



SWISS LUXURY CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

Loris Kessel Auto is a luxury car dealer in Lugano, Switzerland. They deal in high end car brands such as Ferrari, Bentley, and Maserati. Like all high end car dealerships, Loris Kessel wanted to make their showroom experience as memorable and luxurious as the brands.



LORIS KESSEL AUTO SA



A PLEASANT AMBIENT SCENT MAKES CUSTOMERS STAY LONGER, SPEND MORE MONEY, AND FEEL MORE SATISFIED WITH THEIR SHOPPING EXPERIENCE



MONASH UNIVERSITY

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



THE CHALLENGE

How could Loris Kessel Auto give their customers an experience matching the high end level of the brands they sell?

THE SOLUTION

Loris Kessel Auto decided to partner with us to improve their customers' showroom experience.

Three AQ550 diffusion appliances were installed in the Ferrari and Bentley showrooms. "Soft Veil" fragrance was chosen to represent the dealership.

THE RESULTS

The installation of Prolitec ambient scenting has created a pleasant showroom experience for Loris Kessel Auto shoppers. A pleasant shopping experience can increase dwell time, leading to a higher likelihood of purchases.

HIGHLIGHTS

- THE "SOFT VEIL" FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- THE INSTALLATION OF PROLITEC AMBIENT SCENTING HAS CREATED A PLEASANT SHOWROOM EXPERIENCE FOR LORIS KESSEL AUTO SHOPPERS.

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