

DIGITAL SCENTSCAPE

REINVENTING FRAGRANCE DISCOVERY ONLINE

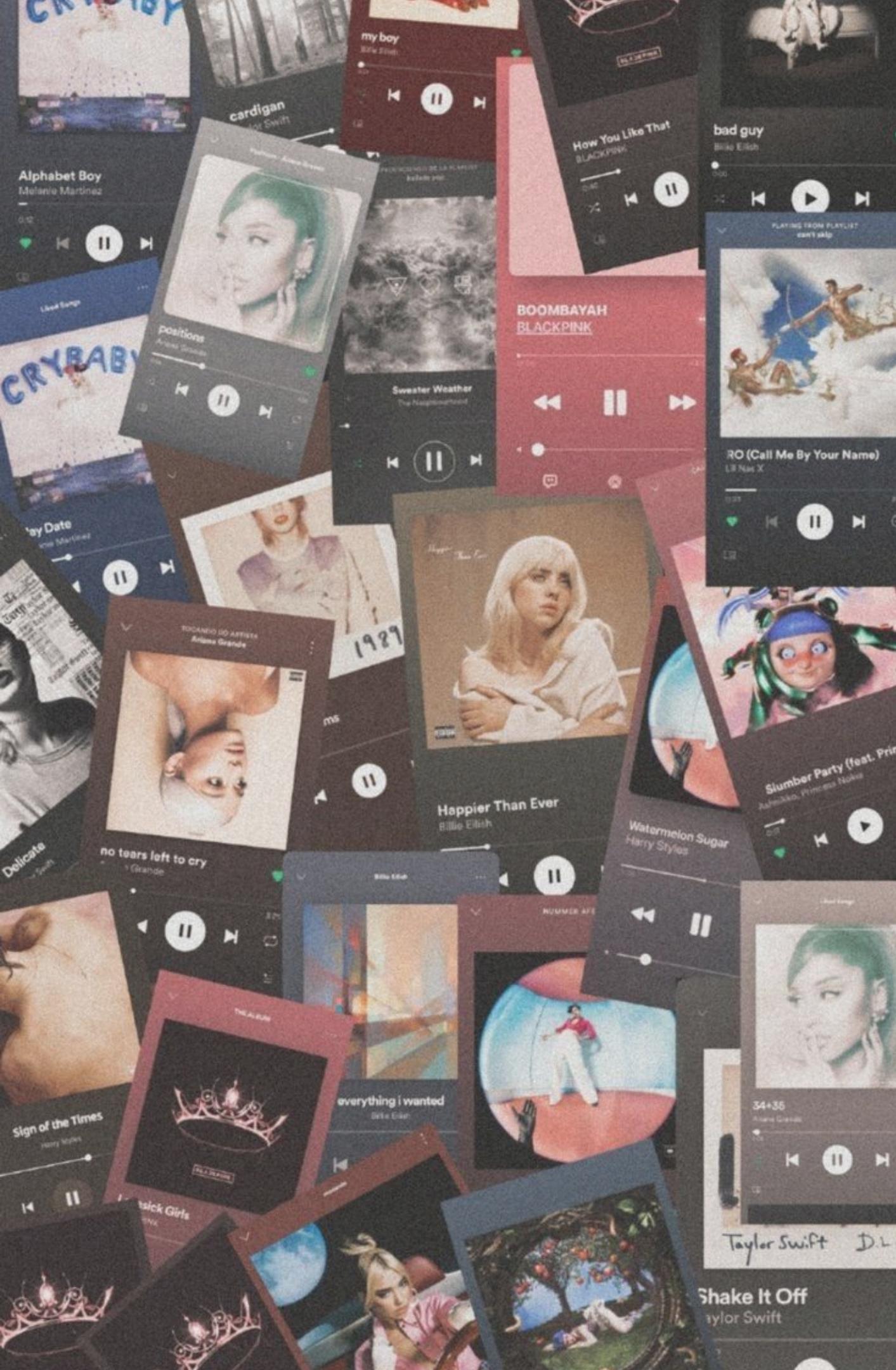


IFF



MISSION

Explore how consumers can emotionally and confidently experience fragrance online.



IDEA 1

WHAT IF YOUR FAVORITE SONG HAD A SCENT?

SCENTIFY

Bridge the invisibility of scent through music, using Spotify playlists to evoke emotion, aid discovery, and boost purchase intent.

Take advantage of our loyalty offer **of up to 30% off** a selection of perfumes!

