



## CASINO COMPLEX INTRODUCES AMBIENT SCENTING

Admiral Casinos offer luxury entertainment in more than 1,500 venues around the world. Admiral prides themselves on offering customers first-class service in a sophisticated atmosphere. Both live games and slot machines are available for guests to play. Admiral Casinos have the highest standards, from the gaming options available to the use of the latest technologies to ensure the highest level of player protection.



# ADMIRAL



THE BEST VENUE IN THE REGION – FOR SURE! THE NEWEST TECHNOLOGY, GREAT ATMOSPHERE AND AMBIENCE, WONDERFUL STAFF... NO MORE WORDS NEEDED, JUST COME AND SEE.

*2017 Online Guest Reviews*

**mediaaspects**  
ATMOSPHERIC SCENT SOLUTIONS



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## CASE PROFILE: ADMIRAL CASINO, ROMANIA



### THE CHALLENGE

How could Admiral Casinos elevate their level of customer service and increase casino spending?

### THE SOLUTION

In January of 2016, the Admiral Casino introduced our ambient scenting services to create a welcoming effect for clients in their lobbies.

The "Happy Elixir" fragrance was chosen for the brand. 90 AQ270 diffusion appliances were installed in the lobbies of all the Admiral Casino locations in Romania.

### THE RESULTS

The inviting "Happy Elixir" fragrance welcomes guests upon their entrance into the casino and adds a fresh element to the lobbies.

Since the installation of the new scenting program, customer evaluations of the casino have been very positive.

### HIGHLIGHTS

- THE "HAPPY ELIXIR" FRAGRANCE WAS CHOSEN FOR THE BRAND. 90 AQ270 DIFFUSION APPLIANCES WERE INSTALLED IN THE LOBBIES OF ALL THE ADMIRAL CASINO LOCATIONS IN ROMANIA.
- AMBIENT SCENTING HAS BEEN PROVEN TO INCREASE SPENDING IN CASINO ENVIRONMENTS.



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