

(Branding)

sense



— K.W. Salam

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Introduction

It is not a surprise that we start by selecting colors and fonts for our new brand. What may be surprising, though, are the things you might want to do next. Brand elements are essential, but they focus primarily on the visual aspect of branding. What's missing are ways to engage the rest of our senses. Effectively stimulating all of our senses attracts interest and builds brand engagement.

At the end of the day our brain is the ultimate decision maker. However, the important concept here is that it's not only our brains that decide our behavior. It's our entire nervous system and the inputs we get through it that influence our actions. The brain, while important, is not the only resource we have available to us to generate behavior.

Sensory branding works because we are innately wired to have powerful, emotional responses to both conscious and non-conscious stimuli of our senses. Whether or not we are aware of the intentionality behind sensory branding and marketing, most of us can't help but respond. Multisensory marketing uses sensory branding to establish a deeper, more significant emotional connection with customers, and it enhances brand identity and brand image.

Engaging the five senses is key to cutting through the clutter and appealing to the hearts and minds of our customers. Our five senses constantly supply information to our brain. Different parts of the brain process this information and help us make sense of the world. As a brand, we want to enter the minds and hearts of our consumers, customers, and prospects through all of their senses.

Taste



01

A restaurant or ice cream brand is all about taste, of course, but what about a physical product like a credit card?



02

We can't taste a card, but we can associate the brand with a culinary experience. That's why Mastercard launched Priceless Tables, a unique dinner served at a table or in an exotic and unexpected place like on top of a billboard in Manhattan or next to a dinosaur skeleton in a Chicago museum.

The point is to create culinary experiences that people can only enjoy with a Mastercard. It's a good example that demonstrates how a brand that has nothing to do with taste can creatively collaborate with another brand or experience that does.



Hearing



03

The world has become a much louder place with the introduction of smart speakers and wearables. Sound Design is a necessary component in branding and now it's time to show up in sound, too.



04

Mastercard's new sonic brand architecture is a collection of notes that will be linked in the consumer's mind with the brand. The melody is played in Mastercard's ads and a shorter sound of just 1.3 seconds is embedded in millions of physical and digital touchpoints to signify that the card has been accepted.

Every time we interact through ads or we use Mastercard on the phone or point-of-sale, we'll hear the melody which is meant to give us a sense of certainty and satisfaction. Even when we start up an Apple computer, you'll hear a signature sound.



Smell



05

The use of scents and fragrances can be a powerful way for brands to express themselves atmospherically.



06

Nike added scent to its stores, and purchase intent among customers increased by up to 80%. Sensory branding is where the sounds, smells, taste, and touch are all unique to that brand and are recognizable to that brand.

There are many ways for brands to express themselves through the use of scents and fragrances. Every perfume has its special fragrance, and over time, many of us come to associate specific scents with particular experiences and personalities.



Sight



07

Most companies focus on the sense of sight—visual ads, graphics, logos, etc. The key is to be consistent.



