

# The Sweet Smell of Success with Scented Inks

Scent marketing is a growing trend in advertising. That's because smells trigger reactions, emotions and memories that can lead to decisive purchasing.

"Smell has a greater impact on purchasing than everything else combined," says Alan Hirsch, neurological director of the Smell & Taste Treatment & Research Foundation in Chicago. "If something smells good, the product is perceived as good."

Complementing your printing with scent gets noticed and makes a lasting impression on consumers. A Rockefeller University study revealed that humans could recall 35% of what they smell, compared with only 5% of what they see, 2% of what they hear, and 1% of what they touch. The results are in, scented marketing materials create happier customers that remember your brand longer.

## **Stock scents include:**

Apple Cider	Cinnamon Buns	Magnolia
Apple (Green)	Citrus w/Eucalyptus	Marijuana*
Apple (Macintosh)	Clean Cotton	Menthol
Apple Pie	Coconut Suntan	Mint*
Asphalt	Coffee	Ocean Mist
Auto Leather	Daisy	Orange
Bacon	Eucalyptus	Orchid
Banana	Fresh Laundry	Peach Fresh
BBQ	Frosted Cake	Peach Georgia
Blueberry	Gingerbread	Peanut
Bubble Gum	Grape	Peanut Butter & Jelly
Burnt Rubber	Grapefruit	Peppermint
Cherry	Grass	Pineapple Paradise
Cedar	Honeycomb	Pizza
Chocolate	Hydrangea	Popcorn w/Butter
Chocolate Chip	Jasmine	Pumpkin Pie
Chocolate (Dark)	Lavender	Root Beer
Chocolate (Hot)	Lemon Drop	Rose
Christmas Tree Pine #1	Lemon Lime	Smoke Fireplace
Christmas Tree Pine #2	Licorice	Strawberry
	Lilac	Tulips*
	Lime	Vanilla
		Watermelon

Already have an aroma marketing program? We can also create a custom ink scent just for your brand. Contact your H.O.T. account representative for details and fragrance oil requirements.



\*Limited quantity

For additional information or to get a portal set up for your company, contact your H.O.T. account representative or call 419-242-7000.  
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