MULTISENSORY EXPERIENCES



in collaboration with



PEOPLE LIVE TO ENJOY THEIR LIVES, NOT TO ENGAGE WITH BRANDS



are in control of the brand relationship. People are interested in their own

It's not a new fact that consumers

lives first and brands second.

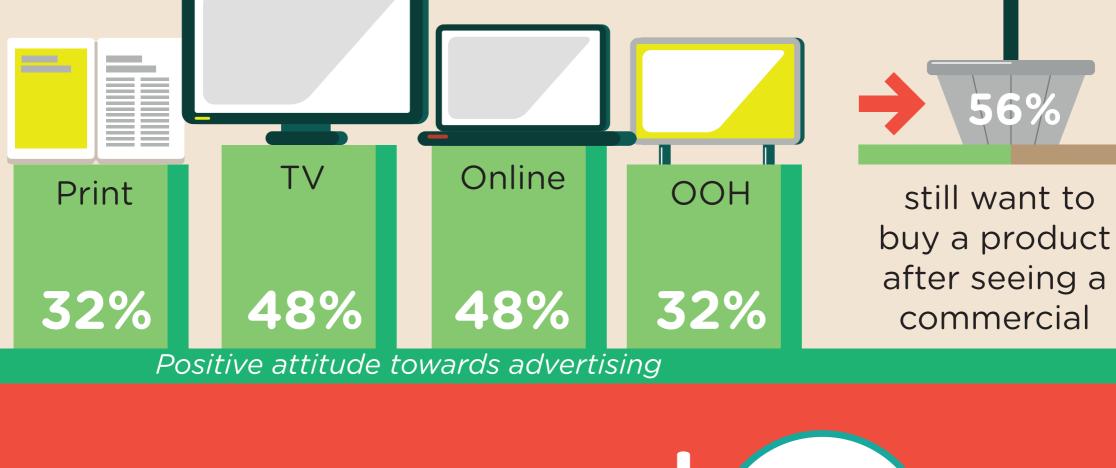
consumer attention by activating all senses is mandatory

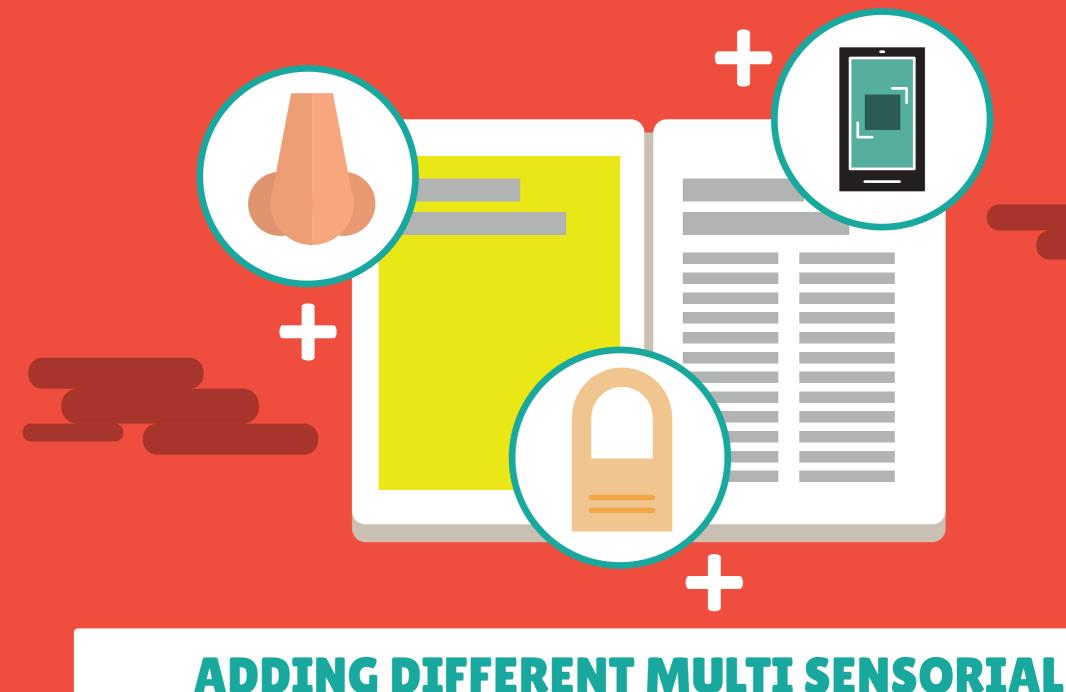
Capturing

of the information delivered via advertising in Romania is visual except purely audio information received by radio

