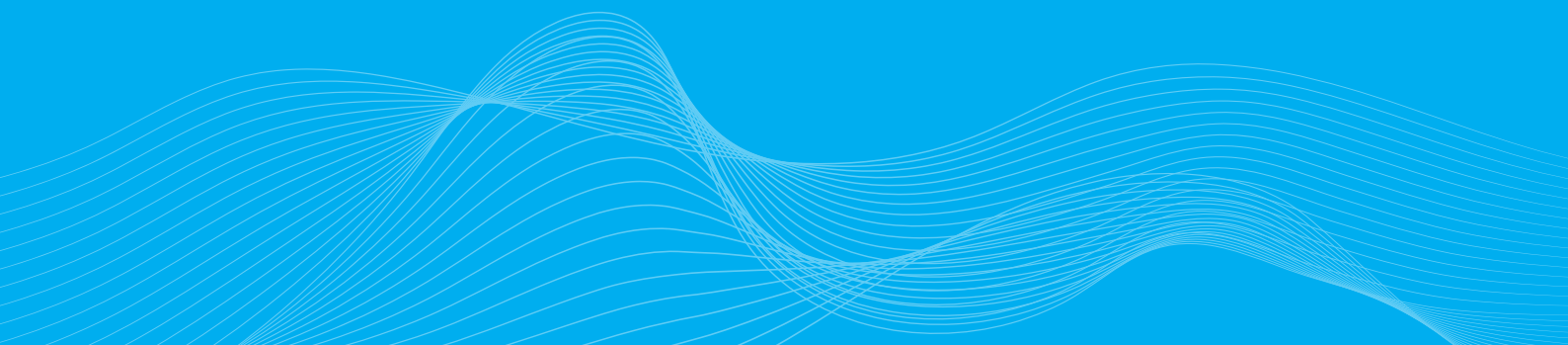


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Scent can connect people in a socially distant world, generating positive feelings and memories about a brand.

Prolitec is a breath of fresh air for customer experience, scent marketing, and odor remediation. Delivering fragrance through elegant, subtle, and efficient diffusion, with a focus on wellness and customer experience.

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HEALTH & WELLBEING

As we emerge from the pandemic, scent is the first step in creating a reassuring environment that brings a sense of comfort to patients & staff as they walk through your doors.

- Research has been conducted on the impact of scenting in emergency wards. They found the scented areas enjoyed a 3X improvement on their cleanliness score, attributed to the scent as there were no changes to the cleaning regimen.
- The presence of positive ambient scents can result in a lower level of anxiety, a more positive mood, and a higher level of calmness.
- Ambient scent can reduce perceived waiting times and appears to result in a higher evaluation of service.
- Our collections feature essential oils such as eucalyptus, tea tree, pine, hinoki, and peppermint. These essential oils are proven to support respiratory health.



HOSPITALITY & EVENTS

The world is on the move again. With people returning to travel, is your brand ready? Scent can be a key element in welcoming back guests, creating an elevated atmosphere and a memorable experience.

- The sense of smell can be harnessed to further guest satisfaction and develop a loyal consumer base for hoteliers.
- Ambient scent has positive impacts on recall, recognition, and even improved evaluations of brands.
- 8 in 10 people say that cleanliness is the main factor that influences their perception of a venue's values.



