

Maximize your C Stores earning potential by introducing suggestive aromas to the shopping environment.

Air Essentials® advanced scent diffusion systems are the ideal solution for your in-store scent marketing program.

Independent research conducted across the country has shown an up to 400% increase in sales when a fragrance was introduced.

Independent research has shown up to an 80% increase in pre-wrapped food sales when an associated aroma is diffused into the environment.

Research and marketers have understood the emotional impact of scents for many years. Trials carried out prove the right scent prompts customers to linger longer in the scented area and increase their intentions to purchase.

Why Scent Your Convenience Store?

Increase food and beverage sales
Create a higher evaluation of the overall experience.
Eliminate offensive odors including, mildew, smoke and other unintentional smells.

Why Scenting Works

75% of our emotions are generated by what we smell.*
Building a stronger emotional association between customer and brand through multi-sensory marketing directly translates to higher prices consumers are willing to pay.*
Our sense of smell is the only sense that is directly hard-wired to our limbic system which controls memory and emotion*

* "Brand Sense" by Martin Lindstrom