

Shopping Mall

Initial

Transform your shopping environment into a desirable destination

In a competitive economic environment, maintaining high standards and giving shoppers the best possible experience is key.

Premium Scenting can help create a differentiated and enjoyable atmosphere, perfect for increasing shopper dwell time and encouraging repeat visits.

Ensuring that shoppers have a positive experience in your shopping mall will enhance your reputation, encourage return custom and even increase spend. In a recent study, shoppers in a scented shopping mall spent an average of €20 more, a tangible measure of the impact of scenting*.

*Scenting retail environments positively impacts on shoppers' perceptions***

To arrange a tailored scent consultation, call 1890 300 500 or visit www.initial.ie

*Customers perceive they are in-store for a shorter timeframe****

We understand how difficult it can be to attract shoppers and deliver a positive brand experience time after time. We have the experience and the understanding to tailor each and every scent solution to your individual circumstance to maximise dwell time, improve the shopper experience and increase customer loyalty.

Benefits of Premium Scenting

- Increases positive ratings among customers;
- Creates fresh, clean, comfortable atmosphere;
- Highlights standard and prestige of the location;
- Reduces stress and anxiety among customers;
- Customers are more likely to return or recommend to family or friends;
- Eliminates bad odours.

*Spangenberg et al

**Journal of Business Research

***Journal of Business Research



Benefits of Initial Premium Scenting

- Odour remediation as well as a pleasant fragrance thanks to our patented technology.
- Enhances image through brand-related scents.
- Consistent and controlled coverage throughout the entire space.
- Maintenance free at customer level: Initial Premium Scenting is serviced by trained Initial service technicians.
- Maximum fragrance effectiveness at minimal costs, due to a fully programmable dispensing system.
- Works well in both small and larger areas (HVAC compatible).
- No up-front purchase of equipment required.
- Cleaner diffusion system that requires no clean-up and leaves no messy oil in your HVAC system.
- Customized signature fragrances available (contact us for details).
- Nationwide service from our network of branches in all Initial countries.

How to select the right scent for your space

Brand or customer experience

Scent selection is not primarily about likes or dislikes, but what best matches your brand, your objectives and the customer experience that you wish to create.

Discuss your brand personality with our fragrance expert and find the most appropriate scents to match your brand. This catalogue contains a number of scents, described by a range of adjectives –find those that best mirror your brand. Alternatively, our online Virtual Fragrance Selector will help find the perfect match. Once you have selected a shortlist of fragrances, we suggest that you trial these. Our expert will supply a special trial unit for you to use. Alternatively, we can demonstrate the fragrance during a visit, so that you can experience the true effect of the scent.

Is odour remediation required?

If you require odour remediation, check that the scent you select has the correct properties. Different scents address different odours. If you have a specific or unusual odour problem, please ask us to confirm which scents will remediate that particular odour.

Bespoke scents

We are able to develop bespoke scents for some clients, to allow you to diffuse your own signature fragrance within your premises. Our lead scent designer, Raymond Matts, will create the ideal scent to reflect your brand personality. Please note, this service is only available for clients who consume a minimum of 50 litres of fragrance per annum. If you are interested in this service, please ask our expert for more details.

75%

of the emotions we generate on a daily basis are affected by smell

PremiumScenting
with AIRQ

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www.initial.ie

T: 1890 300 500

To find out more, visit:

www.premiumscenting.com

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