

MULTISENSORY EXPERIENCES



in collaboration with



PEOPLE LIVE TO ENJOY THEIR LIVES, NOT TO ENGAGE WITH BRANDS

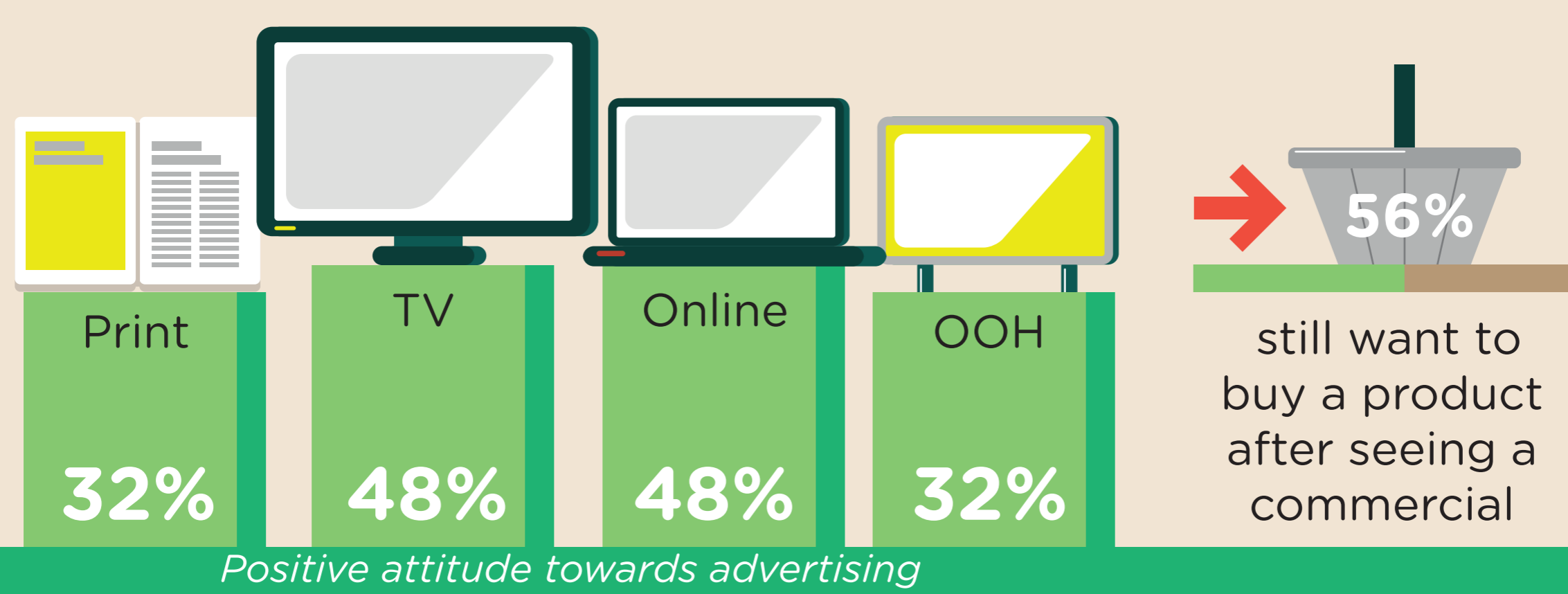
It's not a new fact that consumers are in control of the brand relationship.

People are interested in their own lives first and brands second.