SEPHORA Search for a product, a brand... Shops and Services Log in Heart Bag

Father's Day K-Beauty Makeup Scent Facial Treatment Body & Bath Hair News Brands Sephora Collection Good Deals

Scentify

Lover - Taylor Swift or Login to Spotify

Your Match

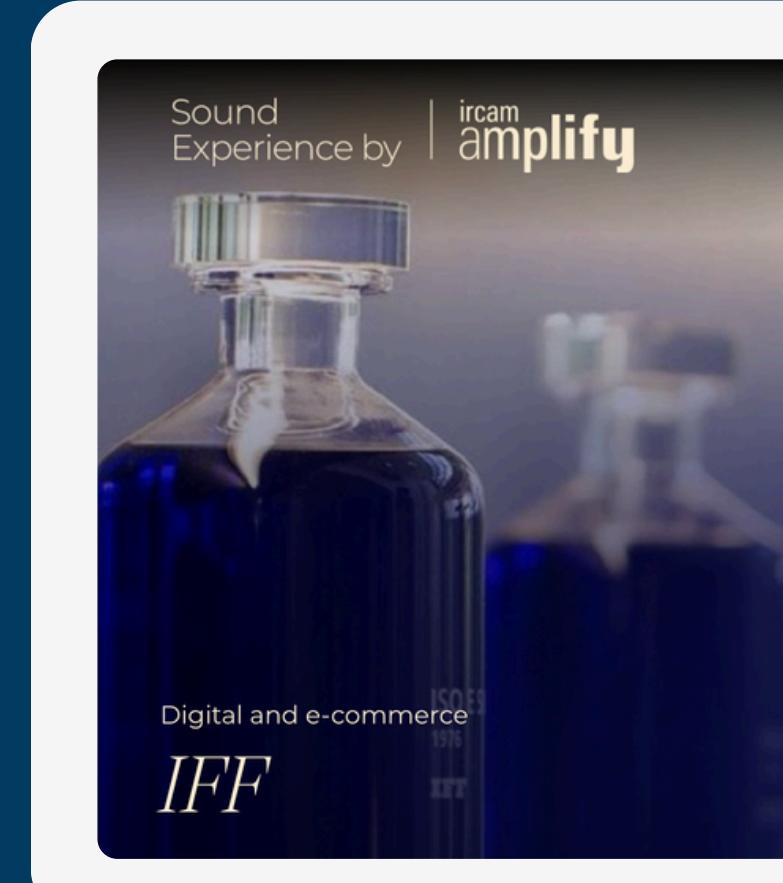
Web exclusive
HOUSE MARGIELA
REPLICA Springtime in a Park - Eau de Toilette
149.00€
Add to cart

Engraving
LANCÔME
Idôle - Eau de Parfum
From €73.00
Engraving option
25 ml
Add to cart

WHY MUSIC IS A POWERFUL BRIDGE TO SCENT ?

WHY IT WORKS

- Both scent and music are directly tied to the limbic system.
- Music = A sensory proxy for smelling experience.
- Spotify already understands users' moods and preferences.
- Spotify playlists are social currency - shareable.



IFF Launches Sound Logo To Illustrate Multi-Sensory Dimensions Of Scent

IFF And IRCAM Amplify Study Shows Consumer Online Purchase For Perfume Driven By Sound

