



LUXURY SHOPPING MALL INTRODUCES AMBIENT SCENTING

Shopping Leblon is a high end mall with over 200 stores. It caters to Rio de Janeiro's most affluent neighbourhood.

Each year during the holiday shopping season, Shopping Leblon puts on an large holiday display in their atrium and scents it with AirQ "Christmas Tree" fragrance.



SHOPPING LEBLON IS EXQUISITE!
ONE OF THE MOST CHARMING
PLACES OF RIO DE JANEIRO...
WORLD-CLASS SHOPPING -
UNMISSABLE!



June / July 2015 shopper reviews

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THE CHALLENGE

How to translate the seasonal positive impact of ambient scenting into a sustainable boost all year long?

THE SOLUTION

For several years, Shopping Leblon introduced our services to scent their holiday display. The program was so successful that they expanded the service.

Shopping Leblon added scenting to 8 bathrooms. (A recent research proved that 60% of the consumers that enter a Mall use the bathroom). One AirQ 550 SOC was wall-mounted in each bathroom to diffuse "Cucumber Mint" fragrance.

Next Shopping Leblon added scent to 1 VIP room. An AirQ 550 NOC was wall-mounted in the VIP room to diffuse "Lotus Flower" fragrance.

THE RESULTS

Shopping Leblon was so pleased with the effect in the initial areas that they've since added scenting to the main entrance. Three AirQ 570 VSOC appliances were wall-mounted to diffuse "Blue Wood" fragrance. They also switched from "Cucumber Mint" to "Sparkling Fresh" in their bathroom installations.

By making our scenting program a year-round fixture of their mall, Shopping Leblon has elevated their customer experience. This drives spending, dwell time, and positive customer reviews.

HIGHLIGHT

- ONE AIRQ 550 SOC WAS WALL-MOUNTED IN EACH BATHROOM TO DIFFUSE "CUCUMBER MINT" FRAGRANCE.
- SHOPPING LEBLON ALSO ADDED SCENT TO 1 VIP ROOM. AN AIRQ 550 NOC WAS WALL-MOUNTED IN THE VIP ROOM TO DIFFUSE "LOTUS FLOWER" FRAGRANCE.

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