08

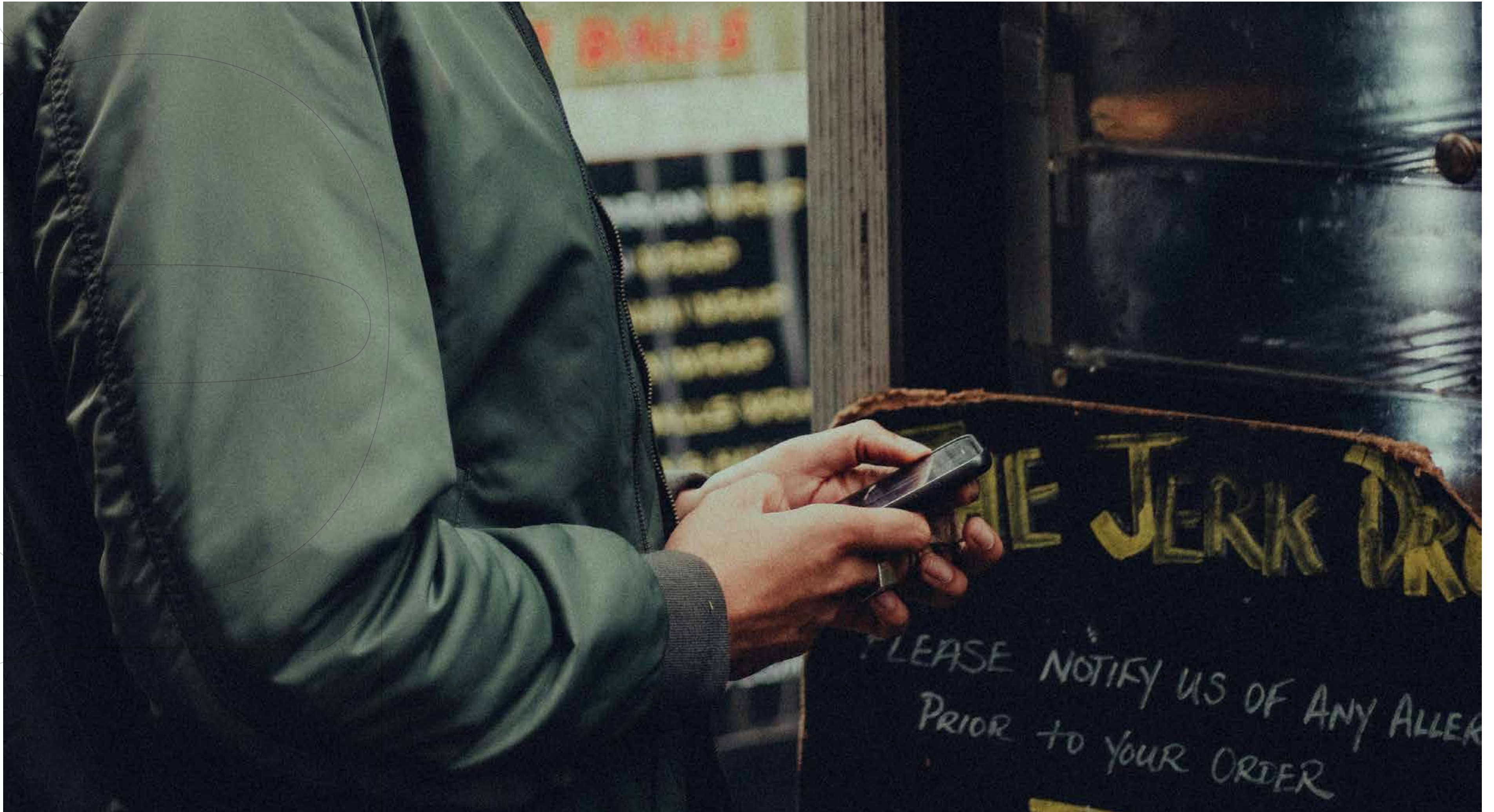
Mastercard doesn't just have a logo/symbol with red and orange circles. The orange and red are specific Pantone colors that must remain consistent wherever they appear.

A good Designers can make sure there is sufficient contrast between the logo and the background. When referencing Mastercard in text, the "M" must be uppercase with a lowercase "c" and no space between "Master" and "card."

Consistent fonts, colors, and graphics should be in every place where our client or customer interacts with our company. So If your trees are yellow, keep them that way. They're your trademark. Details matter.



