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SPECIAL CASE STUDIES

**HARRODS Department Stores *(θα μπει λογότυπο)***

* **The need**

It all started five years ago, in 2014. At that time, the worldwide well-known ***Harrods*** department stores in London, under strict scent marketing criteria, awarded ***E²Aroma*** to implement ambient scenting services, of selected departments of the huge department store.

The initial ambient scenting application was crowned with so much success that, as expected, ***Harrods***, always focusing on scent marketing implementations, entrusted ***E²Aroma*** to undertake many other promo campaigns in the following years.

* **Design & Implementation**

Indicatively, we can mention the special designed by ***E²Aroma*** Christmas fragrance, which was air-diffused during Christmas period via ***Harrods***’ window showcases, on Brompton Road, offering an unforgettable festive experience to the people passing by. Or, the ambient scenting of selected departments of the store, with a delightful Spring flower blend scent, within the "*Pop Up Flowers*", promo campaign, which was designed to provide a multi-sensory experience to the visitors / customers. And more recently, at Christmas of 2018, ***E²Aroma***scented the "*Harrods Christmas Grotto*" with a delicious musky Gingerbread scent! In this way, the sense of smell starred in the magical experience of the store’s visitors.

Today, following a long and successful collaboration, ***Harrods*** has assigned ***E²Aroma*** to scent the new *Women Swimwear Department*, for the whole 2019. What do you have in mind? To “*flood*” the *Women Swimwear Department*with a specially designed Coconut scent that awakes relaxing summer memories and exotic destinations, in the mind and imagination of the department store’s customers / visitors.

**PUBLIC stores *(θα μπει λογότυπο)***

* **The need**

The 46 in Greece and 3 in Cyprus **PUBLIC** stores, comprise the largest Greek retail chain of technology products, entertainment and books, offering to consumers a series of unique experiences. In the context of novelty & modernity that distinguishes the actions of the chain, searched the designing possibility of the tailor-made & exclusive Public Stores Scent Identity.

* **Design & Implementation**

**E²Aroma**, studied the PUBLIC marketing concept and needs, designed the tailor-made & exclusive Public Stores Scent Identity, which diffuses in the all chain stores, adding an extra dimension to the rich multi-sensory experience of consumers / visitors.

**….and more**

Following the successful implementation of the **Public** Stores Scent Identity, **E²Aroma** was entrusted to design and implement the attractive "Christmas" and the fresh "Summer" scents, which diffuses seasonal to all chain stores in Greece and Cyprus.

**HOTEL de PARIS Monte-Carlo *(θα μπει λογότυπο)***

* **The need**

The ***Hôtel de Paris Monte-Carlo***, star hotel of the Monte-Carlo Société des Bains de Mer group, will engage in a renovation program on 6th October 2014. Major innovations and creations will ensure that continues to satisfy the ever-more demanding requirements of the luxury hotel clientele. Among all these scheduled renovations, was considered necessary the designing procedure of the legendary hotel’s Scent Identity.

* **Design**

To contribute and enhance the unique feeling experienced by the visitor, **E²Aroma**’s perfumers inspired by the majestic lobby of the Hôtel de Paris Monte Carlo, the geographical location and rich history of the legendary hotel. Using fine and rare essential oils, designed the tailor made and exclusive “Hôtel de Paris” scent identity and composed a really lively olfactory experience.

* **Implementation**

After careful technical study of hotel’s infrastructure and needs, **E²Aroma** installed equipment and diffuses the tailor made and exclusive scent, through innovative & digital programmable devices.

**Athens International Airport *(θα μπει λογότυπο)***

* **The Need**

In order to enhance the feeling of the airport, an exciting and recognizable perfume had to be designed, passing the unique experience of travelling, while subconsciously affecting travelers / visitors.

* **Design**

Special perfume design based on cosmopolitan living and inspired from the Mediterranean feeling and aura.

* **Implementation**

Following a marketing event held at the airport areas for sampling the perfume to the visitors / travelers, the “*Aegean Spirit*” was chosen; it is diffused through the main ventilation system, using innovative application devices.

**House Market IKEA *(θα μπει λογότυπο)***

* **The Need**

House Market **IKEA**informed **E2Aroma** of its desire to strengthen its relationship with the customers and ameliorate their temper during their visit at the stores. IKEA wishes the creation and diffusion of a tailor made and exclusive IKEA Scent Logo/Identity that will cause an immediate associative connection of both the brand IKEA and the positive experience of the visitors/customers upon every new visit.

* **Design**

E2Aroma perfumers’ team, after carefully studying the philosophy, the profile, the color identity and many more features, designed a tailor made and exclusive IKEA Scent Identity, having as main element, the aura of fresh and clean homely atmosphere.

Even more, they designed a highly attractive perfume of fragrant sweet and candy for the Swedish Food Market, and a tender perfume of “Baby Powder” for the Kids Playground.

* **Implementation**

Broad scale implementation, with devices attached to the central air conditioning/ventilation network and also stand-alone diffusion devices, which are digitally controlled and programmed.

**GOLDEN HALL *(θα μπει λογότυπο)***

* **The need**

Perfuming with excellent quality perfume, which must relate to the architectural design and increased esthetics of the **Golden Hall** areas. The perfume must also cater for the preferences of visitors.

* **Design**

Following a marketing event and the use of a questionnaire at the areas of the Golden Hall, in order to sample the perfumes developed by **E²Aroma’s** perfumers team specifically for the mall, we reached to the most balanced option.

* **Implementation**

The perfume of Golden Hall is diffused through the main ventilation system, using innovative application devices and ensuring a completely homogeneous application with the most extensive diffusion possible.

