



HOTELS

V E T Y V E R

Sensory experience defines how your hotels and brand are perceived: smell; fabrics and form; staff and uniforms; theatre; tone of voice; customer journeys; sounds, noises or music in public spaces, lifts, bars or whilst on hold; taste; temperature and acoustics; and critically, how the senses work together in harmony.

Sensory experiences have the power to change perception, evoke strong memories, intensify our experience, trigger powerful emotions and tap into unconscious desires.

The more senses you positively appeal to, the stronger your relationship will be to your guest. They also offer new revenue opportunities.

We are a small team of leading international sensory brand experts who work with hotel owners and managers. We have nearly 20 years experience in branding and the specialist sensory fields and our mission is to align the frequently forgotten areas of touch, smell, sound, taste and sight and bring brands to life.

This is an overview of ways that we might be able to help you to make your offer even more memorable and engaging..





anxiety levels drop 63% by adding smell

S M E L L

Attractiveness, mood and memory are all dramatically altered by the olfactory landscape. Smell has been proven to have the power to increase sales, retention, return rates, perceived value, loyalty, recall and brand perception.

Smell has the strongest power of recall, leaping straight to the heart, giving direct access to the galleries of memory and emotion. It's a powerful tool that can be used to boost your brand, retail and customer experiences. It flows with untapped potential yet it is frequently left to chance.

The olfactory imprint of your hotel is complex, created by ambient scent (candles and diffusers); restaurant and bar activities; toiletries; cleaning products; pool, gym and spas; carpets, floorboards, furniture, beds, bed linen, towels and soft furnishings; humidity and temperature; and of course your staff.

Orchestrating this allows you to set the tone and mood, maximise your impact and memorability, strengthen emotional connection, improve experience, offer new potential revenue channels plus the opportunity to extend your brand experience beyond the hotel (through toiletries/ fine fragrances, candles, linen sprays etc.).

TOUCH

We use touch to understand the world around us and gain pleasure through tactile experience. Through touch, things become real. The way something feels is essential to good design and can be as definitive as visual identity.

At Vetyver, we believe that touch is also much broader than the tangible physical. The satisfying click of a door handle or weight of a telephone can reassure and promote a sensory luxury, comfort and security. A sofa covering can plead with you to succumb to ultimate relaxation or alternatively promote a professional, alert focus. Both are likely in different situations. How does the temperature affect people's experience of a space and how should this change by time of day or season? By making an experience personal and pleasurable you can create strong emotional connections, memorability and trust.

Your guests experience your hotel from the inside, interact with it and touch it. At every point in their stay you have the ability to control this and guide them through a sensual experience.

Sensory branding, like life, is about touching people's hearts.

TASTE

Taste works intimately with smell, sight, sound and touch and it's particularly influenced by expectation and environment. How does that Tuscan wine taste at home without the vista of rolling hills, the sound of crickets, a gentle breeze, warm sun and the distinctive light and colours of the Tuscan landscape?

Taste is one of our greatest sensual pleasures and without it life is bland, yet it is still a preoccupation frequently left to the chef. Thought and consideration should extend beyond the kitchen and restaurant to compliment your whole brand and guest experience.

What ceremonies are involved? Where is the theatre? How do you use smell, colour and design to enhance it? What tastes are synonymous with location or experience? How do you extend taste into each aspect of the guests' journey and stay? People eat in their rooms, but are the rooms designed for this?

Like popcorn at the movies, taste has the potential to be integral to an experience. By using taste more thoughtfully and extensively, it offers the opportunity to seduce your guests as well as the opportunity for signature tastes to be purchased and taken home: developing new revenue streams and increasing the exposure of your brand.


HEAR

Our response to sound in all its forms is direct and primitive and has the power to instantly engage. Music, voice and sounds define mood, tone and pace, and can transcend cultural and language barriers. Stories, words and communication are elemental to human existence. And finally, without being cognisant, acoustics also inform and define our sense of safety and comfort and enable us to navigate the world around us.

Making a noise needs to be carefully considered. The way a brand speaks and the stories it tells are a critical part of bringing it to life and differentiating it from its competitors whether written or spoken. With the right music customers stay longer, spend more, and are more likely to return. Sound also offers great opportunities as a mnemonic, navigation tool and revenue generator.

