



GLOBAL CRUISE COMPANY INTRODUCES AMBIENT SCENTING

MSC Cruises, Inc. is the fourth largest cruise company in the world. US News ranks the cruise chain's fleet of 12 ships among the top Caribbean and Mediterranean cruises worldwide.

MSC wanted to reinforce the luxury of their brand.



SCENT CAN GENERATE POSITIVE FEELINGS AND MEMORIES ABOUT A BRAND.



Rutgers University

mediaaspects
ATMOSPHERIC SCENT SOLUTIONS



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



THE CHALLENGE

How could the MSC Meraviglia cruise ship create a lasting impression of luxury for their guests?

THE SOLUTION

MSC Cruises decided to add ambient scenting to their Spa, Bars, Reception, Lounge, VIP areas, and Corridors to impress guests with their luxury brand.

We installed 26 AirQ 1270 diffusion appliances in the ship's HVAC systems to diffuse MSC Cruises' signature scent, the "Fig Tree" fragrance.

THE RESULTS

The installation of our ambient scenting has created a sensory experience of luxury for guests on the MSC Meraviglia.

The elegant fragrance communicates the luxury of the brand. Today MSC Cruises are ranked #9 in Best Cruise Lines in the Mediterranean.

HIGHLIGHTS

- WE INSTALLED 26 AIRQ 1270 DIFFUSION APPLIANCES IN THE SHIP'S HVAC SYSTEMS TO DIFFUSE MSC CRUISES' SIGNATURE SCENT, THE "FIG TREE" FRAGRANCE.
- THE INSTALLATION OF OUR AMBIENT SCENTING HAS CREATED A SENSORY EXPERIENCE OF LUXURY FOR GUESTS ON THE MSC MERAVIGLIA.



mediaaspects
ATMOSPHERIC SCENT SOLUTIONS