



HAIR AND BEAUTY SPECIALIST DRAWS ATTENTION TO IT'S NEW PRODUCT LINE

Ainz & Tulpe is a personal care store specialising in hair and skin care products. There are currently 20 stores in Japan, with growth continuing. Ainz & Tulpe recently introduced a new line of skin care products, Lips and Hips, that they wanted to highlight in their stores.

Ainz & Tulpe wanted to distinguish their brand and to draw customers to the new Lips and Hips section of the store.

Ambient scenting has been proven to improve brand recall as well as favourable customer evaluations of brand and store environments more so than visual influences.

AINZ & TULPE
DRUG AND COSMETIC



SCENT CAN GENERATE POSITIVE FEELINGS AND MEMORIES ABOUT A BRAND. OLFATORY CUES GENERATE MORE POSITIVE FEELINGS TOWARD THE BRAND AND ENHANCE RECALL TO A GREATER EXTENT THAN PICTORIAL CUES.”

Rutgers University

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AINZ & TULPE



THE CHALLENGE

How to draw attention to the new product line, as well as improve your customers' in-store experience?

THE SOLUTION

One AQ270 was wall-mounted near the Lips and Hips section of 20 locations in Japan. The Signature Scent "Savon" was created for the brand.



THE RESULTS

The scenting program has been very successful for Ainz & Tulpe. They have differentiated their brand and provided their customers a more tailored and luxurious in-store experience.

HIGHLIGHTS

- "SAVON" SCENT WAS CREATED TO ENHANCE THE BRAND
- SCENT USED TO DRAW CUSTOMERS' TO A PARTICULAR SECTION OF THE STORE, IN-TURN INCREASING SALES AND IMPROVING CUSTOMERS' IN-STORE EXPERIENCE

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