

APR 2014

商 睿

CGCC VISION

www.cgcc.org.hk

為國家建言獻策

CONTRIBUTING VIEWS
AND SUGGESTIONS TO
THE COUNTRY

香港經濟前景樂觀
Hong Kong Economy
Looks Positive

用鼻子決定消費
Pleasant Smells Prompt
Spending

電車收藏動之以情
Tram Memorabilia
Collection



香港中華總商會

The Chinese General Chamber of Commerce

HK\$20

目錄 CONTENTS

APR 2014



會長的話

Chairman's Message

- 4 依法推進香港政制循序漸進發展
Promoting Gradual and Orderly Constitutional Development According to Law

環球視野

Global Vision

- 6 為國家建言獻策
Contributing Views and Suggestions to the Country
- 22 香港經濟前景樂觀
Hong Kong Economy Looks Positive

立會點評

Voice in LegCo

- 26 香港再次起飛的關鍵
Spur Up Hong Kong to Fly High Again

創富之道

Fortune Making

- 32 用鼻子決定消費
Pleasant Smells Prompt Spending

品味生活

Taste of Life

- 38 電車收藏動之以情
Tram Memorabilia Collection
- 44 好書推介《雨後晴空》
Book Recommendation
The Sun Always Shines After the Rain



www.cgcc.org.hk

用鼻子決定消費

以氣味作招徠並非新鮮事，就像燒烤店將烤爐置於門外，碳燒食物的香氣撲鼻，途人都停下腳步掏錢購買。只是在影像和聲音訊息爆炸的年代，我們慣於用眼睛、耳朵接收消費資訊，鼻子卻往往被擱在一旁。但不說不知，嗅覺記憶深遠，加諸創意和策略，氣味行銷的推廣力量不容小覷。

還記得兒時收到的請柬，總有一股濃郁的香水味嗎？這個例子說明兩點：第一，若你還記得的話，證明嗅覺記憶果然持久；第二，這是反面教材，因其氣味並不討好，甚至帶來反效果。

嗅覺記憶持久

在五官感覺中，視覺和聽覺是最常見的市場推廣媒介，一個色彩炫目的電視廣告、一首扣人心弦的廣告歌曲，

彷彿就是宣傳的靈丹妙藥。但有研究顯示，視覺和聽覺記憶短暫，只維持3至6個月便慢慢消失。反之，嗅覺記憶持久，而且視覺、聽覺可以選擇不看、不聽，但嗅覺無法拒絕接收，閉氣三數分鐘已是極限。天駿設計有限公司首席市場總監方明生表示，越來越多企業重視和採用氣味行銷策略，配合一些創意噱頭且持續實行，短期可提高銷售額，長遠有助建立品牌形象。

氣味行銷最基本的方法是在銷售範圍散發香味，本港已有一些商場或店舖採用此法，散發一種固定的氣味，令顧客樂於停留，銷售額亦因人流增加而提升。“若氣味獨特，更可令顧客‘一嗅難忘’，以後只要嗅到那種氣味便自然聯想起那個品牌。”方明生說。



方明生 Daniel Fong



結合創意事半功倍

氣味行銷在歐、美、日市場風行多時，這股潮流近三、四年吹至香港。然而，外國從事氣味行銷的企業一般以銷售香氣散播器為主；反而後起之秀的香港，則會利用氣味為客戶策劃全盤的市場推廣方案，絕對不是讓消費者嗅嗅香味那麼簡單。

本身從事廣告創作多年的方明生，其所屬的公司是全港首間提供專業氣味行銷策略的公司。他強調，氣味行銷不應只流於技術層面，還要包含創意、表達方式、與品牌及產品的連繫等，務求達到豐富消費者體驗、引起話題、提高銷售額、建立品牌形象等多個目的。

除了散發在空氣中，氣味還可依附在形形色色的物品上，如印刷品、衣服、日用品、電器等，甚至已有開發商成功研發智能手機內置散發香氣的裝置，配合應用程式的使用，可因應不同節日或機主的心情散發不同氣味，令氣味行銷變得更人性化。

