

芬芳瀰漫 SOMETHING'S IN THE AIR

Scent marketer Daniel Fong tells **Erica Ng** how brands in Hong Kong are warming to the idea of using smell to their advantage.

氣味營銷人員Daniel Fong向**Erica Ng**講述香港的品牌如何逐步以氣味作為取勝優勢。

In 1921, Coco Chanel was ready to launch her first fragrance. She invited a group of elite friends to dine with her at a fancy restaurant which she had infused with Chanel No.5. At her boutique in Rue Cambon, she sprayed the scent all over the dressing rooms and the entrance.

Almost a century later, marketers in Hong Kong are starting to do the same.

The use of perfumes to attract and keep customers in a shop is a relatively new concept in Hong Kong. Luxury hotels and shopping malls often use scent diffusers to keep the air fresh, but seldom do they think of what the scent represents or how they want consumers to feel after smelling it.

"I saw an opportunity and I went for it," says Daniel Fong, founder of Sky Work Design, which claims to be Hong Kong's first total solution agency specialising in scent marketing.

After 20 years of working with advertising agencies, Fong used his industry network to start his business a year and a half ago and has since worked with some major brands.

Adidas, for example, worked with Sky Work Design on its golf specialty shop opening by infusing the event with the smell of grass.

For luxury watch retailer Oriental Watch, it created a special green tea smell which has been used in its shops across Hong Kong for the past four months.


Some weirder scents Fong has received requests for include the smell of money from an accounting firm and the smell of Hong Kong from a property developer.

Today, Fong says marketers in Hong Kong are starting to think of scent as a consumer touch-point.

"Brand-building has been so much about sight and sound, and sometimes touch. But research around the world has shown smell is the most long-lasting sense for humans," he says.

Some brands, such as local teen clothing chain 2%, have been trying to establish a signature smell. All 35 stores under the 2% brand in Hong Kong have been using a smell which Fong describes as "fruity and sweet" to reflect its girlish image.

He goes on to describe how a signature scent could extend to the fashion brand's events, souvenirs and even shopping bags to create a consistent and special customer experience.

"A scent can last forever," he says. 



可可·香奈兒於1921年準備推出她的首支香水，她在一家豪華餐廳灑滿了Chanel No.5，並邀請一群優秀的朋友共膳；她同樣在康朋街開設的精品店內的更衣室及大門灑上香水。

將近一個世紀過後，香港的市場推廣人員亦開始照辦煮碗。

使用香水來吸引及挽留顧客在香港是一個相對較新的概念，高級酒店及商場經常會使用香薰來保持空氣清新，但很少考慮到香味所代表的意義，以及希望消費者聞到香味後會產生什麼感覺。

香港首家專業氣味營銷公司Sky Work Design創辦人Daniel Fong說：「我看到一個機會，並付諸實行。」

Fong在廣告界工作了20年，他運用其行業網絡於一年半前開展自己的生意，並且與一些大型品牌合作。

舉例說，adidas與Sky Work Design合作，於旗下高爾夫專門店的開幕活動中注入青草的味道。

該公司亦為名牌手錶零售商東方表行製作獨特的綠茶香味，於過去四個月廣泛應用在全港的表行分店。


Fong曾收到一些奇怪的氣味要求，包括一家會計師樓要求製造金錢的味道，以及一家地產發展商要求製造香港的味道。

Fong表示，現時的香港市場推廣人員開始認為氣味是接觸消費者的一個途徑。

他說：「品牌建立一向以視覺及聲音為主，有時會加上觸覺。但世界各地的研究顯示，人類對氣味的記憶是最持久的。」

有些品牌，例如本地的青少年服裝連鎖店2%一直嘗試建立一種具代表性的氣味，全線35間2%品牌的香港門店均使用Fong形容為「甜甜果香」的氣味來反映其少女形象。

他繼續表示，具代表性的氣味可以應用到時裝品牌的活動、紀念品、甚至購物袋，以建立統一及獨特的顧客體驗。

他說：「氣味能夠歷久常新。」



LUNCH BOX 飯局筆記

Guest: Daniel Fong, founder of Sky Work Design

Venue: El Cid
Cuisine: Spanish

Mains: Spinach filo pastry, lamb saltimbocca and angel hair with grilled prawns

Service: Adequate

賓客：Sky Work Design創辦人Daniel Fong

地點：El Cid

菜式：西班牙菜

推介菜式：芝士菠菜卷、羊肉火腿卷

及大蝦天使麵

服務：足夠

Got a favourite restaurant? Let us know and we'll pick up the tab.

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