

WAKE UP AND SMELL THE COFFEE

READERS DISCUSS WHETHER SCENTS OR SONGS REALLY ENHANCE PRODUCTS

The product smells, not the brand

The most revealing comment in the 'Sensory appeal' edition of *the marketer*, was by Alex Rattray. "There's a growing recognition that creating a consistent brand is all about... getting the product right, rather than producing a brand guideline book," (Ringing true, *the marketer*, February, page 32).

And, as the case studies show, (The shape of things to come, *the marketer*, February, page 12), there is nothing new or revolutionary about considering the sensory aspects of a product as part of the overall offering. In fact it's part of the product, yes product, not brand, or 5D branding perspective. It should be of

concern to all marketers that this is considered to be a new concept. Any marketer who has eaten cheese, drunk coffee or slept in a hotel room should know how important smell is as part of the product. Instant coffee manufacturers have been focusing on smell for 20 years.

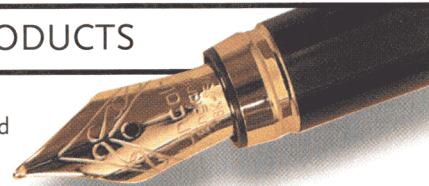
Ensuring that products are developed with heavy marketing input and that product developers have a marketing perspective is therefore essential. Nokia's user interface is popular because it's easy to use; it's well designed and has become a standard. That's why we prefer it, not because it's part of a brand.

If the product or service does not match the customer's requirements

and perceptions, then the brand is devalued. That's not to say that you cannot use brands to sell sub-standard or badly designed products or services, but it's not sustainable.

Marketers must not become obsessed with the brand or visuals. They must strive to create and sustain products and services that offer a coherent experience using all the senses. Stop looking at the brand guidelines and start understanding the market and improving the product.

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