• DID YOU KNOW •

**MORE
THAN HALF**

OF CUSTOMERS SAY
THEY WOULD ASSUME
A FACILITY IS DIRTY
IF IT DOESN'T HAVE
A GOOD SMELL

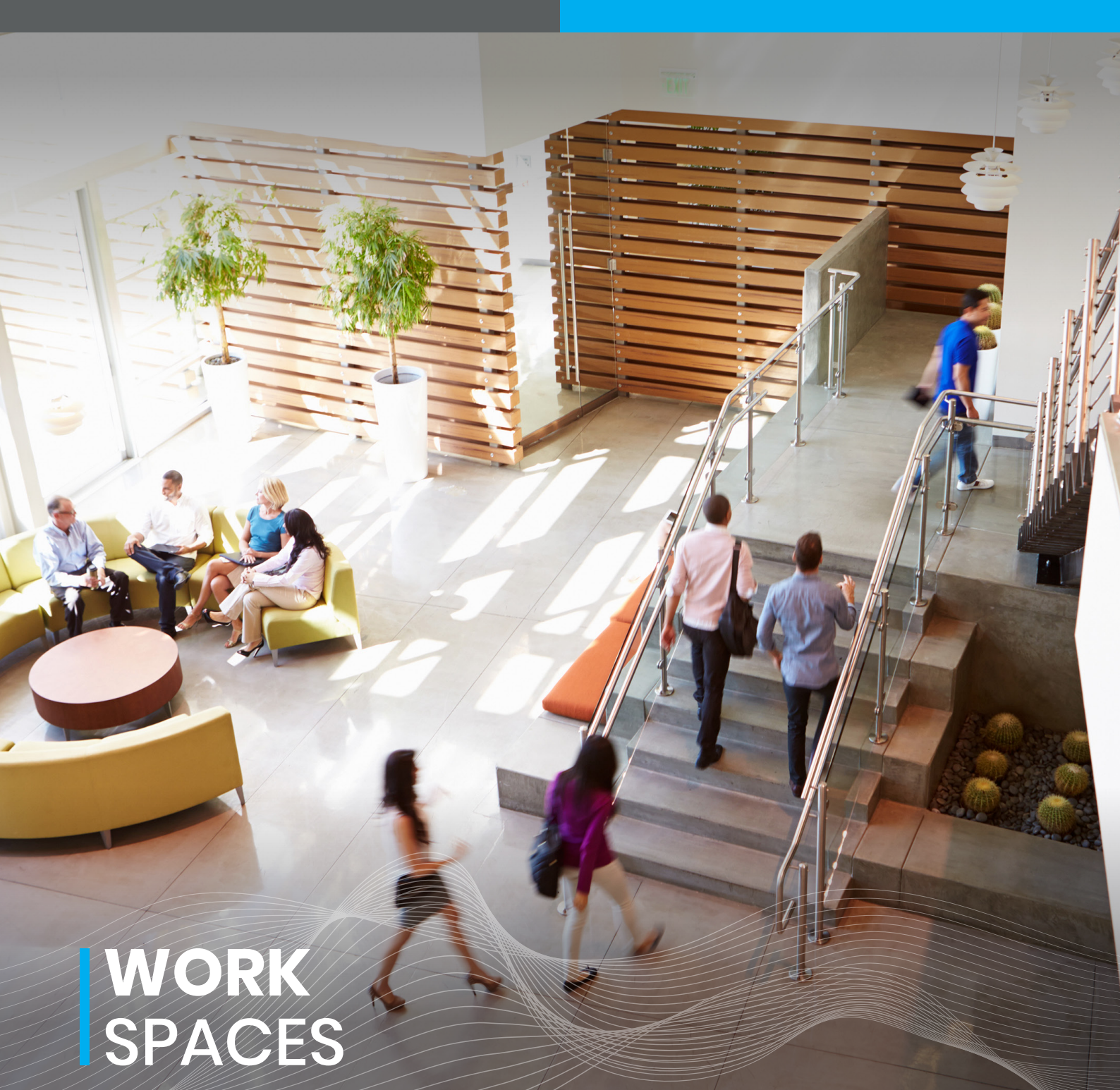
• DID YOU KNOW •



PERSONAL CARE

When it comes to personal wellness, we help your customers breathe easier. Whether you want to create an energising gym, a soothing spa, or a refreshing salon experience, we can help build your customers' confidence with a welcoming atmosphere.

- The presence of positive ambient scents can result in a lower level of anxiety, a more positive mood, and a higher level of calmness.
- 94% of adults find odor contributes to their perception of a dirty toilet area. Ensure your customers have a better experience with our fragrances.
- 75% of the emotions we generate on a daily basis are affected by smell.
- Breathing pleasant scents can make people feel more energetic, more cheerful, and less tired..



