

# SMELL IT FEEL IT TASTE IT

## Extrasensory Dimensions

### WHAT IS IT?

2015 will see us craving immersive and sensory experiences, as a counterbalance to our increasingly online and frantically busy lives. Our hyper-online selves feel detached from the physical world and so we will seek out experiences that completely absorb our fractured attention for a few moments - to inject a sense of tangibility and add a touch of the imagination/extraordinary to our days. Anything with **Extrasensory Dimensions** - communicating, playing, shopping - will be welcomed by consumers eager to feel real again. Services and experiences that stimulate and engage our senses will only grow in popularity as the rest of life gets busier, more online, measured and organised. Brands will seek to offer an Extrasensory Dimension to their comms to take advantage of this.

### EVOLUTION

Sensory branding is not new. We are all pretty familiar with things like the 20th Century Fox aural fanfare or the smell of bread and chocolate being used in supermarkets to entice us to buy things. What has evolved is the sophistication of targeting consumers in this way - and how technology will play more of a part in sensory branding going forward.

### WHERE NEXT?

In 2015, brands will engage a combination of sounds, smell and visuals in both the online and real-life experiences they create for their audiences. They'll also use more original and interactive ways to appeal to consumers' senses.

In addition, technology is opening up many new avenues to provide sensory enhancement and immersive experiences. We have already started to see this - in the gaming space for example, where gamers are getting a more physical gaming experience

brands. This has potential way beyond the gaming space, providing Extrasensory Experiences such as immersive journalism and VRTV. Products such as Google Cardboard, which enables you to turn any Android 4.1+ phone into a virtual reality headset for less than a fiver, will also help turn virtual reality into more of a mass market reality.

### IMPLICATIONS FOR BRANDS

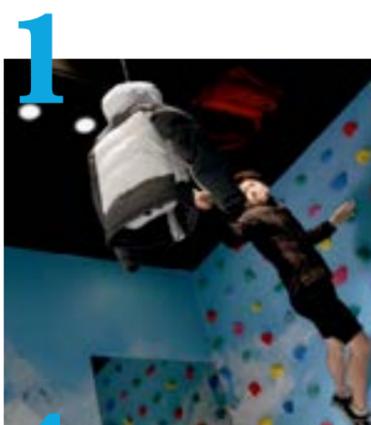
Brands will have the opportunity to show their customers what they uniquely look, feel, sound, taste and smell like. Brand values and product specs will become more tangible and brand essence easier to communicate. By using the senses, brands will be brought to life, capturing the consumer's imagination and keeping their attention via active rather than passive means. Offering consumers more immersive experiences will enable these brands to build levels of engagement and personality and in turn relate to customers on a much more emotional level. In the longer term, as more and more marketers find ways to engage

*“We are all pretty familiar with things like the 20th Century Fox aural fanfare or the smell of bread and chocolate”*

through vibrating armchairs and handsets. Advances in virtual reality will only add to this, providing a totally engrossing environment for consumers. Oculus Rift, due to launch in a public beta version in summer 2015, and its rivals (such as the Samsung Gear VR and Project Morpheus) will provide a whole host of new and exciting experiences for a variety of

the senses, consumers' expectations will rise in line with this, until it becomes a standard part of how they expect to interact with brands.

## SEE IT IN ACTION



**1: North Face moving floor**  
September 2014 saw North Face open a pop-up store with a retractable floor in Korea, as part of the US outdoor apparel brand's Never Stop Exploring campaign. As the floor disappeared, shoppers were forced to 'climb' up the walls, which featured rock-climbing holds. To escape the room,

participants were forced to jump from the wall onto an inflated floor, attempting to capture a North Face jacket suspended from the ceiling in the process.

**2: Nivea Print Ad**  
Nivea released a print ad in Brazil that can be ripped out and worn as a wristband so parents can track their kids on the beach.

**3: Dunkin' Donuts Flavor Radio**  
A Dunkin' Donuts campaign reinvented traditional radio ads by releasing the aroma of coffee and donuts using atomisers installed on commuter buses every time their advert played the radio.

**4: Starbucks Reserve Roastery and Tasting Room**  
Opened in December 2014, the site for the roasting of the brand's premium coffee line, Reserve, shows visitors how beans go from roast to brew to cup.

**5: 3D Billboards**  
French travel agency Voyages SNCF has installed a range of billboards across Paris which feature large 3D body parts that move and generate music. Passers-by are encouraged to touch.

**6: Scented advertising**  
The scent of Heston's Lemon Myrtle Hot Cross Buns rose off the pages of all major metro newspapers in Australia to launch the first offering from the new Heston for Coles range. The aromatic advertisement featured notes of lemon myrtle and orange with undertones of spicy ginger.

**7: Google Cardboard**  
A DIY kit consisting of a cardboard frame, a magnet, lenses, rubber bands and velcro that allows for a virtual reality experience when paired with a smartphone.

**8: Oculus Rift**  
Immersive virtual reality headset which tracks head movements, giving wearers the sensation that they are moving around a 3D world.

**9: Cisco Fresco**  
Intelligent 'wallpaper' video display technology, negating the need for physical hardware to enjoy 4k video. Display size can be customised between 24-80 inches in real-time, and Fresco can connect to other household devices and apps.