Touch

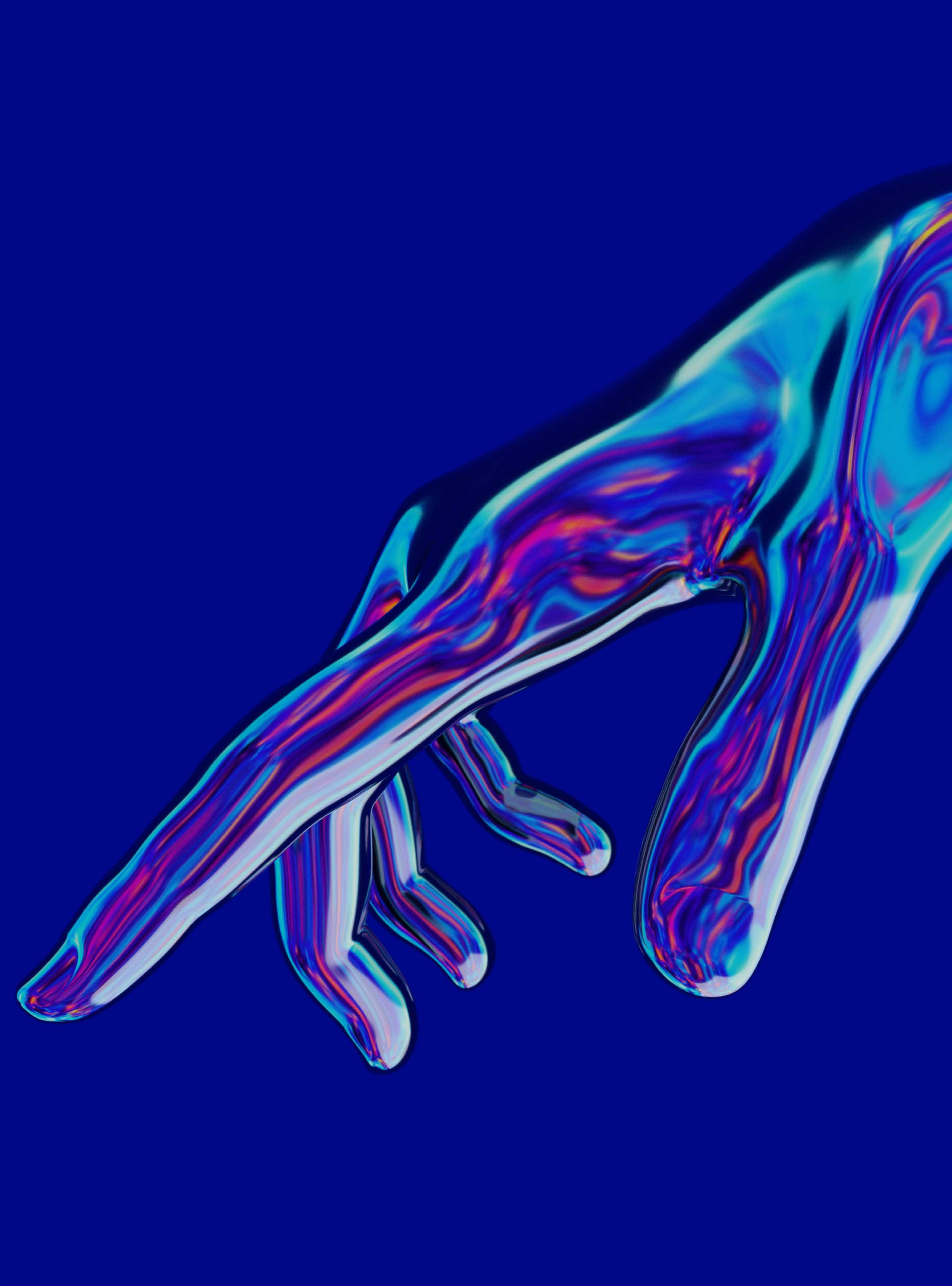


09

In the era of digital marketing, touch is becoming increasingly important for creating sensory experiences that will stick in people's minds long after they've seen or experienced them elsewhere.

