



SOUTH KOREA'S LARGEST MERCEDES-BENZ DEALER INTRODUCES AMBIENT SCENTING

Han Sung Motors is the largest authorised dealer for Mercedes-Benz in South Korea. They celebrated 30 years in the industry in 2015. They wanted to emotionally brand their showrooms and launch the scenting programme concurrent with their 30 year celebration.



Mercedes-Benz



WE WANTED TO FORM A STRONGER EMOTIONAL RELATIONSHIP WITH THE BRAND HAN SUNG AND OUR CUSTOMERS. OUR CUSTOMERS LOVE IT

HAN SUNG
CEO Ulf Ausprung



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THE CHALLENGE

How to give their customers a memorable sense of luxury and high class experience?

THE SOLUTION

Han Sung Motors decided to launch its fragrance campaign coinciding with their 30 year anniversary celebrations.

AirQ fragrance designer Christophe Laudamiel formulated a custom scent called "Han Sung Interior Fragrance". The fragrance is a mix of mimosa, lily, gardenia, leather, blond wood, rhubarb, sandalwood, bergamot, chamomile, and jasmine.

THE RESULTS

The launch of Han Sung Interior Fragrance was a great success and received a write-up in The Korea Herald. The scenting programme has been rolled out to 6 dealerships in the brand.

HIGHLIGHTS

- THE "HAN SUNG INTERIOR FRAGRANCE" WAS INTRODUCED TO ENHANCE THE BRAND
- THE LAUNCH WAS A GREAT SUCCESS AND RECEIVED A WRITE-UP IN THE KOREA HERALD. THE SCENTING PROGRAMME HAS BEEN ROLLED OUT TO 6 DEALERSHIPS IN THE BRAND.

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