

ESPRIT



GLOBAL MANUFACTURER INTRODUCES AMBIENT SCENTING

Esprit is a global manufacturer of clothing, footwear, accessories, jewellery and housewares with more than 900 retail locations in over 40 countries.



ESPRIT



AMBIENT SCENTS DIFFUSED BY
A RETAILER LED TO INCREASED
CUSTOMER SPENDING.

University of St. Gallen, Switzerland



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0121 569 7750 | info@media-group.co.uk | digital-screens.co.uk



THE CHALLENGE

How could Esprit Poland elevate their brand image, drawing in shoppers and ultimately driving sales?

THE SOLUTION

In March of 2014, two Esprit stores decided to introduce our ambient scenting services to differentiate their spaces.

One AirQ 550 was installed near the entrance of each store and sophisticated "Wood Blonde" fragrance was chosen.

Because of the careful site survey of the airflow, the fragrance diffuses both in the entryway to welcome shoppers and out the entrance way to tempt in passerby's.

THE RESULTS

The scenting program at Esprit has been very successful. Management has received positive feedback from both customers and employees.

Esprit Poland is especially pleased with the "Wood Blonde" fragrance, saying it perfectly fits their brand identity.

HIGHLIGHT

- ONE AIRQ 550 WAS INSTALLED NEAR THE ENTRANCE OF EACH STORE AND SOPHISTICATED "WOOD BLONDE" FRAGRANCE WAS CHOSEN TO COMPLEMENT IT'S BRAND
- ESPRIT POLAND IS ESPECIALLY PLEASED WITH THE "WOOD BLONDE" FRAGRANCE, SAYING IT PERFECTLY FITS THEIR BRAND IDENTITY.

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