HOW IT WORKS

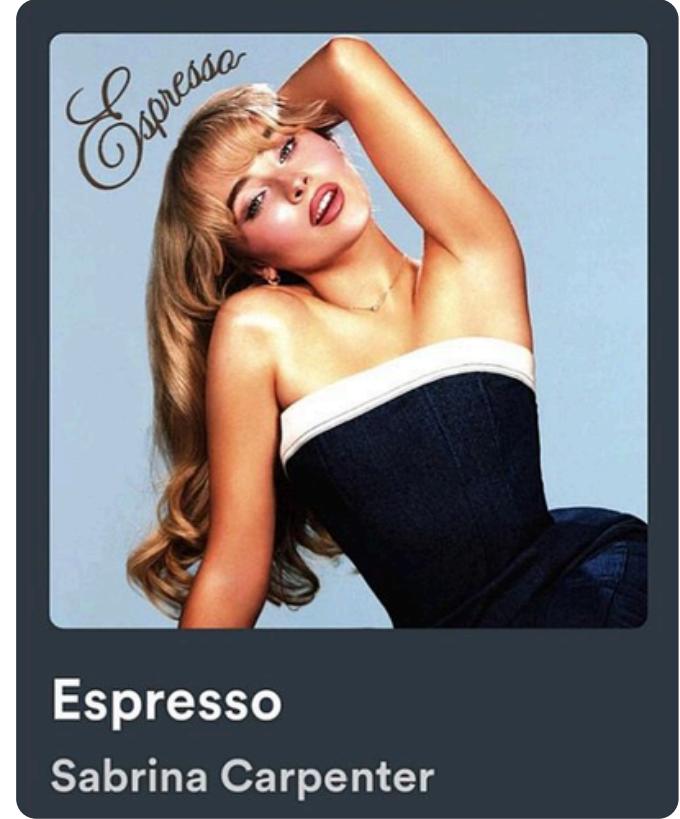
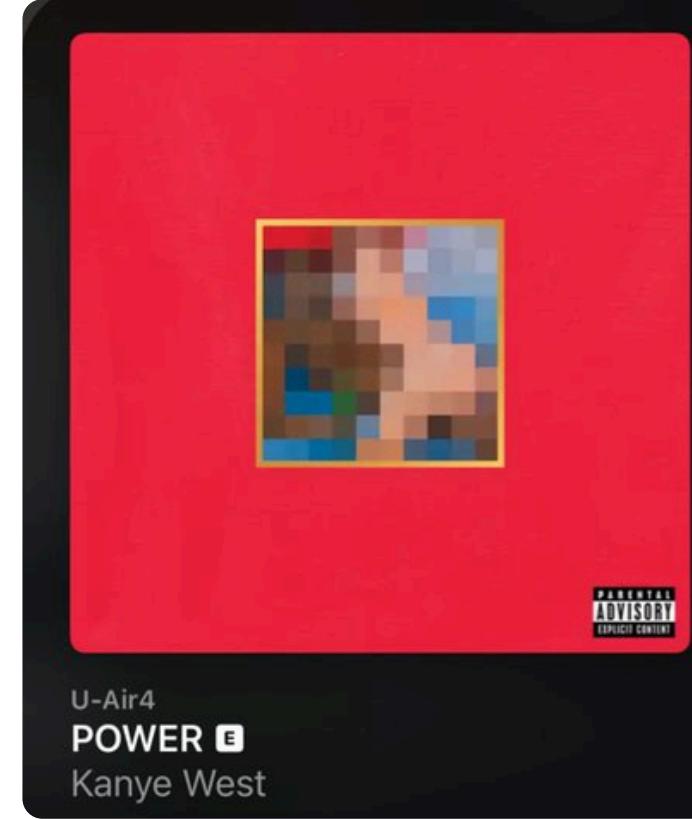
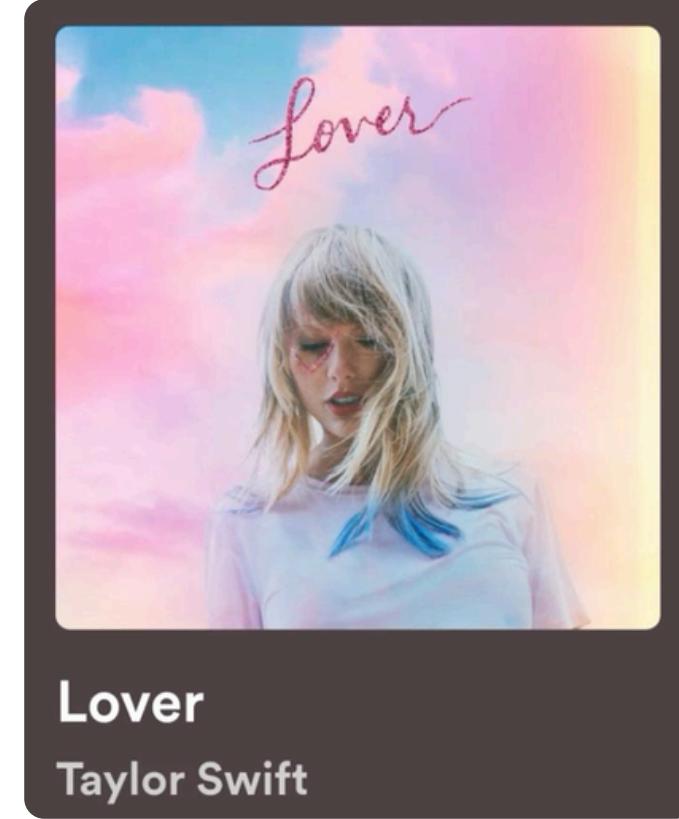
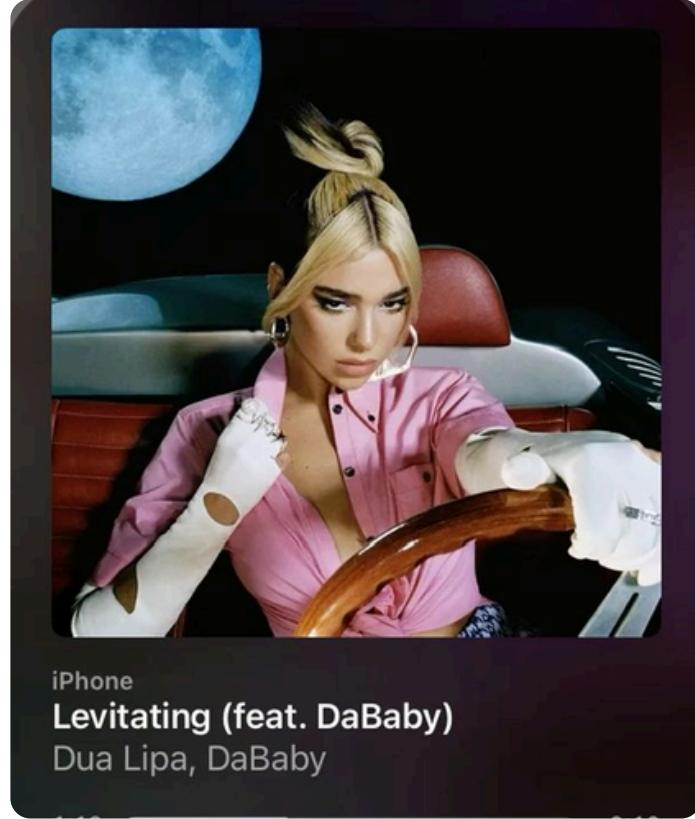
Brand connects to user's spotify (or enter a particular song)

