



Case Study

Scent Marketing - Nordstrom

The Background

Nordstrom wished to offer improved effectiveness to fragrance brands for in-store launches and product promotions.

The Challenge

Traditional in-store promotion was a table top display of the product and some promotional visuals. The display space was “rented” to the brand who would also hire promotional models of the same demographic as the perfume’s targeted customer to stand next to the display and offer passersby an opportunity to smell or sample the scent.

The Solution

Prolitec designed a product advertising service to gently diffuse the actual scent being promoted in the air space around the display or in the air space throughout the fine fragrance sales area.

With the Prolitec product advertising service, the retailer can rent the floor space to the brand for the product display and the air space around the display which subtly presents the product not just to the passersby who agree to try a sample, but to everyone in the vicinity.

The Odour Management Experts!

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