Your soundscape is composed of music, voices, people, operations, clocks, lifts, bells, traffic, gadgets, climate control, external activity, floorings and furnishings, and so on. It will change with the time of day, season and rhythm of the hotel.

Listen to your space and orchestrate the experience. Where do you want silence and where do you want energy? Where do you need to silence ambient audio or alter the acoustics and where do you want to add sound. How does it work between channels? The auditory landscape is a powerful instrument in your hands and should reflect YOUR brand and customer.



*Restaurant bills can be increased by 29%
with a change in music tempo*

SEE

Visual design is the sensual territory most covered in brand development. Images communicate complex stories, emotions, styles, clues, impressions, recognition, associations and moods: all in an instant. Unique use of colour, lighting, shape and imagery can all contribute to being distinctive, but we see thousands of brands every day so it is hard to stand out.

The consideration often neglected is how sight works with the other senses in order to increase its emotional impact. Smell, sound, taste and sight are inter-dependant, and we can't keep the volume high on all the senses all the time. The result is overwhelming and uncomfortable.

Is the visual working in harmony with the other senses? Do the colours suit the function of the room? When should you dim the lights to allow more focus on sound, smell or touch and where add a spotlight to draw attention and seduce? Do you need visual signage or can you use sound to aid navigation? Is the visual emphasis on function and information or seduction and aesthetics in each area? How is the art complementing the furnishings? Is there visual theatre and pace?

There should be more than meets the eye.

FEEL

How does your your hotel feel? Each sense is individually important, but it's the interplay between them that is key to getting this right. The way we relate to a brand or space is subtle, complex, instinctive and ultimately human.

Intuition, health, emotion, relationships, expectation, drama, culture, all feed our perception, trust and experience. Businesses with targets and shareholders frequently forget to think and feel as a person, put themselves in someone else's shoes and to trust their instincts.

Your staff are the human face of your brand and key part of this. How are they dressed? How do they move? What language do they use? Do they have autonomy to make decisions. What do they say and how do they say it?

From researching to checking out and returning, your guests are on a journey and you are in control of this at every touchpoint. Your business processes, communications, tone of voice, sensory experience, theatre, appreciation and flow are all part of defining their experience.

You are in control.

SENSORY

The services we offer are designed to develop and improve the entire brand and customer experience. We offer strategy, creative and implementation services all bespoke to your brand: you wouldn't buy your logo off the shelf, so why buy your signature scent off-the-shelf? Every project is different. Our services include:

AUDIT

In order to consciously control your brand, it is critical to get a clear snapshot of how it is experienced across all channels. Audits often highlight some surprising discoveries and enable us to develop a clear and comprehensive strategy.

SMELL

Bespoke ambient scent, toiletries, fine fragrance, scenting linen and clothes storage, events, consultancy and bespoke projects.

HEAR

Sonic strategy, creative approach, playlists, composition, soundscapes, sonic mnemonics, brand tracks, soundtracks, audio documentaries, audio signposting, sound spotlights and curtains, acoustics, voice casting and recording, tone of voice guidelines, written communications, brand narratives and storytelling, consultancy.

TASTE

Consultancy and creative development, reviewing F&B strategy, signature confectionery, cocktails and menus, room service offers, ceremonies, events, theatre and design around F&B, new revenue opportunities.

SEE

Art curation and commissioning, design, communications, lighting, colour, imagery, uniforms, journeys.

FEEL

Tactile landscapes, call centre scripts, brand and staff training, service level strategy and standards, customer journeys and business processes, digital, brand films, events and theatrical performances, photography, installations.

SENSORY

VETYVER is a Sensory Agency. We offer strategy, creative and implementation services across all sensory areas. Every project is different. We are driven by your brand and your customers and the opportunities to strengthen the bond between the two. That journey can take us anywhere. The possibilities are endless.

Our extensive experience in brand strategy, brand management and creative direction underpins everything we do.

Please contact feel@vetyver.co.uk or visit www.vetyver.co.uk for more information .

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HOW
DOES
YOUR
BRAND
FEEL?