



Brand Sense

Martin Lindstrom

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That gratifying new car smell is actually a manufactured 'new car' aroma. The sound of Kellogg's cornflakes crunching in our mouths is created in sound labs. Singapore Airlines has patented the smell in its cabins. Branding has reached a new frontier. In the future brands will have to appeal to the neglected senses: touch, taste, and smell. In this fully updated new edition of "Brand Sense", Martin Lindstrom shows how it can be done. Drawing on the most extensive worldwide study ever conducted of the sensory perceptions of consumers, he shows how a two-sense product can become a five-sense phenomenon. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory scale, analyzing its sensory potential and giving it a clear pathway to optimize its sensory appeal. Companies like Cadillac, Apple, Mercedes-Benz, Nokia, Louis Vuitton, Nestle and Disney have all recently adopted a sensory approach, and have seen their brands sizzle under this new direction. Anyone who wants a competitive edge can't afford to neglect this book. It's guaranteed to optimize the value of any marketer's budget in the most visionary way.

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