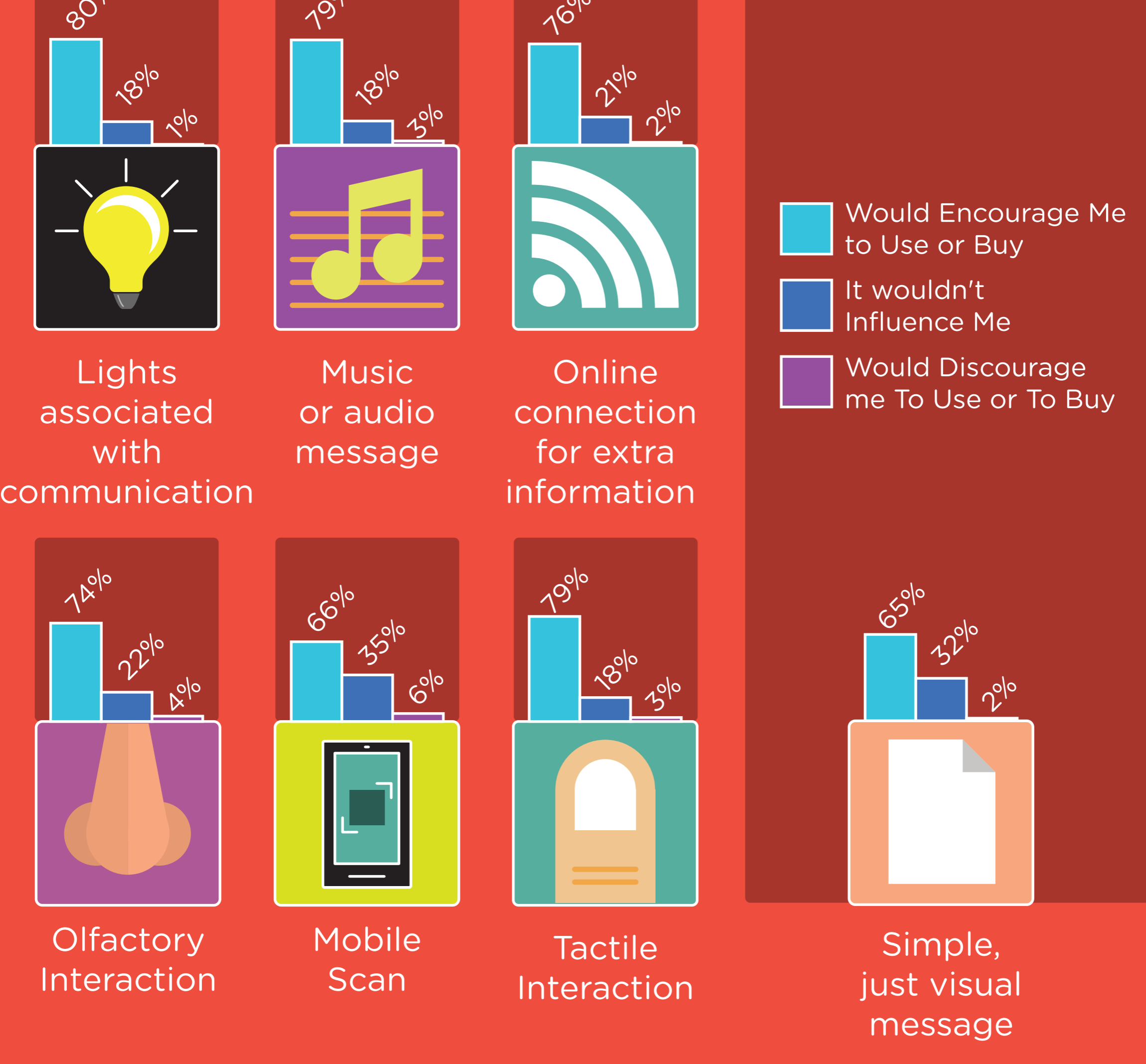
Capturing consumer attention by activating all senses is mandatory

94% of the information delivered via advertising in Romania is visual *except purely audio information received by radio*

