



3 WAYS HOW BRANDING TO THE FIVE SENSES HAS HELPED BRANDS





BRANDING SOLUTIONS

HUMANS INTERACT THROUGH THESE 5 SENSES

Have you ever walked into a cosmetics store and bought a new face cream without smelling it? Or without feeling its texture? Have you ever bought a cloth without feeling the texture? Have you ever bought a chandelier without looking at its lights?

Probably never! That is because this is the first point of experience for any brand. As humans, consumers always remember and judge a brand based on how it appeals to one or more of these 5 senses





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SENSORY APPEAL IS DIRECTLY PROPORTIONAL TO THE BRAND RECALL

Do you ever find yourself humming a song after hearing it in a commercial? Do you ever think of Apple every time you see a sleek white electronic device or hear the signature iPhone ringtone? It is because brands have worked hard to build a unique sensory experience for you at various touch points using by appealing to one or more of the 5 senses.





CREATING DIFFERENTIATION

Many brands are creating a unique sensory experience through a blend of triggers for one or more senses to create differentiation from our competitor brands. Probably, the smell of coffee, color of the walls at the store along with the visual appearance and the comfort is different from what you would see in any other coffee shop. But, most importantly, the look, feel and smell is the same in all Starbucks stores across the globe. Differentiation and consistency is the key for owning a brand experience.



Look at this comparison between Apple and Google Phones



Apple appeals to multiple senses in their branding and products:

- Sight: Clean lines, minimalist design in stores and packaging. Use of white space and chrome for a sleek, modern feel.
- Touch: High-quality materials in their products that feel smooth and solid. Consider the comfortable curve of an iPhone.
- Hearing: Distinctive startup chimes and notification sounds on their devices. Apple also uses high-fidelity audio in their products.



Google Pixel phones primarily target sight and touch for their appeal:

- Sight: Google Pixel phones often focus on vibrant, high-resolution displays for a clear and enjoyable visual experience.
- Touch: Google Pixel phones use premium materials like smooth glass or grippy textures for a comfortable hold.
- Hearing: Some Pixel phones might have unique notification sounds, but it's not as central to their branding as with Apple.



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Though in the same industry, unlike Apple's focus on a curated sensory experience in their stores, Google Pixel phones tend to focus more on the technical aspects that appeal to sight and touch during use.



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BRANDING IS AN
INVESTMENT IN
YOUR
BUSINESS'S
FUTURE.