



## RENOWNED HAIR DRESSING SALON INTRODUCES AMBIENT SCENTING

Jean-Louis David built his career as a hair stylist in the 1960s with innovative cuts and colourings. In the 1970s he founded Jean-Louis David Group and began franchising hairdressing salons. Today the iconic brand operates over 700 locations globally.

The global hair dressing industry is highly competitive. According to Salon Hair Care Global Series, the industry grew by 2.5% globally in 2014 and Forbes forecasts stiff competition in the industry.

So, despite the illustrious brand, Jean-Louis David needs ways to distinguish themselves from the competition.

## Jean Louis David



AMBIENT SCENT SIGNIFICANTLY AND SUBCONSCIOUSLY INFLUENCES CONSUMER PERCEPTIONS OF A STORE'S ENVIRONMENTAL ATTRIBUTES

*Service Business*



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## THE CHALLENGE

How could Jean-Louis David retain market share and grow customer base in an increasingly competitive market?

## THE SOLUTION

Jean-Louis David Poland decided to add our ambient scenting to their salons to create comfortable, relaxing atmospheres, draw customers inside, differentiate themselves from their competitors, increase positive service ratings, increase customers' loyalty, reduce perceived waiting times, and eliminate malodor from colouring chemicals.

One AQ370 appliance was installed in each salon to diffuse "African Amber" fragrance.

## THE RESULTS

The scenting program at Jean-Louis David salons in Poland has been so successful that today it has been rolled out to 35 locations. Both management and patrons are pleased with the fragrance. By adding scent Jean-Louis David Poland has successfully distinguished its brand from its competition.

## HIGHLIGHTS

- "AFRICAN AMBER" SCENT WAS INTRODUCED TO ENHANCE THE BRAND
- THE SCENTING PROGRAM AT JEAN-LOUIS DAVID SALONS IN POLAND HAS BEEN SO SUCCESSFUL THAT TODAY IT HAS BEEN ROLLED OUT TO 35 LOCATIONS.

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