**JACOBS Coffee *(θα μπει λογότυπο) + χρυσος ερμης***

* **The Need**

Advertising campaign of “Jacobs Douwe Egberts GR” company, for «***JACOBS***» coffee, with mainstream message «*Put filter ...*».

* **Design**

Coupled with extensive TV campaign, designed special promo activities for target group of Athens Metro passengers, through advertising banners inside the wagons and message «*Put filter on distances*». Seeking the maximum efficiency of communication, was entrusted to **E²Aroma** the designing and development, of an attractive and tailor-made scent, with rich and plenty smell of JACOBS coffee.

* **Implementation**

First time in Greece, E²Aroma install innovative and specially designed scent diffusers in Athens Metro and the wagons flooded by the tailor-made rich smell, of JACOBS coffee.

Apart from the occupants in Athens Metro, passengers waiting on the platforms, saying:

*«…each time opens the wagon’s doors, is like pass in front of the dock, a large and musky real coffee shop…».*

*The action took place in collaboration with InterBus SA*

**VILLAGE CINEMAS *(θα μπει λογότυπο)***

In 2014 launched the cooperation of **Village Cinemas** and **E²Aroma**, aiming to design and create tailor made & exclusive "cinematic" perfumes.

* ***Fifty Shades of Grey***

"Passion" perfume was designed especially for this movie and diffused to the Gold Class halls of The MALL Athens. The implementation was made with E²Aroma's diffusion devices and will last by the movie premiere and throughout the whole time of the projections will be taking place.

* ***…From Love***

"Love" perfume was designed especially for the premiere of the movie at the Village Cinemas of Faliron. Diffusion of the scent was made with E²Promo Display Standee. Village Cinemas website cites: *"... a special device was placed... that flooded the atmosphere with a perfume of relevant type and* matching *aesthetic.*"

* ***Worlds Apart***

"Another World" perfume was designed, to spread during the "press conference" at avant-premiere and the premiere of the film in the "The MALL Athens Village Cinemas".
The wonderful aroma flooded the entrance, the cinemas and the foyer.

**DIVANI Collection Hotels *(θα μπει λογότυπο)***

* **The Need**

Create a tailor made & exclusive scent identity for hotels ***Divani Caravel***, ***Divani Apollon Palace & Thalasso*** and ***Divani Apollon Suites***. The fragrance will be diffused in all public sectors of the hotels, so that in combination with the architectural model, luxurious setting and exceptional service, convert the visit into a real experience.

* **Design**

Designed multiple proposals for the tailor made & exclusive "Divani Collection Hotels" Scent Identity, based all in extremely vivid and targeted brief which delivered by the Directorate-General of the group. The sampling / selection process resulted soon, and the name of brand-new scent identity is "Divani Hotels"!

* **Implementation**

**E²Aroma** studied the existing infrastructure and installed mechanical equipment sublimation in air handling units, as well as stand-alone devices. The wonderful scent identity of hotels diffused in all public sectors.

**VOLVO Car Hellas *(θα μπει λογότυπο)***

* **The Need**

H ***VOLVO*** having as core concept and communication / promotional moto the "A New Beginning", decided the scent identity design, wishing to highlight the new character of the brand as a premium brand, with confidence that stems from values such as quality, safety and reliability. A "fresh" brand, unique, modern and timeless.

* **Design**

Having as reference axis, that VOLVO’s scent identity asked to "bring" in mind the nature, freshness and coolness, with particular emphasis on the scent of the Nordic flora, birch and pine, the team of **E²Aroma** perfumers, designed a terrific tailor made & exclusive VOLVO's Scent Identity.

* **Implementation**

Installed diffusion equipment by of E²Aroma to the VOLVO Showrooms, creates a mood of relaxation and hospitality aura, helping ensure that every visit of "VOLVO's funs", is a truly rewarding and multidimensional experience.

**NAMMOS Restaurant by the Sea *(θα μπει λογότυπο)***

* **The Need**

**NAMMOS**! The glamour, cozy and "must to visit" restaurant on the island of Mykonos, with the incomparable "7stars" quality of service and dishes, wanted to enhance the experience of visiting customers. "We want visitors / customers to feel completely familiar and relaxed in the NAMMOS areas. From the first step on the entrance deck, vivid an unforgettable experience, full of summer breeze and Aegean Sea aroma", said the owners as desirable.

* **Design**

The **E²Aroma** team, designed the tailor made & exclusive NAMMOS's Scent Identity, inspired by the sea breeze of the Cyclades, rich doses of wet sand scent and smell that associatively lead to comfort and luxury memories.

* **Implementation**

E²Aroma install programmable digital diffusion equipment, both indoors and in the open space spots, flooding the superb NAMMOS scent identity, to the coast.

**ESTEE LAUDER Hellas “Modern Muse” *(θα μπει λογότυπο)***

* **The need**

At the occasion of launching of the new collection of perfumes, **Modern Muse Le Rouge Gloss** and **Nuit**,**Estée Lauder Hellas** addressed to **E²Aroma**, in order to advertise and "communicate" their new collection of perfumes with an innovative way, to ATTICA’s department stores customers in Athens, during the period of Christmas 2016.

* **Implementation**

**Estée Lauder Hella**s “covered” the doors and cabins of the elevators in ATTICA of City Link and Golden Hall with stylish promo printings, while **E²Aroma** installed specially designed diffusion devices (not visible to passengers), equipped with a wireless*"Try-me"* button, which flooded the elevator cabins with the aromas of the new collection perfumes, whenever the passengers chose to "try" them.