

# MATSIMELA HOME SPA

May - June 2022

Newsletter



## Inside the Invisible but Influential World of Scent Branding

Scented environments have been shown to reduce typos made by office workers; improve the perception of product quality; increase purchase intent, average unit sales, and duration of a retail visit or stay among consumers; and boost the willingness of consumers to pay more for a product.

But from offices and trade show booths to retail environments and the products themselves, the true power of olfactory branding (also known as scent branding) is in its unique ability to form immediate, powerful, and differentiated emotional connections with customers, particularly within a category of functionally similar offerings. That's because a unique scent can spark the memory of the associated products or events, even for an incident dating back to one's childhood. And olfactory recall can extend to 10,000 different odours, if not more.

The employment of scent branding is a strategy that Hyatt Place has been using since its inception, in 2007. Its unique "Seamless" signature scent delivers the sensation of welcoming elegance and calm through a blend of fresh blueberries and light floral on a base of warm vanilla and musk. The effort began with a small pilot test that aimed to enhance brand perceptions. Regular internal surveys and public online comments reveal that the scent has enhanced the visit experience and increased brand memorability for thousands of guests.

Today, Hyatt Place's signature scent can be found in almost 300 hotels across the U.S. The scent is such a proven brand asset that it has been codified as a brand standard that defines the company's experience and brand personality, just as background music, colour scheme, décor, and advertising do. And to ensure that Hyatt Place is living up to its intended experience, the company regularly examines its properties to confirm that the Seamless signature scent is being accurately diffused.

While packaged goods, hospitality, retail, medicine, real estate, and fitness are some of the obvious industries for employing scent branding, many brands in other industries have benefited from this approach. Ad agency J. Walter Thompson is currently developing its own signature scent, and Nelson Plant Food, too, uses scent branding to enhance the aroma of its product used by landscapers in upscale neighbourhoods – fertilizer – with a floral scent. Regardless of the industry, the process and considerations for developing an olfactory brand are the same.

### **Fully understand your entity's brand DNA.**

Just as in visual or audio branding, the signature scent needs to convey and support the brand foundation. For this process, you will need to define your unique promise, brand personality, tone of voice, values, and the overall emotions that you'd like associated with your brand experience. Put these thoughts into a cohesive brand statement that can guide you through the next steps.

### **Translate your statement into a scent.**

During this process, which is different from that of traditional fragrance creation, scents are selected to represent emotional triggers. The feeling of cleanliness and order can be transmitted, for example, through green citrus, or a sense of dynamism and energy through spicy olfactory notes.

Consider this example: The core idea behind 1 Hotels is organic living, with respect for the natural resources and indigenous flora of each locale. The values and feelings the company wanted to convey were simplicity, luxury, transparency, and ease. To turn these values into a signature scent with sensuous overlay, it worked with the scent branding firm's strategist and perfumer to create a bouquet of earthy moss, herbal greens, and sultry woods – olfactory notes shown to communicate these values in extensive, multiplatform research.

