

360° experiential and sensory transformation

Dynamic communication through the senses to achieve an emotional impact on customers' minds.

The challenge was to convey joy in clothing, where colour is everything. To do so, we designed an olfactory odotype for the brand; we studied a specific musical concept that provided a unique musical identity and implemented different Digital Signage solutions, creating a totally immersive visual experience.

What did we achieve?

Benetton has totally differentiated itself from the competition by having its own brand identity, so both the scenting, the musical ambience and the Digital Signage had to work together in order to transmit the same brand identity.

The impact of the new atmosphere not only reaches the customers, but also the employees themselves.



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