

## Sensory Marketing

Вінницький національний технічний університет

### Анотація

*В статті розглянуто способи використання сенсорного маркетингу в створенні брендів, підвищенні якості продукції та продуктивності.*

**Ключові слова:** сенсорний маркетинг, сукупність зисків, упакування, рекламна тактика, принцип нейромаркетингу.

### Abstract

*The article considers the ways to use sensory marketing for creation brands, improvement product quality and productivity.*

**Keywords:** sensory marketing, bundle of benefits, packaging, promotional tactic, neuromarketing principle.

One of the best ways to improve productivity is to improve product quality. Management strategies can contribute to improving quality and productivity. Evaluating product advantages, called bundle of benefits, is important aspect in marketing. The main features to consider are quality, attractiveness, aesthetics, that is how a product looks, feels, sounds, tastes and smells.

If you've ever picked up a product and took note of how it feels in your hand, you understand the power of sensory marketing. Manufacturers understand it too, that is why tactile information of is unique and memorable. Some manufacturers also incorporate smell, while others rely on color.

In each of these examples the brand's sensory information means something to the consumer, and for many brands the combination of sight, touch, sound, smell, and taste is what creates and maintains the brand's image or personality in a consumer's mind [1].

However, customers will not receive such tactics positively for all brands in all situations. So how do we know when people will accept situations with brand sensory information — and when they won't?

There is very little research on this question, but the studies conducted theorized that consumers intuitively link a brand's packaging and marketing tactics to their broader preconceptions of the brand's personality [2].

The researches presented people with products packaged in such a way that they either looked and felt textured, or they looked textured but felt like something else. On the whole, we found that people tended to prefer sincere brands (Hallmark, Ford, Coca-Cola) when the brand's packaging or promotional accessories felt and looked the same, but they preferred exciting brands (Mountain Dew, BMW, Pepsi) when the brand's packaging or promotional accessories did not feel and look the same.

In fact, the studies revealed that consumers actually punished sincere brands by expressing less desire to purchase the product, even when the sensory tactic revealed superior quality (e.g., the product's packaging or promotional accessory looked plastic but was actually metal) [3].

Consumers rewarded exciting brands by expressing a greater desire to purchase the product, even when the sensory marketing tactic revealed inferior quality (e.g., the product packaging or promotional tactic looked metal but was actually plastic).

In the final study, the researchers tested all top smartphone manufacturers and found that Apple was seen as the most exciting, whereas Nokia was seen as the most sincere. So they built a new smartphone that combined elements from the Apple iPhone 6 and the Nokia Lumia 925 (which are very similar in design). They marketed the phone as either an Apple product or a Nokia product, using each brand logo. The

researchers approached consumers in a mall and asked them to engage with the product as part of the promotional campaign.

When the phone itself was made out of metal, cardboard, or plastic, consumers didn't match the material to the brand. They intuitively liked the (superior) metal finish to the (inferior) cardboard finish, regardless of whether they were holding an Apple- or Nokia-branded device, and they were most concerned with how the material would impact the product's functionality. It seemed that only when sensory marketing was seen as a tactic done by the brand, as opposed to as an alteration in manufacturing, did consumers care more about whether the tactic felt right, given what they knew about the brand.

This suggests that companies like Apple, which carry a general perception of excitement and innovation, have far more latitude to play with tactics that surprise and engage the consumer, but companies like Nokia, which carry a general perception of consistency and dependability, may directly compromise these perceptions with such tactics [4].

The research provides some of the first evidence that consumer preference can indeed be altered by sensory marketing tactics. At the same time, the effectiveness of a tactic is highly dependent on a brand's personality. This suggests that marketers shouldn't take uniform positions on sensory marketing across a variety of product lines; instead, each product must strategically consider its positioning in the marketplace. And marketers should not fall for the common belief that sensory marketing tactics must always elicit surprise.

Sensory marketing tactics can be used to create irresistible brands, for example neuromarketing principle. Sometimes, a product's surface or packaging feels different in your hands than what your eyes would expect. This works wonders for brands with an exciting personality, but not for brands associated with a sincere personality [5].

Another important aspect is application. In today's day and age, the most successful brands are the ones that deliver feelings and emotions. By stimulating senses (like sight, hearing, taste), emotions will be delivered and learning will be stimulated. This is very effective, because our senses are directly linked to the limbic part of our brain that is responsible for memories, feelings, pleasure and emotions.

When a brand tickles multiple senses, we will experience the brand more profoundly and connect with it on a deeper emotional level. Sensory branding is a type of marketing that appeals to all the senses in relation to the brand. This article gives you guidelines to successfully implement sensory marketing for your brand.

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**Гримайло Ольга Сергіївна – студентка групи МОз-14(б) факультету Менеджменту та Інформаційної Безпеки Вінницького національного технічного університету, м. Вінниця, e-mail: olichka.lialka@gmail.com**  
**Науковий керівник: Рудницька Тетяна Григорівна - викладач кафедри іноземних мов, e-mail: runina5@mail.ru**

**Hrymailo Olga Serhiivna – student of Management and Information Security Faculty of Vinnytsia National Technical University, e-mail: olichka.lialka@gmail.com**  
**The scientific supervisor: Rudnytska Tetiana Hryhorivna - a teacher of Foreign Languages Department, e-mail: runina5@mail.ru**