



THE  
AROMA  
TRACE

BY MARKETING OLFATIVO

# STAND OUT FROM THE CROWD

In an everyday more competitive market, only those able to create emotional connections with their clients will achieve success.

*Our mission is to fill with emotions your stores through the sense of smell.*

# BENEFITS



Higher brand recognition with a unique fragrance: **The odotype** (this is, the smell of a brand).



Increase in clients' **visits**.



Higher **brand value** and brand remembrance.



Increase in brand recommendation.



Up to 26% **increase insales**.



Improvement in employees' levels of **job engagement**.



Longer **stay** of clients in stores.

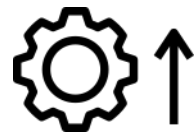


Enhancement of **buyer experience**.

# OUR NUMBERS TALK FOR US



**+30,000 devices** installed throughout the world.



**+1,000 fragrances** successfully developed.



**+10,000 satisfied** clients.



Team consisting of **world-renowned experts**, awarded and acknowledged by European organisations.

# SOME OF OUR CLIENTS

**Barceló**  
HOTEL GROUP

 **IBEROSTAR**  
HOTELS & RESORTS

**nh**  
HOTELES

**MELIÀ**  
HOTELS & RESORTS

**Hard Rock**  
HOTEL

**HYATT**<sup>®</sup>

  
**BAHIA PRINCIPE**  
HOTELS & RESORTS

*Royalton*  
Luxury Resorts

  
**PUNTACANA**  
RESORT & CLUB

  
REAL CLUB  
**VALDERRAMA**

  
**PYR**  
HOTEL

  
**MARCONFORT**  
HOTELS

  
**ALANDA**  
HOTEL MARBELLA

  
**GRANDSIRENIS**  
HOTELS & RESORTS

**EXCELLENCE**  
RESORTS

**IHG**  
InterContinental Hotels Group

  
**ANANTARA**  
VILLA PADIERNA PALACE  
BENAHAVIS · MARBELLA  
RESORT

  
**INTERCONTINENTAL**  
HOTELS & RESORTS

  
**SENATOR**  
HOTELS & RESORTS

  
**SECRETS**  
*Resorts & Spas*

  
**CAZUAL HOTELES**  
Unique hotels to enjoy the city

**NOBU HOTEL**  
MARBELLA

  
**amRESORJS**

  
**THE LEADING HOTELS**  
OF THE WORLD<sup>®</sup>

# WHY DO THEY CHOOSE US?

## 3 OF THEIR REASONS:

1. Because we are the leading provider in olfactory sensory architecture for the retail industry **since 2006**.
2. Because we develop cutting edge **technology** and fragrance solutions that help them build long-lasting emotional bonds between them and their clients.
3. Because we use our patented **“Endless Christmas method”**, proven scientifically by emotional tracking technology to enhance results in buyer experience.



# THE AROMA TRACE ETHICAL CODE

Our fragrances are created under a series of internal standards governing the quality of raw materials and their formulation. Our suppliers have been selected under strict quality control and comply with all the certifications of the sector.

Our devices have been designed and manufactured to operate with minimum energy consumption and recyclable materials, meaning a maximum efficiency for the client.

We have an R&D laboratory where we develop all our nebulization, ventilation and spray equipment, all patented and manufactured in Europe.

Our fragrances, devices and recycling are backed by international certifications.



# AWARDS RECEIVED



Best Ideas Award of the  
“Revista Actualidad Económica”  
magazine.



Incentive from the Ministry of  
Innovation, Science and  
Business of the Regional  
Government of Andalusia.



Incentivo  
Emprendedores  
Bancaja



Bancaja Entrepreneurs  
2007 Award



Incentive from the foundation  
“Andalucía Emprende”.





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