

# MULTISENSORY EXPERIENCES



in collaboration with



## PEOPLE LIVE TO ENJOY THEIR LIVES, NOT TO ENGAGE WITH BRANDS

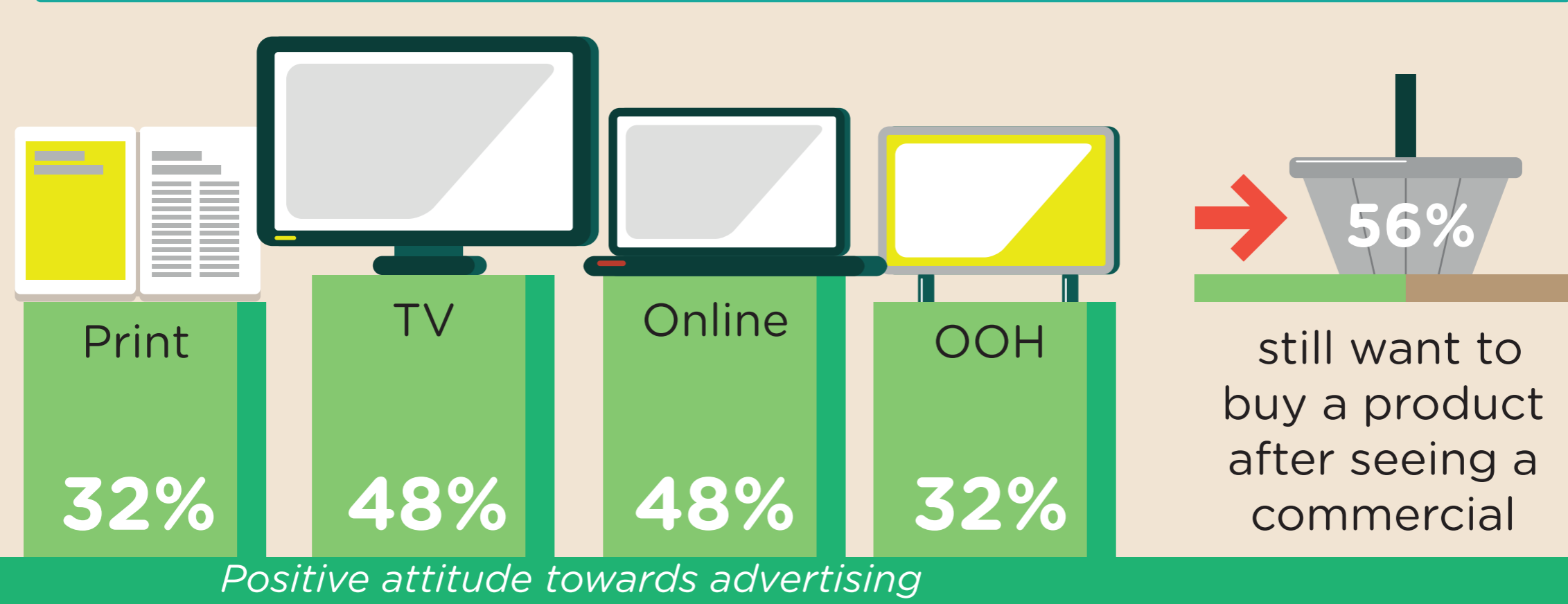
It's not a new fact that consumers are in control of the brand relationship.

People are interested in their own lives first and brands second.

