

**CROSSOVER**  
consultants



# AUDI SCENT MARKETING PROGRAM

# SCENT MARKETING

In today's competitive business environment creating memorable experiences and emotional connections is critical to winning consumer spending and long-term brand loyalty.

By using scent, in combination with other marketing cues, brands can connect with consumers on a deeper emotional level, resulting in a more memorable experience.

Scent Marketing is more than just diffusing a pleasant fragrance in a space. It is the art of creating a scent that amplifies a company's brand identity and values. A scent has the ability to influence behavior and trigger memories almost instantaneously.

## WHY SCENT?

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**Our sense of smell is believed to affect 75% of our daily emotions and plays a significant role in memory.**

*- Sense of Smell Institute*

**Researchers found that emotionally connected customers are 52% more valuable to a brand than those customers who are just satisfied.**

*- Harvard Business Review*

**The presence of a pleasant scent increases the likelihood that customers will return to your store.**

*- Sage Journals*

**Simple scents, as opposed to complex blends, influence shoppers to spend over 20% more money.**

*- MarketWatch*

**Managing customer emotions impacts perception of and connection to a brand.**

*- Elsevier Journal of Business Research*

**Ambient scent improves recall of familiar and unfamiliar brands.**

*- Sage Journals*

# ACCESSIBILITY & MANAGEMENT SCENT SOLUTIONS

## THE "SCENTELLIGENT" APP BY

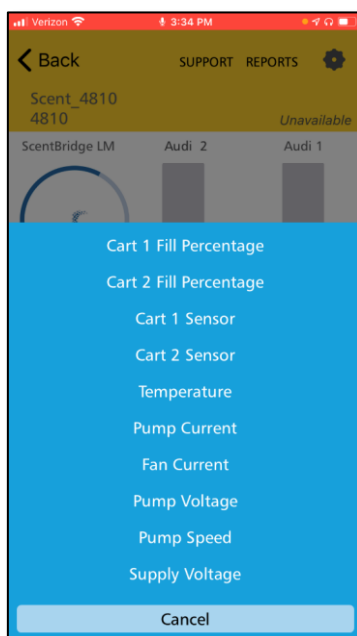
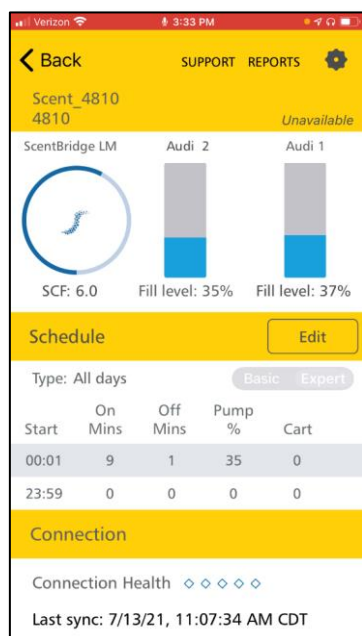
Once installed, your dealership team will be able to manage your scent program through the "Scentelligent" App.

The **ScentBridge Smart Scent System** allows Audi dealerships to connect to their customers' most powerful sense, their sense of smell, at a degree of precision and scale not available elsewhere. The robust IoT Technology platform will manage the entire process from data collection, transmission, processing, maintenance and analytics, empowering your dealership to control your customer experience at the click of a button.

"Smart Service" includes:

- Mobile app control of scent units
- Real-time usage monitoring
- Auto replenishment of fragrance refills
- Phone & email reminders to replace cartridges

Hardware is to be specified by the Crossover team once we can assess your dealership plans and preferred scented areas. The Scent Delivery System includes models that will cover from **2,000 sq./ft.** to **50,000 sq./ft.** Models will be used as a Point of use (POU) system or adapted to work with existing HVAC systems.