### **Run some tests.**

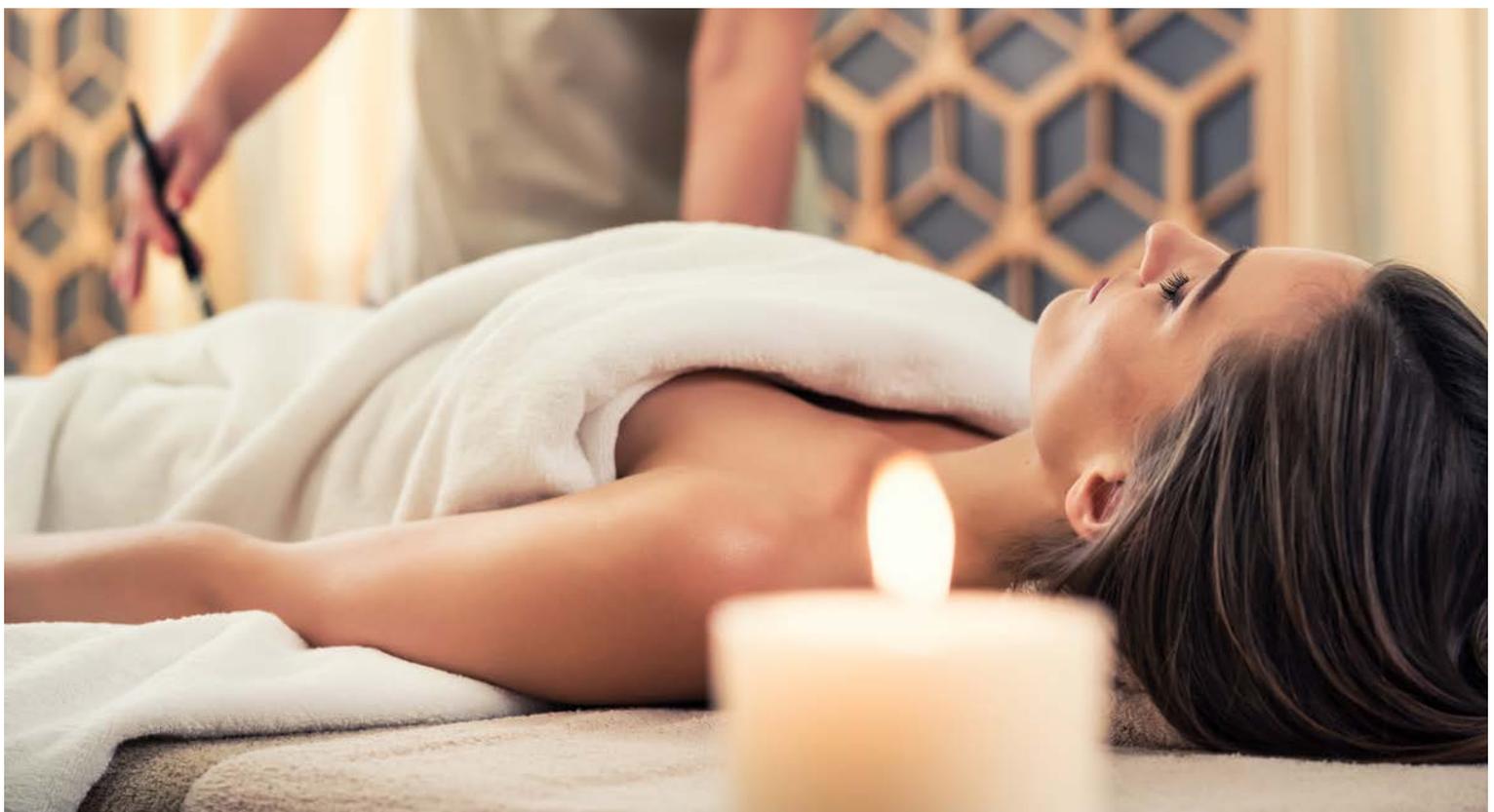
Pilot the signature scent before exposing it to prospects and customers. Testing can be as simple as deploying it in your offices to see the reaction of your employees. You can test

it with customers in focus group settings, one-on-one interviews, or other market research environments that enable you to gauge the prospect's reaction to it and their interpretation of its meaning.

Decide your points for diffusion. Look back at the statement you want to convey about your brand's values and personality and the overall experience you want to create, and answer a few questions: Do you want the scent to act as a form of greeting, so it's cantered on main entrances? Would you like a scent that envelops your entire space or only highly trafficked areas? Would you like your scent to be at play around the clock or only during certain hours? Are you looking for scent to act as a backdrop or a more obvious and identifiable statement?

In an age where it's becoming more and more difficult to stand out in a crowded market, you must differentiate your brand emotionally and memorably. Think about your brand in a new way by considering how scent can play a role in making a more powerful impression on your customers.

**- adapted from Harvard Business Review**



## SPICE UP YOUR WINTER OFFERING!

Scents evoke memories. For many of us, cinnamon immediately calls up warmth, cosiness, cooking and time spent with loved ones. Cinnamon is spicy and enticing, comforting and sweet, all at once. Our love of cinnamon dates back thousands of years.

Combine warming treatment packages this winter with our **limited-edition Rooibos Cinnamon Range**. Add in a few rooibos/cinnamon inspired teas/treats and you have the perfect Winter Combo!

