



LUXURY CAR DEALERSHIP INTRODUCES AMBIENT SCENTING

Mercedes-Benz is a global luxury car company. According to a recent study, customers must spend an average of 1hr 40 min in a dealership before they commit to buying a luxury car.



Mercedes-Benz



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



University of St. Gallen, Switzerland

mediaaspects
ATMOSPHERIC SCENT SOLUTIONS



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



THE CHALLENGE

How to communicate the luxury quality of the brand and increase dwell time of visitors to the showroom?

THE SOLUTION

Mercedes-Benz of Turkey decided to add our scenting to their showrooms.

We developed a signature scent called “German Leather” for Mercedes-Benz Turkey.

AQ550 and AQ1200 appliances were installed in Mercedes-Benz showrooms across Turkey.

THE RESULTS

The effects of our ambient scenting were so positive that today:

- Our scent is included in the Mercedes Turkey standard dealer agreement.
- Scent has been installed in all Mercedes showrooms in Turkey and Cyprus.
- Mercedes Turkey won “The Best Practice” company award.
- The program is now the pilot for all Mercedes dealers globally

HIGHLIGHTS

- A SIGNATURE SCENT CALLED “GERMAN LEATHER” WAS INTRODUCED FOR MERCEDES-BENZ TURKEY
- MERCEDES-BENZ WON “MOST PLEASURABLE CAR BUYING EXPERIENCE” AMONG LUXURY BRANDS IN 2014

mediaaspects
ATMOSPHERIC SCENT SOLUTIONS