

## Proven Case of Scented Printing Application to Direct Mail in Boosting the Response Rate

### Background

I.T Apparels Limited has been using the Hongkong Post Circular Service to communicate their promotion programs to target customers. After attending the seminar on “Application of Advanced Technologies to Direct Mail” organised by Hongkong Post in January 2017, they were impressed by the idea of scented printing and decided to test the new idea in the circular mail promotion in May 2017.

### Planning the DM Campaign

Apart from the regular tasks of working out the promotion offer, designing a creative layout for the mail and arranging other logistics work for the campaign, an important task of the new initiative is the development of the scent idea.

I.T Apparels Limited came up with the idea of applying the smell of laurel to the FRED PERRY design brand logo to reinforce the brand and arouse the interest of the recipients of the mail by inviting them to rub and sniff the scent.



### Campaign Results

Comparing to the results of the previous promotion campaigns, the response rates of this campaign adopting scented printing are 3.5 to 14 times higher.

The use of scent printing has successfully aroused the curiosity of the target customers to read the promotion message of the mail and to pay a visit to the FRED PERRY stores for redeeming the time-limited offer.

### Ideas for Other Marketers

Using fragrance in your mail makes your message stronger and last longer – improving your product recognition and stretching your advertising budget. There are a variety of scents you may consider as long as they blend well with the creative idea of the advertisement. Here are some examples of scents to inspire your imagination. Engage

your customers in a new way with the creative application of scent to your next mail piece!

#### Sweet and Fresh

- Apple Pie
- Christmas Tree
- Fresh Vanilla
- Green Apple
- Lemon Drop
- Mint

#### Food

- Banana
- Chocolate
- Coconut
- Pizza
- Watermelon

#### Plant

- Grass
- Jasmine
- Lavender
- Orchid
- Rose

#### Non-food

- BBQ
- Fresh Laundry
- Fresh Cut Wood
- Leather