



## LARGE SHOPPING MALL INTRODUCES AMBIENT SCENTING

Aupark in Hradec Kralove is a large shopping mall in the Czech Republic featuring top retail brands as well as a large supermarket. With so many attractions the space is very high traffic.



A LIGHT AND PLEASING AMBIENT SCENT DIRECTLY AFFECTS CONSUMERS' PERCEPTION OF THE SHOPPING ENVIRONMENT.



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## THE CHALLENGE

How could Aupark Hradec Kralove create an inviting atmosphere for their shoppers?

## THE SOLUTION

In January of 2017, Aupark Hradec Kralove introduced our scenting services to create a welcome effect at the main entrance of the mall.

Three AQ570s were installed around the entrance and “Powder Room” was chosen to represent the brand.

## THE RESULTS

The warm welcome effect at Aupark Hradec Kralove has improved the mall environment.

Today shoppers are greeted by an inviting, fresh environment. Such a positive atmosphere improves shopper evaluations of the stores and the malls.

## HIGHLIGHT

- THREE AQ570S WERE INSTALLED AROUND THE ENTRANCE AND “POWDER ROOM” WAS CHOSEN TO REPRESENT THE BRAND.
- RESEARCH STUDIES IN SHOPPING CENTERS HAVE FOUND THAT FRAGRANCES POSITIVELY IMPACT SHOPPERS’ FEELINGS ABOUT BRANDS AND LOCATIONS.



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