



CAR FRANCHISE ENHANCES SHOWROOMS THROUGH SCENT

ŠKODA is one of the longest-standing car manufacturers in the world. The Czech brand has been part of the Volkswagen Group since 1991, with new design concepts derived from Czech design and architectural heritage.

In today's connected shopping world, brick and mortar faces increasing competition from online options. Car dealerships are no exception, which is why enhancing the showroom experience is more important than ever before.

ŠKODA needed a way to create memorable, branded, and positive showroom experiences for shoppers to increase sales and dwell time.



ŠKODA



WE WERE ABLE TO TEST THE FRAGRANCE FOR SIX WEEKS. THE EFFECT WAS ENORMOUS! IT NO LONGER SMELLED OF THE RUBBER OF THE TIRES OR THE NEW CAR, BUT PLEASANTLY FRESH. A COMPLETELY DIFFERENT SCENT THAN BEFORE!

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OUR APPROACH

We scented ŠKODA locations throughout Europe and India, diffusing the brand's signature "Palo Santo" scent to elevate showroom atmospheres. This woody fragrance recreates the beautiful aroma of the "Palo Santo" unburned wood. Its citrus and sweet aromatic smoked wood nuance create a peaceful, simple, blissful aura in ŠKODA showrooms.

"Palo Santo" has an alluring odour created through smoked woods, cedar wood, peru balsam and the creaminess of sandalwood. We installed a discrete diffusion appliance just inside the vestibule entrance to welcome customers and enhance the shopping experience in the showroom.

MEETING THE CHALLENGE

Customer feedback on the scent programme has been overwhelmingly positive:

"I have never smelled a special scent in any showroom of other brands. I think it makes the ŠKODA showroom different in a positive way."

"I feel like I am driving my through a forest. I notice the smell of wood, a smell of nature."

HIGHLIGHTS

- SCENT USED TO ENHANCE SHOWROOM EXPERIENCE
- SCENT USED TO INCREASE SALES AND DWELL TIME

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