



## SUCCESSFUL GLOBAL MASCULINE BRAND INTRODUCES AMBIENT SCENTING

Pierre Cardin, one of the most successful upscale masculine brands in Turkey, chose our ambient scenting services to strengthen their brand identity, increase their quality perception, and differentiate them.



**pierre cardin**



A PLEASANT FRAGRANCE POSITIVELY INFLUENCES CONSUMERS' AFFECTIVE REACTIONS, EVALUATIONS, AND INTENTIONS TO REVISIT THE STORE.

*Hasselt University study*



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## THE CHALLENGE

How to differentiate your brand to increase sales, gain a competitive advantage, and build/maintain a loyal customer base?

## THE SOLUTION

We developed a custom scent, "Cardin," a mix of youthful green apple, uplifting geranium, sophisticated black peppercorn, and just a touch of green vetiver for depth.

AirQ 550 appliances were installed in all 71 stores in Turkey.

## THE RESULTS

Following the success of "Cardin" fragrance in Turkey, Pierre Cardin plans to roll out AirQ ambient to its international locations as well.

## HIGHLIGHT

- AIRQ DEVELOPED A CUSTOM SCENT, "CARDIN," A MIX OF YOUTHFUL GREEN APPLE, UPLIFTING GERANIUM, SOPHISTICATED BLACK PEPPERCORN, AND JUST A TOUCH OF GREEN VETIVER FOR DEPTH.
- AIRQ 550 APPLIANCES WERE INSTALLED IN ALL 71 STORES IN TURKEY.



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