



Whiff! The Revolution of Scent Communication in the Information Age

C. Russell Brumfield, James Goldney, Stephanie Gunning

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Secretly, scores of Fortune 500 companies, like Proctor & Gamble, Disney, Bloomingdales, Lexus, Reebok, Sony, Samsung, and Starwood Hotels, have been using aroma to bypass their competition. These cutting edge companies are using scent research to trigger and enhance customers emotions, perceptions, and brand loyalty, resulting in increased sales and satisfied customers.

Whiff! conveniently pulls back the veil for the rest of the \$3.9 trillion U.S. retail marketing trade, so that innovative small and mid-sized businesses can share the advantage of the big boys. Yet this is only the beginning stage of the scent revolution. This global wave is changing how branding and marketing experts communicate with their customers at every level across every industry.

Whiff! reveals how exciting new scent discoveries are being applied to safety, security, healthcare, navigation, diagnostics, product design, and even on the battlefield.

With a comprehensive overview of this global phenomenon, Brumfield and his team offer up a breath-taking whiff of the future and a plan of how to get in the game.

Exciting Revelations from *Whiff!*

- How Endorphin Branding can trigger a patterned, physiological, feel-good response in the consumer.
- Research showing an almost doubling of retail sales receipts.
- Embedded scent marketing triggers used to spark sales of tread-worn tires, brake pads, fan belts, batteries, and appliances.
- Combating the global trillion-dollar counterfeit trade with scent.
- Fashion s big future in scented intelligent and emotional clothing.
- Life-saving scents that eradicate the killer Superbug MRSA and other deadly infectious microbes.
- Scent alarm warning systems to alert the public of impending tsunamis, earthquakes, terrorist attacks, and school shootings.
- Battlefield scents for combat, communication, training, and non-lethal Stench Bombs.
- A CIA initiative is becoming a Big Brother reality as the U.S. spends millions on an ominous plan to gather and store the unique signature scent of humans.

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