

de produtos similares de concorrentes diretos e suas atuais inserções no mercado atual.

PALAVRAS CHAVE: Design, marketing olfativo, marca olfativa, embalagem, Damyller.

ABSTRACT

Amongst the five human senses, the sense of smell is the only one that has a more straight-forward connection to the brain and a continuous neurological link to the limbic system. Therefore, it is one of the most predominant senses on human beings, potentially creating memories and emotions through flairs scented during and individual's course of life.

An experimental strategy that's recently been employed widely is known as scent marketing – and it has been steadily growing in a market avid for creating satisfaction and loyalty to concepts and brands alike amongst customers –, done by applying scents in points of sale and products. Companies go as far as creating their own 'scent brand' as a way to imprint their characteristics on their customers minds, generating memories that can occur whenever they smell the brand's scent. Abiding to this rapidly-growing strategy, several companies have been selling their own 'scent branding', as a response to market and consumer's demands.

A national brands in steady expansion, Damyller is a clothing and accessories enterprise that has denim as their main product. Their consumer base is predominantly composed of women aged 20 to 35 years old. The company has its own 'scent branding', produced in a collaboration process with Omnes – another national company that produced Damyller's olfactory signature for a campaign back in 2006. After realizing the scent's success, Damyller started working to make it recognizable as the company's 'scent branding' and, since then, have been using it in their products and points of sale as a way to exploit their concepts even more. Then, after realizing the potential for a new expansion, they've started working on a package that would refer to the brand's language and, ever more challenging, that would translate the

meaning of the scent through the product's aesthetics and packaging.

Finally realizing a new marketing opportunity, some companies from Damyller's segment also started selling their 'scent brands' as products. A packaging that contains the brand's 'scent branding' not only aims at a new marketing strategy for the company itself, as it also provides new experiences for the user, making it possible for him/her to smell the brand's scent wherever he/she is – not only at a brand's store.

Having this as a background, this project sought to create a packaging for Damyller's 'scent branding', in accordance with the brand's customer's experiences, the company's concepts and the application of the scent's characteristics in the product's and packaging's project. For this to happen, a straight-forward field research with 25 customers from the brand's target-audience was carried through, surfacing more precise feedback about the feelings aroused in these subjects when directly exposed to Damyller's 'scent brand', alongside with research carried through with the competition's similar products and their placings on the current market.

KEYWORDS: Design, scent marketing, scent branding, packaging, Damyller.