# LOCATION SCENT SOLUTIONS

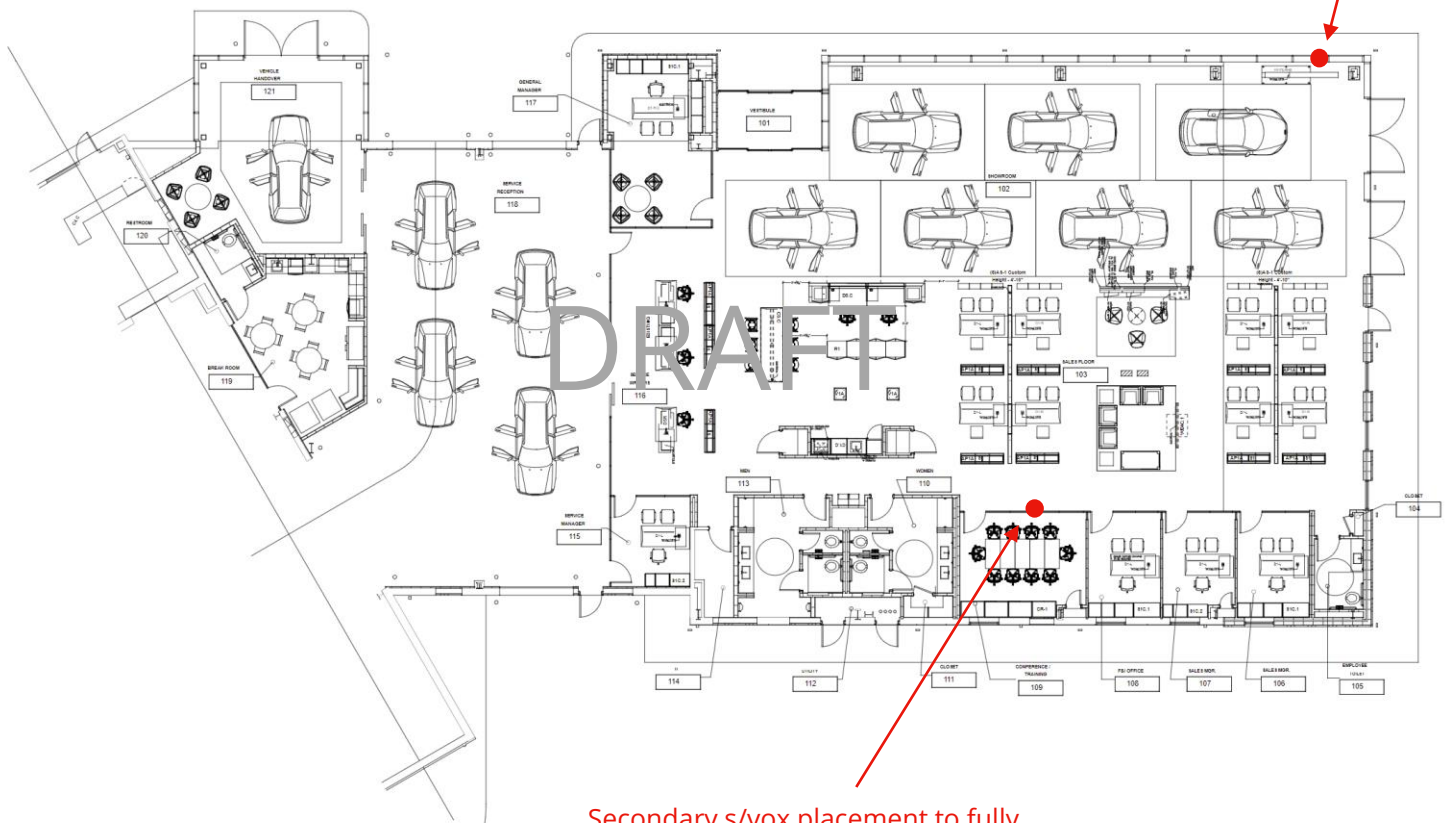
In scented surroundings, customers will linger longer and have a more relaxed experience.

In filling out Crossover's Scent Survey, we will determine best placement for your device(s) based on your preferences and the areas to be scented. Hardware location will vary if you want to focus on one area, multiple areas, or the entire facility.