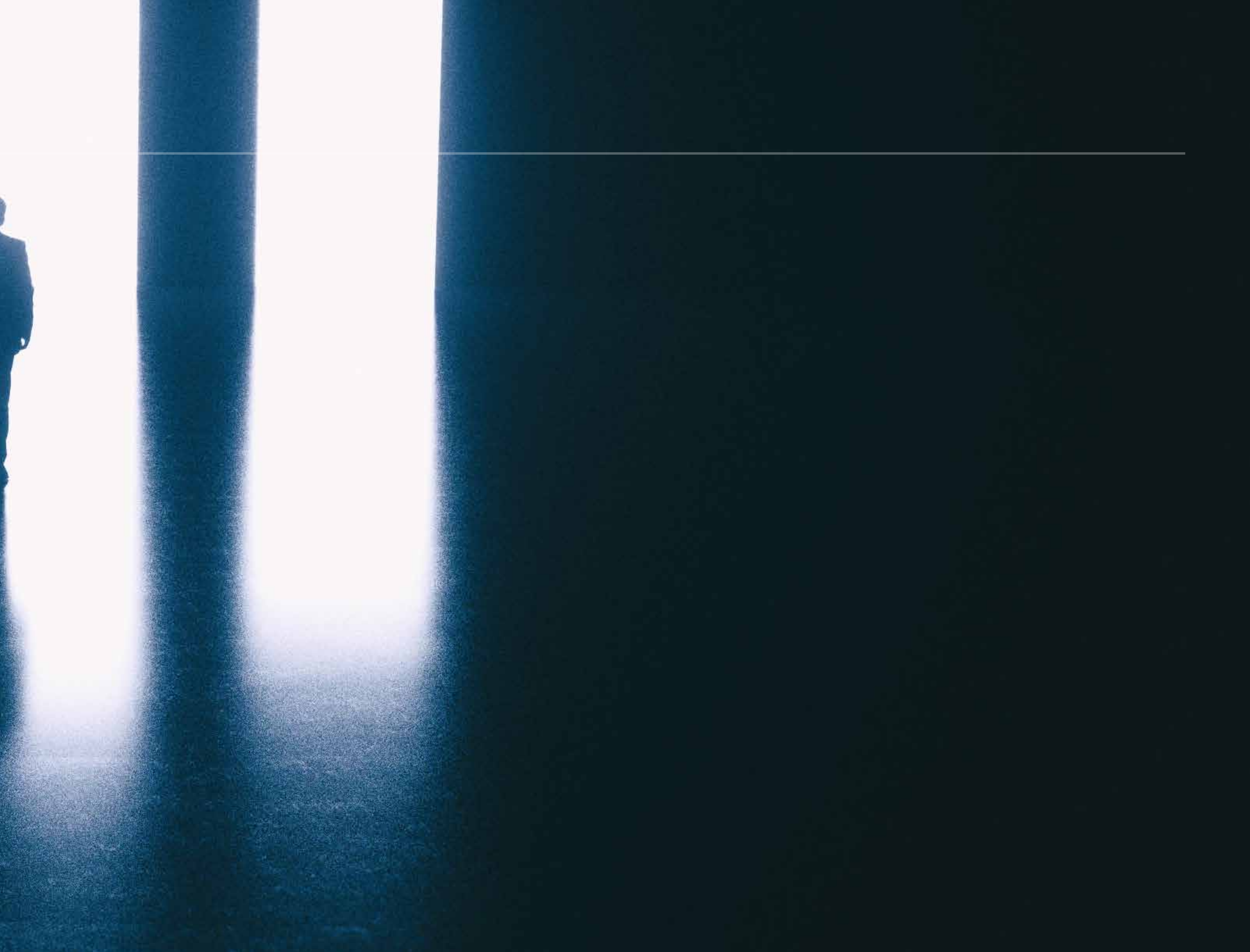
Sensory experiences are one of the most important things in marketing. Steve Jobs understood this, which is why he spent hours analyzing how a product felt to the touch and helped shape some of Apple's most popular products today.

When you open up that Tiffany's box, it feels like opening something luxurious and special. The right amount of vibration, sound and animation can help you brand your app. This will help users switch between different functions or recognize when they are in use, which makes for a better user experience overall.



THE END

Final Remarks



The next time you're in a brainstorming session or working on your brand strategy, make sure to consider how each of the five senses can be used to create an immersive and memorable experience for your customers. By appealing to all of their senses, you'll create a connection that will keep them coming back for more. What creative ideas can you come up with that use all five of your customer's senses? How will you implement them into your branding strategy?

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