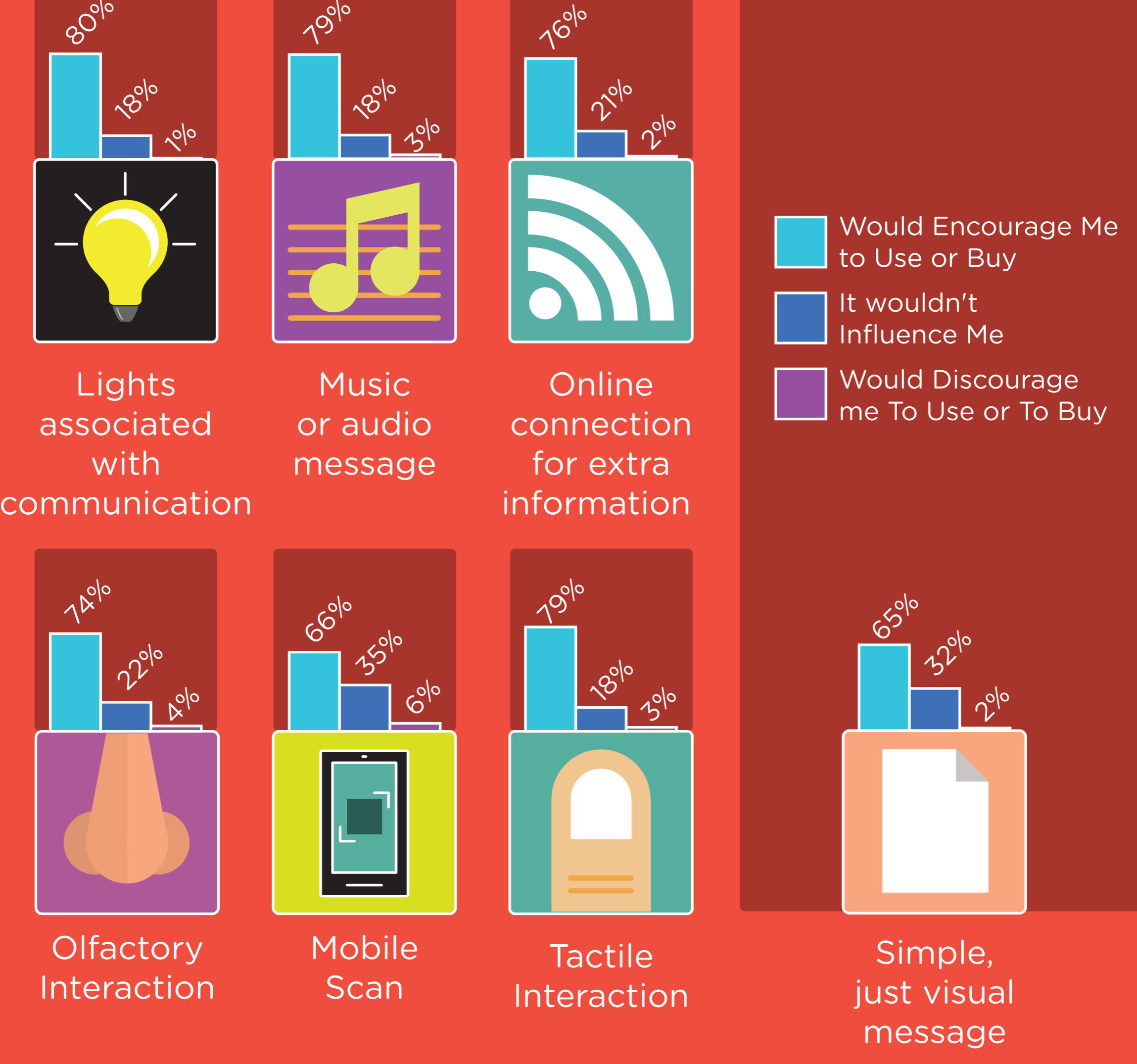
Capturing consumer attention by activating all senses is mandatory

**94%** of the information delivered via advertising in Romania is visual *except purely audio information received by radio*