The Crossover team will assess your needs analysis in conjunction with floorplans to determine which scent distribution solution is best for your space.

See the example floorplan below:

This is the best location for s/vox for entrance appeal



Secondary s/vox placement to fully fragrance the sales floor

# THE AUDI SCENT STORY

The Audi Scent Story creates a persona for each of the three selected scents, helping to guide your dealership to the scent selection that resonates with your local persona and clientele.

## BRINGING THE AUDI PASSION TO LIFE

Connect the Audi passion for **Innovation**, **Community**, and **Sustainability** with every customer that enters your dealership.



### Audi 2 - Innovation

Push the limits and possibilities of your dealership experience with energizing citrus and black pepper, hints of coriander and ginger root with an adventurous base of olibanum, amber and black vetiver.

Top: Pepper, Elemi, Bergamot  
Mid: Coriander, Ginger Root  
Base: Black Vetiver, Musk, Olibanum, Amber, Incense



### Audi 4 - Community

Embrace your drivers and welcome them with Sicilian bergamot, chamomile, a heart of green tea and birch leaves, and a base of cedarwood and amber.

Top: Sicilian Bergamot, Mandarin Water, Chamomile  
Mid: Green Tea, White Rose, Osmanthus, Birch Leaves  
Base: Musk, Cedarwood, Amber



### Audi 6 - Sustainability

Renew and refresh your dealership experience with fresh natural notes of grapefruit, black peppercorn, lavender, maple leaf and a smooth earthy base of oak and guaiac wood.

Top: Bergamot, Grapefruit, Black Peppercorn  
Mid: Blue Lavender, Champagne Accord, Maple Leaf  
Dry: Vetiver, Oak, Guaiac Wood

# PROGRAM

# AUDI SCENT MARKETING

Find the best scent for your objectives, client base, and dealership identity. Request your samples, along with the Scent Marketing program guide, to choose your dealership scent.

## FEATURES:

- Bluetooth-enabled “Scentelligent” app to control scent intensity and analytics
- Flexible monitor and control permissions to set and enforce standards
- Hands-on support and training
- 4G wireless connectivity as to not interfere with your network infrastructure

## INCLUDES:

- Smart Scent Delivery System
- Plug & Play or HVAC Integration install
- Access to Mobile App

## THE PROGRAM PROCESS

### Select Equipment

- s/vox™ – up to 2,000 sq./ft.
- ScentStyler™ – up to 2,000 sq./ft.
- s/cast™ – up to 8,000 sq./ft.
- s/cast™ Multi – up to 50,000 sq./ft.
- Determine stand alone or HVAC requirements

### Choose Your Scent

- Review the Audi Scent Story and live samples to let us know which scent you identify with

### Install with Ease

- Insert oil, plug in or use batteries and turn on
- We provide location recommendations & coordinate installation as required
- Wall mountable, floor or shelf, or HVAC

### Receive Service

- Refills auto-sent based on usage
- Swap fragrances if desired

Our oil-based fragrances are hypo-allergenic and comply with the highest level of safety and regulation standards set forth under provisions of US & EU laws.

For one monthly fee we provide you with the best diffuser system and scent for your needs, so you easily receive subtle, environment-enhancing scent when and where you need it.

# NEXT STEPS

# AUDI SCENT MARKETING

## PRICING:

Hardware	Based on Floorplan & Site Survey
Installation	Based on Floorplan & Site Survey
"Smart Service" Support & Replenishment	\$89-\$179/month*

\*monthly fee based on length of contract term & hardware requirements

## STEPS TO GET STARTED

1. Request samples from your Crossover Consultants Representative.
2. Choose your program based on the desired Audi identity.
3. Complete Crossover's Scent Survey and submit floorplans for signature scent design.
4. Sign a service agreement and schedule installation.
5. Onboarding, training, and customer success planning.



Scan or click to get started  
on your scent journey!



## CONTACT US

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