

Experiential and sensitive transformation in 360° degrees

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

KAVE HOME wanted to implement a 360° sensory strategy that would revolutionise its shops by including the sound, smell and visual dimensions.

The challenge was undoubtedly to inspire the potential customer, and to be in tune with its brand values.

Investing in the customer experience is synonymous with building customer loyalty and increasing sales in the future.

What do we achieve?

The synergy of the spectacular screens and the Digital Signage strategy, together with the good impression made by the shops with their scent and personalised music channel, generate a great harmonic impact and immerse the customer in a completely cared for and almost paradisiacal atmosphere.

