

MARKETING COMMUNICATIONS: SENSORY MARKETING

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Анотація

Розкрито визначення категорії «маркетингові комунікації» та «сенсорний маркетинг» та проаналізовано його окремі елементи.

Ключові слова: маркетингові комунікації, сенсорний маркетинг, мультисенсорний брендинг.

Abstract

The article considers the definition of the category of «marketing communications» and «sensory marketing» and analyzed its separate elements.

Keywords: marketing communications, sensory marketing, multisensory branding.

With the rapid development of the market is becoming more difficult to investigate the demand, to form a clear idea of consumer preferences and to implement the effective marketing influence on them. It is not enough to develop a new product, you need to create new value for the consumer and convince him in the high quality of this new product and its ability to satisfy the current demand.

One of the process components of market penetration are marketing communications.

Philip Kotler, the American marketing author defines marketing communications as an information - psychological relationships and communication processes, that are established to maintain the long-term mutually beneficial relationships [1].

In the definition of Dr. John Burnett, the author of the book «Introduction to Marketing Communications: An Integrated Approach», marketing communications - is a form message or communication measures used by the company for informing and reminding to consumers about the specific products and services [2].

Modern marketing in economically developed countries functionally consists of the following four parts:

- operations with the product - the creation of a new product, expanding the range of already known products in the market, according to consumer demand;
- pricing policy - the definition of the retail and wholesale prices, taking into account supply and demand of goods;
- distribution organization – the creation of a distribution system, the selection of sales channels, execution of logistics operations in transportation and storage of goods;
- marketing communications policy – the usage of measures that promote the activation of consumers, buyers and intermediaries [2].

Sensory marketing - is a relatively new concept for marketing communications, which recently increased its pace of development. The idea of sensory marketing belongs to Martin Lindstrom - the famous "builder" of such brands and corporations as Disney, Mars, Pepsi, American Express, Mercedes-Benz, McDonald's and Microsoft. The Lindstrom's idea is to use not only the visual perception of the brand, but also to connect all of the five senses of human [3].

In the sensory marketing human senses - taste, smell, sight, hearing and touch – are at the promotion service. The goal of sensory marketing is to create a pleasant atmosphere and relaxing environment for customers. Tools of sensory marketing are different sounds, smells, colors, textures that affect consumers [3].

Simultaneous usage of all the senses while creating a clear brand image and forming directional communication called multisensory branding. Determination of the optimal multiplier effect on the senses during the implementation of the concept of multisensory branding is possible only when the individual elements of sensory marketing are detailed analyzed. The elements of sensory marketing are:

- Visual - The Power of Sight - used by marketers based on the fact that 70-80% of the information comes to the human brain through the sight;
- Tactile---The Power of Touch - uses the characteristics of goods or services which can be felt by touch;
- Olfactory -The Power of Smell - is one of the most powerful factor that affects on the consumer preferences;
- Gustative -The Power of Taste - closely linked to the aroma marketing, which to a great extent perceived through the fragrances. In most cases, the impact on brand perception is limited by food.
- Auditory -The Power of Sound - directly affect the emotions of consumers [4].

So, one of the modern tools of building the effective communication between the brand and consumers is multisensory branding. It explores the feelings of consumers and affects their emotions, opinions and behavior. The modern consumer is characterized by emotional demanding that requires companies to implement the innovative marketing strategies.

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