NEGATIVE ATTITUDE TOWARDS ADVERTISING

THE URBAN POPULATION HAS A RATHER





IS HIGHLY INCREASING BRAND PURCHASE AND USAGE INTENTION 800

COMPONENTS TO CLASSICAL ADVERTISING

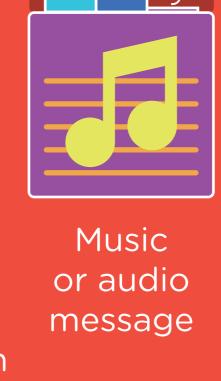




Olfactory

Interaction

68%





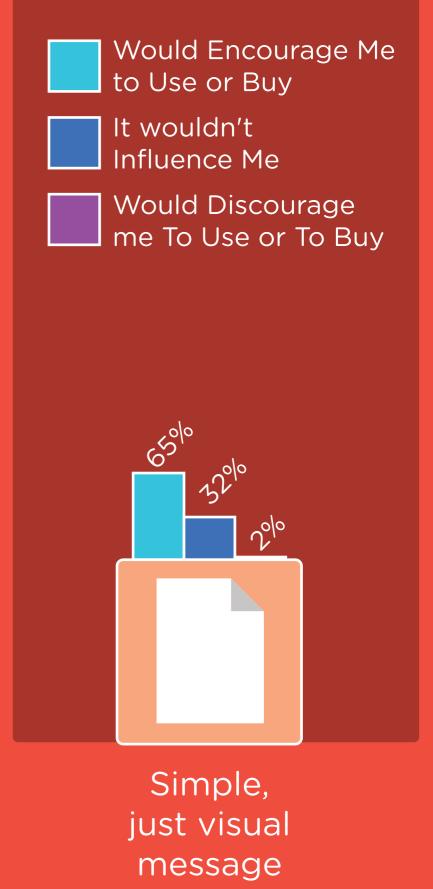
66%





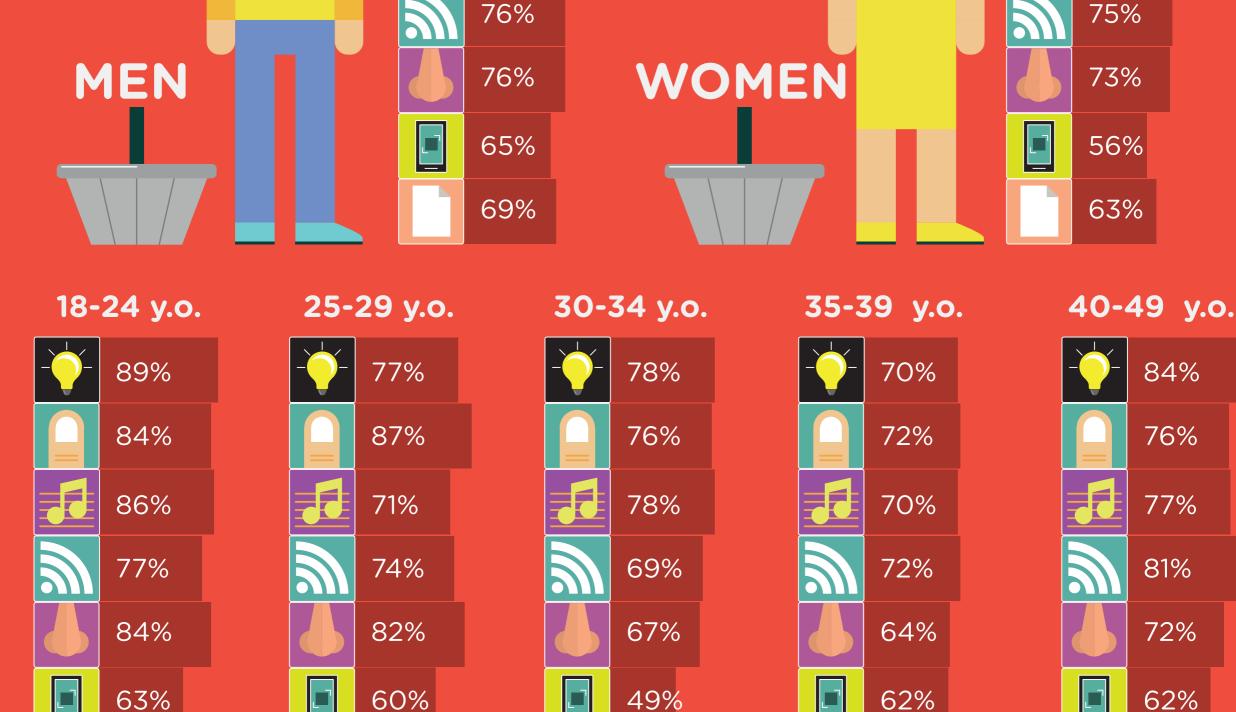
Tactile

Interaction



ACROSS GENDERS AND AGES

84% 78% 84% 76% 76% 77%



71%

REAL LIFE STIMULI (LIGHTS, AUDITIVE,

62%

62%

TACTILE) ARE MAKING VISUAL ADVERTISING MORE MEMORABLE, IN A HIGHER EXTENT THAN DIGITAL CONNECTION would be would be memorable would be less memorable more memorable in the same extent

