



Brand Cities, Scent and Strategic Opinion

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Abstract

Smelling is simply a sense that you cannot deactivate. It is our most immediate and basic sense. Cities must have smells unique to them. Coffee shops, pastries, aromatized candles and other stores that sell aromatized products have been accepted as nice smelling environments and the experiment is conducted in these locations. Some other trials are conducted in places which can be accepted as neutral in terms of the smell such as clothing and fashion stores. There are no bad smelling locations, just nice versus neutral smelling environments. While branding the cities with a brand identity, days which we will start the process by adding the smell are getting close. Strategic opinion provides advice on potential strategic priorities for brand and scent.

Keywords: Brand cities, Scent, Strategic Opinion, Citybranding

You can close your eyes, cover your ears, refuse to touch or taste but it is impossible not to get the smell that diffuses to the air. Smelling is simply a sense that you cannot deactivate. We smell in every breath that we take, up to 20.000 times a day. In order to improve it, we need to participate in some cultural activities; there are no smelling galleries, no concertos written to cover our surrounding with smell, no menus are prepared for special occasions. Still, smelling is our most immediate and basic sense (Lindstrom, 2007, p35).

If you wish, we can try to explain with some exemplifying incidents:

In an experiment conducted in Harrah's Casino located in Las Vegas, a smell was sprayed in a distinct location than the rest. For a couple of weeks, the income level of the slot machines in this area and the remaining machines was compared. The machines in the sprayed region was operating 45% more relative to the other regions. As you can guess, for the last couple of years, Harrah's Casino has spent thousands of dollars to find out whether fresh air, expanding the corridors or back supporting chairs would increase the interest towards gambling. Today, other Las Vegas casinos such as Bellagio, Venetian and Mandalay are applying similar strategies. Las Vegas Hilton took things a step further by releasing an odor produced by the neurologist Alan Hirsch. It was named as Odorant 1 and placed next to a slot machine; as a result, an increase in revenue was observed, parallel to Harrah's experiment. (Lindstrom, 2007, p110).

There is an experiment about environment aromatizing conducted in a prison located in Rotterdam, Netherlands: in a prison section where plenty of fighting happens, it has been observed that

releasing an appealing smell is instrumental in softening this hostile behaviors, turning conversations to a solution rather than the use of fists in a short period of time. (Ozan, 2016, s302).

According to the conclusions of a research conducted in 1932, a silk women's stocking was shown to 250 housewife with the options of natural (without a smell), with levanter smell, fruit smell and daffodil smell and asked to judge the stockings about their quality. The results show that 8% of the housewife's claim it is the natural one, 18% levanter smell, 24% fruit smell while the 50% stated that the highest quality is the one with the daffodil smell. Which means, even though the stockings have the same specifications in terms of production, due to their smell differences, a perception has been arisen relative to the stockings have different qualities (Güzeloğlu, 2010, s278).

In Oklahoma State University, an experiment has been conducted in a shopping mall with the supervision of Prof. Dr. Robert A. Baron. The purpose of the experiment is to observe the impact of smell in the helping behavior between people who do not know each other and smell's influence on the state of helping. The situations that requires any help was panned in a very basic manner. In the first trial, a stranger is being handed a cash and then, gets asked for some change. In the second trial, a pen is being dropped intentionally to wait some help from the target individual. There is no environment aromatizing performed special for the experiment; still, by changing the locations of the experiment, the smell conditions get differentiated. Coffee shops, pastries, aromatized candles and other stores that sell aromatized products have been accepted as nice smelling environments and the experiment is conducted in these locations. Some other trials are conducted in places which can be accepted as neutral in terms

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of the smell such as clothing and fashion stores. There are no bad smelling locations, just nice versus neutral smelling environments. The results of the experiment indicate that in locations with a nice smell, people help more to other people (Ozan, 2016, p301,302).

Now, let's talk about citybranding and brand smell. Cities must have smells unique to them. Some parts of London's Heathrow airport get aromatized by a pine odor as the smell arises a feeling of open air rather than an indoors location feeling. Once again, some companies are utilizing the refreshing effect of the cologne smell. With this, companies enable their employees to perform data input to computers in a more dynamic manner, enabling them to be more fast-paced and error-free, in the process (Ozan, 2016, p252).

As it can be understood from the examples, while branding the cities with a brand identity, days which we will start the process by adding the smell are getting close. Strategic opinion provides advice on potential strategic priorities for brand and scent.

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