The algorithm maps music genres, lyrics, energy, tempo to specific olfactory families

Curated perfume recommendations:
“If you liked this song/playlist, you’ll love this fragrance”

Spotify Wrapped for Fragrance

SCENTIFY MATCHING EXAMPLES WHEN MUSIC INSPIRES PERFUME



Feminine but Fierce



Elegant and Emotional



Dominant energy



Bold but comforting





IDEA 2

**WHAT IF YOUR
MOODBOARD
HAD A SCENT?**

MUSEBOARD

A visual-emotional interface where users drag and drop images into a digital moodboard. Based on their selections, an algorithm recommends matching fragrance profiles and products.

The image shows a screenshot of the Sephora website's homepage. At the top, the Sephora logo is on the left, followed by a search bar with the placeholder "Search for a product, a brand...". To the right of the search bar are links for "Shops and Services", "Log in", a heart icon, and a shopping bag icon. Below the header, there is a navigation menu with categories: Father's Day, K-Beauty, Makeup, Scent, Facial Treatment, Body & Bath, Hair, News, Brands, Sephora Collection (which is highlighted in pink), and Good Deals.

The main content area features a large, bold title "Museboard" on the left. To its right are two calls-to-action: "Upload Pictures" with an upward arrow icon and "Login to Pinterest" with a Pinterest icon. Below these are four moodboard categories: "MY PLACE" (a sunset over a yacht), "MY SEASON" (lemons in water), "MY STYLE" (men in casual summer attire), and "MY COLOUR" (a gradient background).