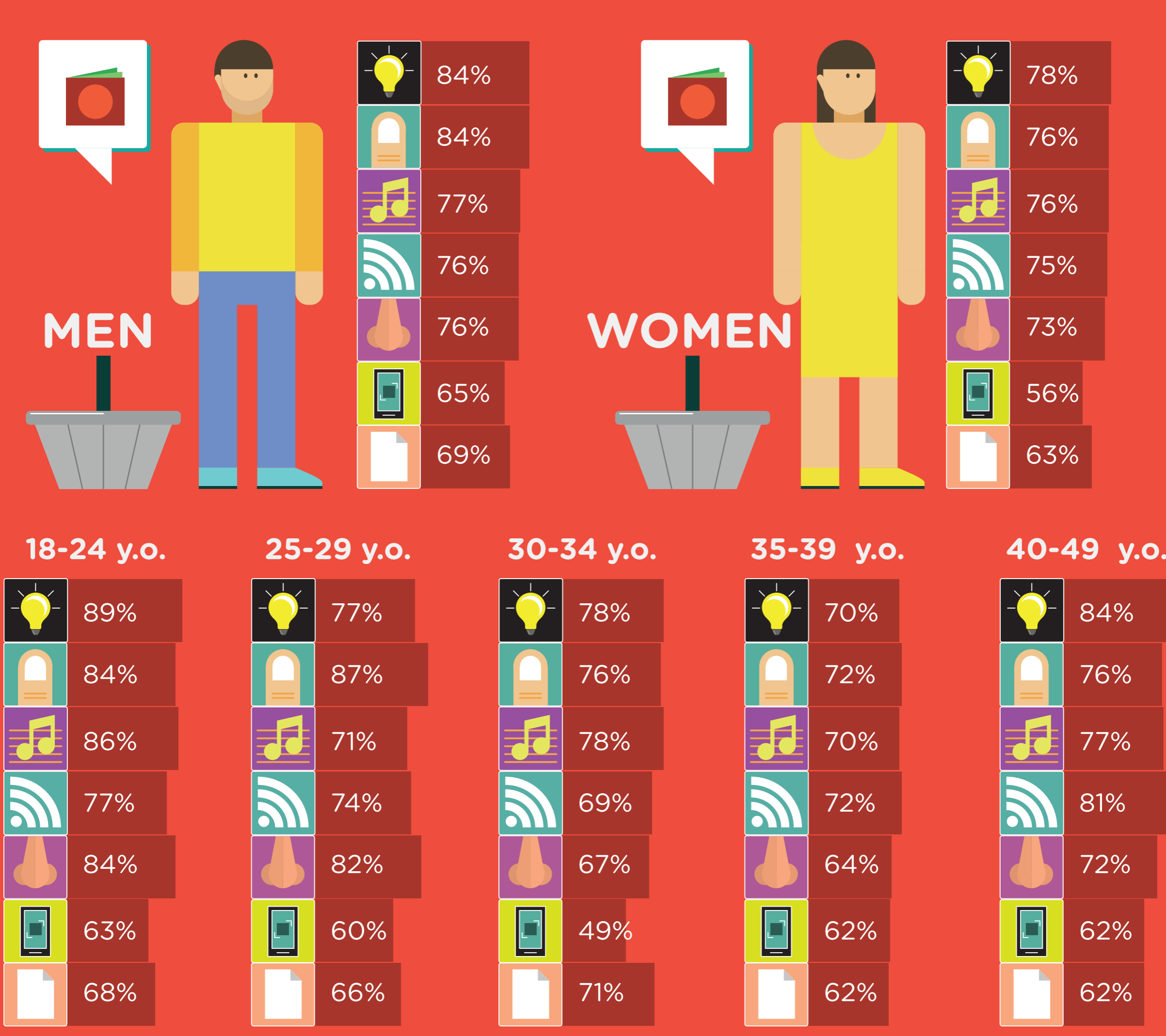
## THE URBAN POPULATION HAS A RATHER NEGATIVE ATTITUDE TOWARDS ADVERTISING



## ADDING DIFFERENT MULTI SENSORIAL COMPONENTS TO CLASSICAL ADVERTISING IS HIGHLY INCREASING BRAND PURCHASE AND USAGE INTENTION



## MULTISENSORIAL COMPONENTS INCREASE BRAND PURCHASE AND USAGE INTENTION ACROSS GENDERS AND AGES



## REAL LIFE STIMULI (LIGHTS, AUDITIVE, TACTILE) ARE MAKING VISUAL ADVERTISING MORE MEMORABLE, IN A HIGHER EXTENT THAN DIGITAL CONNECTION

