



PREMIER RETAIL MALL INTRODUCES AMBIENT SCENTING

Since 2007, Select CityWalk has been the premier upscale retail mall in Delhi, India. The mall has more than 175 brands represented, a movie theatre, a hotel, and endless dining options in this 1.3 million square foot complex. With so many options conveniently in one spot, owners say shoppers “never feel the need to step out of the shopping centre for anything.”



THIS MALL HAS THE UTMOST SERENE ATMOSPHERE. THE MOST BEAUTIFUL SHOPPING MALL IN SAKET. GREAT AMBIENCE... A GREAT WAY TO SPEND A FEW HOURS.



2017 TripAdvisor Reviews



mediaaspects
ATMOSPHERIC SCENT SOLUTIONS



0121 569 7750

info@media-group.co.uk

digital-screens.co.uk



THE CHALLENGE

How could Select CityWalk further increase customer dwell time in their huge retail complex to increase sales?

THE SOLUTION

In December of 2012, Select CityWalk introduced our scenting to improve the ambient atmosphere of the mall.

52 AQ570s, AQ270s, and AQ1270s were installed in the bathrooms, mall atrium, and elevator landings. "Fresh Clean" eliminates bathroom malodours while "Honey Suckle Jasmine," "Oudh Aura," and "Pink Grapefruit" fragrances add a new sensory element to customers' shopping experience.

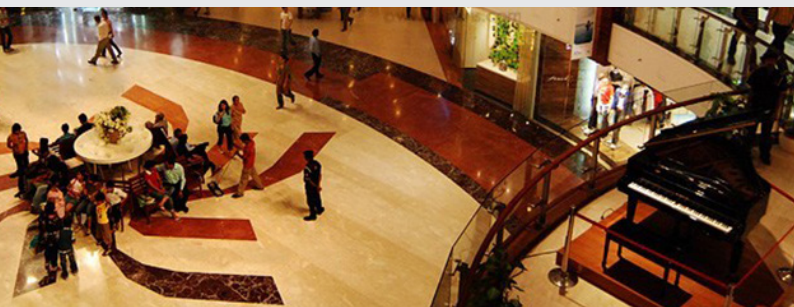
THE RESULTS

Since the addition of the new scenting program, Select CityWalk has been voted India's Most Admired Shopping Centre.

Online reviews show that dwell time has increased and brand perception has dramatically improved:

HIGHLIGHT

- 52 AQ570S, AQ270S, AND AQ1270S WERE INSTALLED IN THE BATHROOMS, MALL ATRIUM, AND ELEVATOR LANDINGS. "FRESH CLEAN" ELIMINATES BATHROOM MALODOURS WHILE "HONEY SUCKLE JASMINE," "OUDH AURA," AND "PINK GRAPEFRUIT" FRAGRANCES ADD A NEW SENSORY ELEMENT TO CUSTOMERS' SHOPPING EXPERIENCE.



mediaaspects
ATMOSPHERIC SCENT SOLUTIONS