**Rooibos & Cinnamon Brown Sugar Scrub**

**Muscle Ease Cinnamon Massage Oil**

**Rooibos & Cinnamon Body Butter**

**Available for pre-order now!**

Dispatched from mid-May 2022. Available for May, June, July and August 2022



## DID YOU KNOW?

During our research we have found, that **salt has an extremely cleansing and healing effect**. Unlike a normal bath, which extracts moisture from the skin, a bath with natural crystal salt allows the salt to be stored in the upper callous layer of the skin where it forms a protective barrier. The protective natural film of the skin remains and the skin does not dry out.

Our salt comes from an area in the **Kalahari**, which was never inhabited or used for industrial purposes. Here a crystal clear underwater stream runs through a rock formation that originates from the Dwyka strata era and is around 280 million years old. This rock formation stores salt crystals that are washed out by this water and the salt brine runs into an underground salt lake. From there it gets forwarded to the surface where it is sun dried and packaged.

Our salt remains **pure, natural and totally untreated**. It still contains all the minerals that are so essential for our bodies' health and our well-being.

Even if your clients cannot run a bath placing your feet in a foot bowl with the salt and allowing your feet to **absorb the minerals will be just as effective!**



# MATSIMELA HOME SPA

## eyeSlice and Aloe Range Colaboration



We have collaborated with **eyeSlices!**

The patented and **award winning cryogel eye pads** which target puffiness, dark circles, and wrinkles around the eye area. The full moon design treats the upper lids and lifts tiredness and redness.

**5 minutes per use and re-usable up to ten times!**

### **SIMPLY PURCHASE OUR NEW LOOK COMPLETE ALOE RANGE CONSISTING OF:**

Activated Charcoal Facial Soap, Aloe Facial Cleanser, Aloe Facial Toner, Aloe Facial Scrub, Aloe Rose Clay Mask and Aloe Moisturiser.



**& RECEIVE THE EYESLICES & STORAGE CLAM  
ABSOLUTELY FREE!**

**R455.00 (incl)**

**YOU SAVE R110.00**

**eyeSlices®**  
professional  
relax ◦ restore ◦ revive®

Valid until the end of June.



## CUTICLE REMOVER PROMOTION

Our **Cuticle Remover** will be **discontinued** in the coming months.

Ensure you stock up and receive **30% OFF Cuticle Remover 100ml!**

While stocks last!



## UPDATED TRAINING MANUAL

We have an **updated training manual**. Details of all key ingredients in all our products as well as a step-by-step treatment breakdown to use in your business.

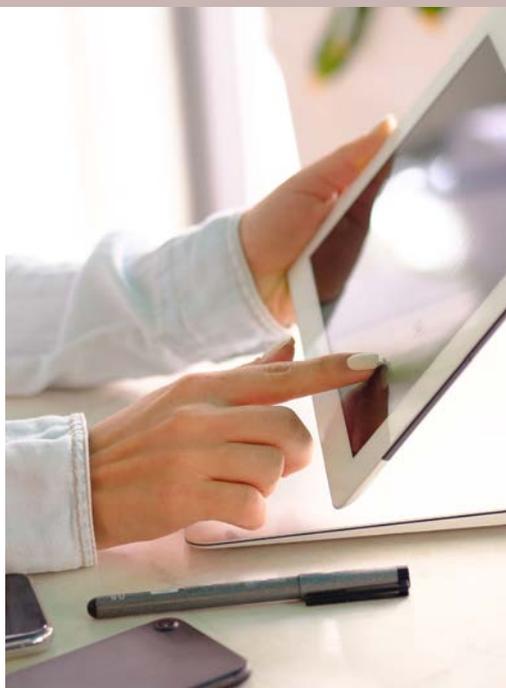
Please ask your agent for the latest copy or email [info@matsimela.co.za](mailto:info@matsimela.co.za) to receive yours!



## WEBSITE LISTINGS & COLLABORATIONS

We are extremely proud to be your supplier and have listed your business under the province you are located in on our **brand-new website**. Please take time to ensure all of your **details are correct**. Please let us know if anything needs to be amended?

We have a steady and loyal following via our social media pages and would love to showcase your business. Please share any MatsiMela promotions you are running with [emmy@matsimela.co.za](mailto:emmy@matsimela.co.za) (or your agent) and we will be sure to spread the word!





Nothing is impossible.  
The word itself says I'm possible - Audrey Hepburn



[www.matsimela.co.za](http://www.matsimela.co.za)