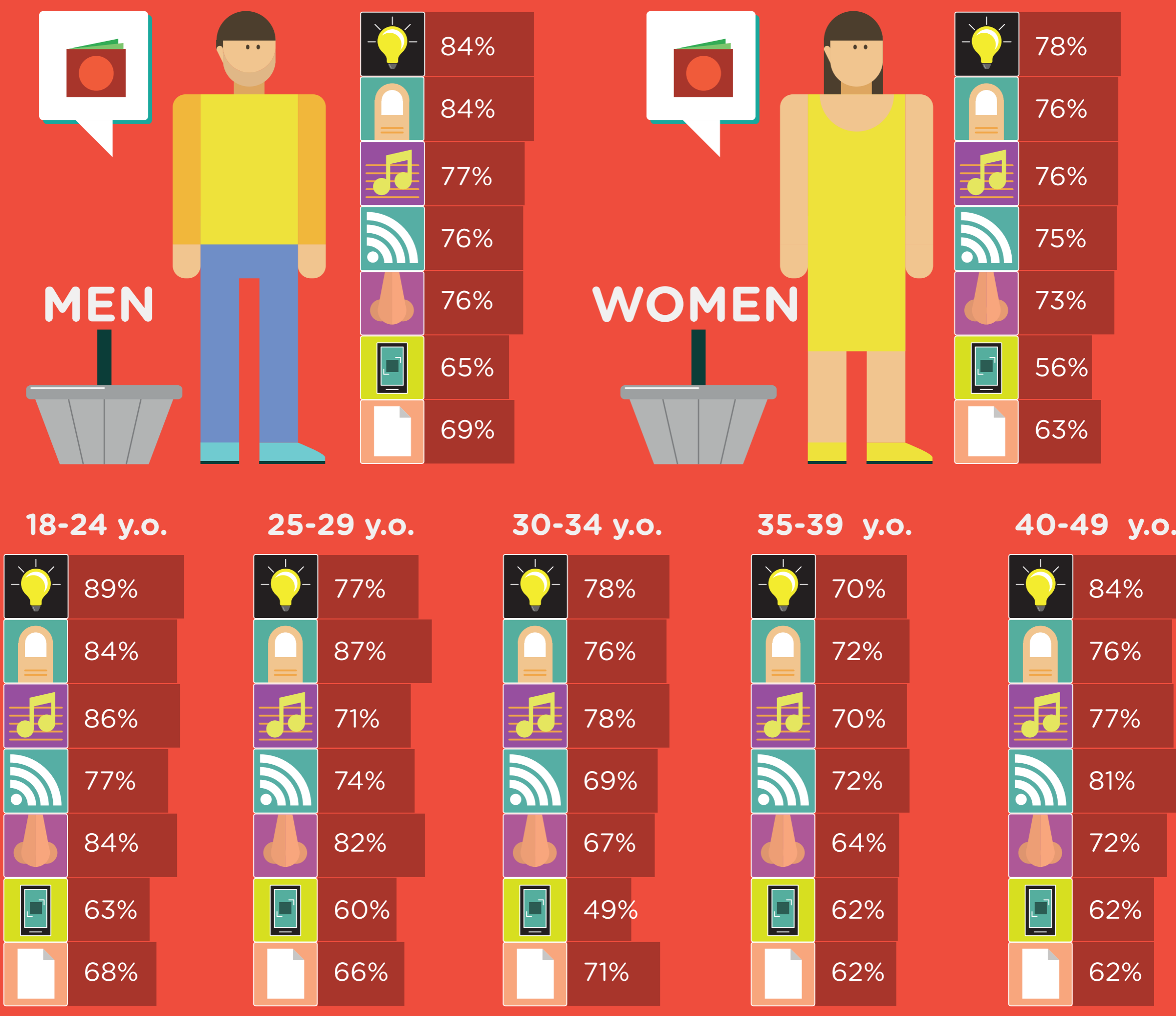
THE URBAN POPULATION HAS A RATHER NEGATIVE ATTITUDE TOWARDS ADVERTISING



ADDING DIFFERENT MULTI SENSORIAL COMPONENTS TO CLASSICAL ADVERTISING IS HIGHLY INCREASING BRAND PURCHASE AND USAGE INTENTION



MULTISENSORIAL COMPONENTS INCREASE BRAND PURCHASE AND USAGE INTENTION ACROSS GENDERS AND AGES



REAL LIFE STIMULI (LIGHTS, AUDITIVE, TACTILE) ARE MAKING VISUAL ADVERTISING MORE MEMORABLE, IN A HIGHER EXTENT THAN DIGITAL CONNECTION