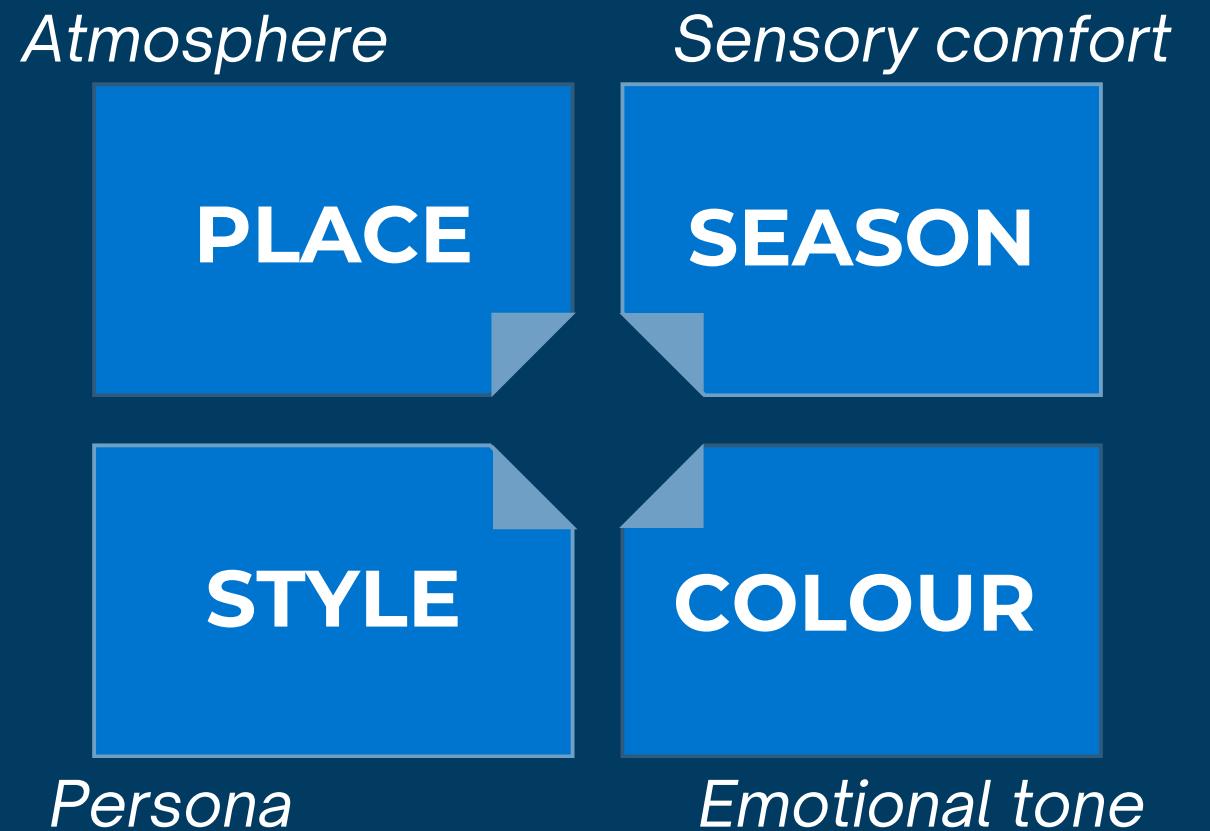
On the right side of the page, there is a section titled "Your Match" with three decorative star icons. Below this is a product card for "ARMANI Acqua di Giò - Eau de Toilette". The card includes a small image of the perfume bottle, the product name, a price of "From €85.00", a quantity of "50 ml Refillable Spray", and a "Add to cart" button. A "Best seller" badge is also present.

At the bottom right of the page, there is a small, partially visible text box that says "Des suggestions ?".

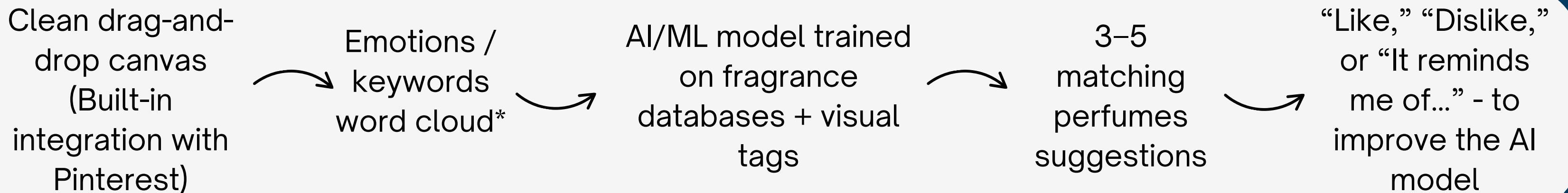
WHY VISUAL IS A POWERFUL BRIDGE TO SCENT ?

WHY IT WORKS

- Converts abstract emotions into **visuals**.
- Board = **Emotionally curated fingerprint**.
- **Increases time-on-site and builds emotional attachment**.
- **Beyond bestsellers or influencer picks**.
- Museboards can be **saved, exported, shared** on social, bringing **UGC** virality and peer discovery.
- Alternative to boring personalized quizzes.



HOW IT WORKS





**READY
TO
START?**

