

## SCENTWORLD 2014



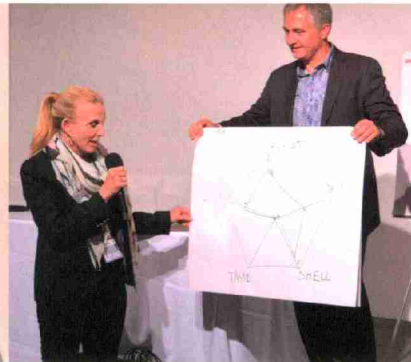
THE SENSORY EXPERIENCE PANEL



KATHRYN GOETZKE, CAROLINE PIEPER-VOGT, AND DEANA HICKS OF MOOD MEDIA



KRISTOPHER BECK, DIRECTOR OF PRODUCT DEVELOPMENT FOR HILTON WORLDWIDE, JOY MALNAR, AND CAROLINE PIEPER-VOGT.



A SENSORY BRANDING WORKSHOP

On June 12th, ScentWorld held its annual two-day marketing event at the Metropolitan Pavilion. The conference drew over 50 executives and 200 professionals in the olfactory fields. The various presentations and workshops illustrated a growth in the scent industry as brands seek to diversify their marketing strategies. The Mood Factory's Kathryn Goetzky spoke about the psychology of scent, lawyer David Greenbaum spoke about law and scent branding, Michael Stern from Stonehenge Realty shared his experience developing a fragrance

for the company's properties, and professor Joy Malnar discussed the use of scent in architectural design. In addition to lectures from industry experts, the SMItty Awards for excellence in scent and sensory marketing were presented during the second day of ScentWorld. The 2014 Harald Vogt Scent Marketer of the Year Award was presented to SensoryMax for its high profile and highly successful multi-sensory rebranding for Lincoln Motor Company. Most Innovative Use of Scent Marketing was awarded to DXL men's clothing store chain

for its complete rebranding, store redesign and signature scent. The Scent Technology Innovation Award was presented to iScent by Air Essentials in association with Nel-Tech, a point of sale display or on-shelf scenting device that can tie into audio visual outputs. The Best Sensory Guest Experience was awarded to Hilton Worldwide for its brand specific ambient scenting and the Groundbreakers Award to Samsung's retail stores, for its adoption of scent marketing and branding.

