



The Allure of the Alluring

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1 The Allure of the Alluring

As the world becomes more digital, so our desire for sensuous stimulation increases. For marketers, making use of this knowledge opens exciting new opportunities for brand management.

620,480,777. The staggering number of websites that were recorded by Netcraft in October of 2012¹. Of this, two thirds are unused placeholders, or identical websites from various top-level domains. This leaves roughly 200 million websites that are left to vie for the users' evermore elusive attention. Because people — particularly in the digital realm — are becoming more demanding.

article published the findings jeans sell more easily in fragranced surroundings. Today we also know that classical music encourages the leisurely drinking of Caffè Lattes, while French songs in supermarkets stimulate the sale of French wines. Thanks to neuroscience, we also know how the whole process works and, specifically, how it can be applied to all aspects of marketing.



German websites are much like they've been since 1995: **static, content-heavy** and **clinical**.

Bad news for the bulk of German websites, that are, much like they've been since 1995: static, content-heavy and clinical. Essentially the exact opposite of what the contemporary consumer expects, moreover — what their brain prefers.

This is where multisensory brand management comes in.

Although, in practice, it usually only gets as far as audio branding, the targeting of audiences via multiple sensory channels is a long-established marketing technique. As far back as 1932, a scientific

People experience their world in five senses with images, sounds, smells, tastes and textures each evoking different associations and, ultimately, emotions. It follows that, if multiple senses are stimulated with one resounding message, the effect is enhanced exponentially. And the more senses that are simultaneously involved, the stronger the resulting emotion and the greater the possible inclination towards a brand.

Our senses serve as more than cues — they are able to transmit information and meaning. Car manufacturers are known to use textural indicators to reinforce

a sense of quality, either through the use of expensive wood, leather or fabrics. The popping of a bottle on opening or the crunch of a biscuit on biting are assurances of freshness and flavor. In an advertisement for fabric softener, the mere image of a field of flowers can make the fragrance materialise. And if the bottle is shown to fall delicately on a stack of soft, clean towels, that feeling of softness that the product promises is almost tangible.

Many companies' internet presence amounts to little more than a visual showroom. Online shops, in particular, conform to a white-framed, central product presentation and, in doing so, waste an opportunity to create a multisensory user experience. But, as already mentioned, the neuro-marketing findings from the POS can be applied equally online, which would allow a website to act as much more than just a digital product catalogue.



Why aren't more brands using this technique to position themselves more **holistically**?

This form of multisensory advertising was already used in the seventies, even before the term 'mirror neurons' (*1995) was coined. A mirror neuron refers to 'a neuron that fires both when an animal acts and when the animal observes the same action performed by another' (Wikipedia). In other words: if someone on television bites into a lemon, chances are you'll flinch.

Rather than focusing on the display of a product, the emphasis should be on engaging the customer in a multi-sensory experience that would set one's brand from the competition. Just as the shapes, colors, surfaces and sounds of a brand occur in the physical world, so they should be applied in the digital world to create a consistent and integrated brand experience.



A website can act as much more than just a **digital product catalogue**.

Similarly, these neurons—which account for imitation and empathy—can be triggered online, with smell, taste and touch being experienced vicariously by the observer. Which begs the question: why aren't more brands using this technique to position themselves more holistically?

Although it won't guarantee that a customer will buy, in a time when mono and duo sensory communication has reached its limits, multisensory marketing can help to show a brand in a brand new light.



Digital since 1995

We are Aperto. A progressive communications agency that offers the right services for the digital age. As fusionists, we combine strategy, technology and creativity to put the Wow into the How for brands and organizations alike. We offer diverse talents with a common passion for excellence, and a unique culture in which ideas and innovation thrive.

We believe in creating a better digital world, and love doing it together with our clients. We are working from five locations spread across three continents. From Berlin to Beijing to Ho Chi Minh City to Dubai to Basel. With a team of 400 passionate fusionists, we're at the forefront of the digital era and determined to stay there.

Looking for Challenges

We are driven by projects that both inspire and challenge us. So if you're looking for an agency to collaborate and grow with, you've found the right partner. Focusing on three primary areas—strategy, creation and technology—to deliver a holistic solution, we provide the right service for the digital era.

Aperto AG
In der Pianofabrik
Chausseestraße 5
10115 Berlin

+49 30 283921-505
info@aperto.com

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Sources

¹ <http://news.netcraft.com/archives/2012/10/02/october-2012-web-server-survey.html>

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Text: Torsten Henning Hensel

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