*If you go beyond the goods and services, you can't help but make them go wow, you can't help but turn it into a memorable event, you can't help but turn it into an experience*

Joseph Pine, *The Experience Economy*

### TV

Despite an increase in viewing via other devices, the traditional TV set is definitely not dead. We continue to demand larger screens and higher resolutions – anything that will enhance our TV viewing experience. Advancing technologies will ensure that the physical experience of watching TV will continue to win out. Ultra HD or 4K TVs are the more immediate innovation to watch out for, delivering resolutions four times as detailed as current HDTV. But manufacturers are looking beyond this to even more immersive solutions such as 8K video walls and flexible or curved TVs. Intelligent 'wallpaper' display technology such as Cisco Fresco could even eradicate the need for physical hardware completely. It could transform the TV viewing experience, showing us multiple channels at once on a huge scale – news and weather on one portion of the wall while football is viewed on the other. 3D TV has moved aside. Flexible or curved TVs will enhance our visual perception of depth, providing more of a 'wrap around' experience that immerses us deeper into what we are watching. However, visual cues alone can only provide us with so much. As we reach the limits of what the human eye can perceive,

we will look to enhance other senses. This is not to say that smell-o vision is on the menu just yet, however sound is a much more logical area to improve and focus upon. Surround sound cinema style Dolby Atmos will be transported into our homes, with strategically placed speakers positioned around the room to allow sounds to be 'placed' at exact points. Virtual reality technology will also enhance our senses to provide a much more immersive TV experience. TV is set to become a whole lot more experience led and audio in particular will certainly rise up the priority list in order to make this happen.

### GAMING

The gaming industry has been characterised by the emergence of competitors and key players in the blue ocean of virtual reality. This increasingly dynamic ecosystem of competing virtual reality headsets culminates in the battle between Oculus Rift and Samsung Gear VR. Both business models aim to revolutionise the gaming experience, allowing wearers a first-person perspective into a game's world. Meanwhile, Google Cardboard demonstrates the same capabilities in an affordable and resourceful way. Another

key competitor, relatively new into the ecosystem, is Sony, with Project Morpheus in prototype stage. Although not a direct competitor – looking for main applications to PC and Mobile rather than gaming – their presence enforces the market potential for VR. While it seems inevitable that VR headsets will become fully ubiquitous within the family home, it remains to be seen in the next few years if Project Morpheus has the capacity to replace the traditional handheld controller for any future video game console.

### NEWS

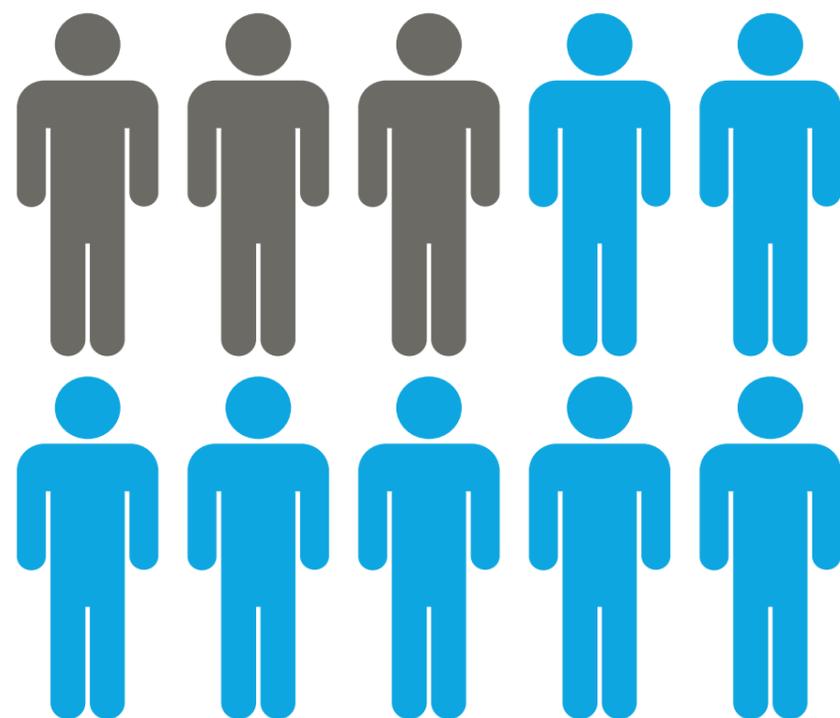
 Increasingly, the reader is becoming the viewer. Time-poor audiences now demand product experiences that are unique and immersive, and news falls firmly into this category. Video-led, experiential content will increasingly help meet this demand - the Telegraph's reporting in danger zones and hard to reach locations using drones and Oculus Rift is strong evidence of this. News consumption will become much more visceral with audiences transported to the scene of the action; ultimately, the process moves from a passive to active experience.

*Giving a message through sensory means... (is) a much more persuasive message... it is a more subconscious message*

Dr. Aradhna Krishna (interview with JWT)

# MORE THAN 7 IN 10 PEOPLE CRAVE EXPERIENCES THAT STIMULATE THEIR SENSES

JWT Intelligence



### MAGIC LEAP

Backed by Google, Magic Leap is developing augmented reality technology that will essentially create 3D light sculptures in front of users' eyes.

### GUARDIAN MIDLANDS GOODS SHED

The Guardian are developing a multi-faceted leisure and cultural centre, built around the newspaper's flourishing brand as "the world's leading liberal voice". There will be an open amphitheatre for festivals, live music and debate, a restaurant with a revolving rota of chefs in residence, an 'armchair cinema', a 3D printing lab, a rooftop garden, art galleries, and "a dozen atmospheric spaces hosting events in everything from photojournalism to ceramics, from breaking news to works of fiction."



### IMMERSIVE JOURNALISM

The World Economic Forum commissioned an immersive journalism piece, filming scenes from war-torn Syria and using virtual reality to simulate in audiences the feeling being in the middle of the crisis. In the hopes of garnering more empathy for the suffering victims of the crisis.

*Brands need to find a way to 'smash' their brand – to build brands that consumers can identify immediately through a unique and particular scent, shape, feel or taste. The more senses that are involved, he theorises, the more memorable and meaningful that connection is between brand and consumer.*

Martin Lindstrom, author of Brand Sense