

# Ambient Scenting Research

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## **The smell of chocolate boosts lingerie sales by 20%**

**From *POPAI Global Retail Trends Report*, Dec. 2013:**

Hunkemöller, a Netherlands-based lingerie retailer, has found that when the scent of chocolate is pumped through its stores, average basket size increases by 20%. The retailer also tested the effect on sales if customers were fed chocolate.

Hunkemöller worked with the behavioral agency BrainJuicer Labs on these interventions. 'Psychology tells us that if you give something to someone, they're likely to give you something back, and if you feel in a good mood, you're going to be less cautious about what you're buying,' says BrainJuicer Labs' managing director Orlando Wood. 'Intuitively, marketers or people in retail know you have to make people feel at ease to make them spend more. Music is a very old trick. Scent is the new one. It was always considered as nice to have but, with these results, we can see that not only is it adding to the experience, it's increasing sales,' says Ashwien Bisnajak, market intelligence manager at Hunkemöller.

In another test, customers were handed individually wrapped chocolates from a glass bowl as they walked into the store. The average spend went up 6%.

**URL:** <http://www.popai.com/>