

Case studies - Groupe SEB

Complete experience audio, video y aroma.

Groupe SEB has revolutionised its shops through real-time promotional campaigns using digital signage, music and scent.

Great 2 for 1 offers and special discounts at the happy hours that strategically appear in the shops of its shopping centres and draw the attention of passing customers to its shops.

A customised music concept was designed according to the specific needs of the brand and for happy hours and weekends. Segmented by time slots and evolving progressively throughout the day.

An olfactory strategy was also developed to enhance the shopping experience for customers, reinforcing their stay in the shops and the positive sensations.

What did we achieve?

Generate traffic from online to physical shops, involve the customer in the entire strategy, and implement unprecedented marketing campaigns.