WORK SPACES

Whether at home or at work, people are more conscious than ever about the air we breathe. Create a fresh, welcoming atmosphere with ambient scent.

- 42% of office workers cite unpleasant odors as a cause of stress and anxiety¹ and 41% of coworking members believe ambient scent improves the workspace..
- How a multifamily community smells could be a deciding factor for whether a prospective renter signs a lease or not, and it also can complement a property's branding.
- The presence of ambient scents can result in a lower level of anxiety, a more positive mood, and a higher level of calmness.



• DID YOU KNOW •

• DID YOU KNOW •

63%
OF CUSTOMERS
SAY THEY ARE LOOKING
FOR FRESH & CLEAN
FRAGRANCES



RETAIL SPACES

A comforting brick-and-mortar atmosphere is crucial as retailers welcome back shoppers. Scent can help people feel at ease and foster new, positive brand experiences.

- People stay to examine products longer in stores with pleasing scented environments, increasing the likelihood of impulse purchases.
- The presence of a pleasant ambient scent improves brand evaluations and recall, especially for unfamiliar brand.
- Placing a product in an appropriately fragranced display significantly enhances the price customers are willing to pay.
- The presence of a soothing scent alleviates anxiety, helping customers to feel more relaxed, comfortable, and confident making purchasing decisions.



ON THE MOVE

People are excited to get back on the move as COVID-19 restrictions lift. Scent can help alleviate lingering uncertainty in the air, providing a sense of comfort in the face of crowded areas, long waits, and challenging odour issues.

- The presence of positive ambient scents can result in a lower level of state anxiety, a more positive mood, and a higher level of calmness.
- Ambient scent can positively impact the travel experience, which is why we diffuse freshening scents in our high-traffic areas.
- The addition of a calming scent while customers are waiting for an extended period of time, reduces perceived wait times and results in a higher evaluation of service.



• DID YOU KNOW •

PLEASANT FRAGRANCES
POSITIVELY INFLUENCE
CUSTOMERS' EMOTIONS,
EVALUATIONS AND
INTENTIONS TO
REVISIT A SPACE

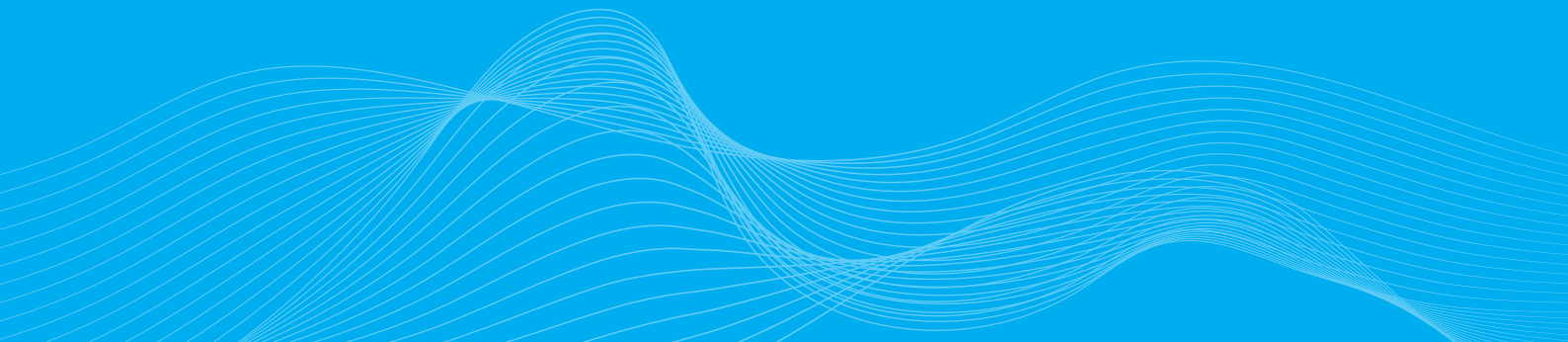
• DID YOU KNOW •

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The future of commercial scent marketing
and odour remediation is here...

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mediaaspects
ATMOSPHERIC SCENT SOLUTIONS





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