香味專家經驗談

氣味變化萬千，除了花草樹木等天然氣味，是否所有氣味都可人工調製呢？方明生指出，甚麼氣味也好，其實都可用不同成份混合而成，他便曾經為客戶調製泥土、皮革、金錢、汽油、百科全書等氣味。但他強調，氣味的調製有時是一種意念的聯繫，“就像金錢，不一定是錢幣的金屬味，反而我們選用了在法國象徵貴族、財富的素心蘭的香味。”

相同的氣味，中國人覺得恰到好處，但美國人就覺得過於單薄，說明文化差異衍生不同的氣味喜好。“很簡單，我們絕對不會向本地客戶建議用菊花氣味，因菊花常見於喪禮。”方明生分析，香港人以至亞洲人偏好清淡、幽香，視“似有還無”的氣味為最高境界；而歐洲人、美國人則喜歡較濃烈的氣味，“如早些時候，一間美國著名服裝品牌進駐香港，將在美國本土採用的店鋪香味照搬到香港，但那種香味偏向濃烈，香港人較難接受。”他強調，品牌形象固然需要貫徹始終，惟亦要因應不同市場而微調。

不論氣味孰好孰壞，我們的鼻子基本全盤接收，若以氣味作宣傳推廣，在調製氣味過程中必須拿捏準確，還要確保氣味無害健康。方明生表示，現時全球大部分具品質的香水、香氣的製造商都是跟從國際芳香協會的標準指引，對製成香味的成份、用量都有嚴格的監管，一旦被發現違規即被取消會員資格。因此，優質的香水師、香水廠是氣味行銷最基本和最重要的一環。



不同的香氣散播器
Different kinds of scent diffusers



為商場特別調製的
洋紫荊香味
Unique bauhinia scent
for a shopping mall



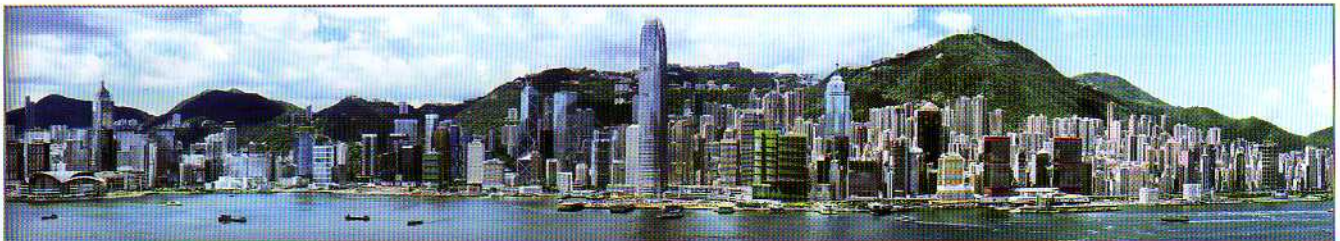
氣味行銷方式層出不窮

短短數年，方明生參與了不同的氣味行銷項目，當中不乏成功例子，從中可探索氣味行銷的竅門。“位於山頂的一個商場，希望調製出一種能夠代表香港的氣味，看似抽象，但我們觀察到山頂遍植洋紫荊，洋紫荊不就是代表香港嗎？我們還特別調製了日間和夜間的洋紫荊氣味供客戶選擇。”

還有一個電器品牌推銷新型號雪櫃，電器店內眾多牌子的雪櫃並排陳列，如何突圍而出呢？方明生想到，將檸檬味附於雪櫃門上，顧客只需用手輕輕一擦，檸檬味徐徐散發，“其實我們可以做到不用手擦也有檸檬味，但除了嗅覺，我們希望顧客有觸覺的刺激，這就是所謂豐富顧客的消費體驗。”

再如歌手謝安琪舉行以“你們的幸福”為主題的演唱會，乘勢推出蘊含幸福氣味的香水，但何謂幸福的氣味呢？方明生說：“一般人想到幸福，或許都是甜甜的感覺，但謝安琪給人知性、關愛、環保的印象，最後我們以代表智慧、清新、環保的竹林氣味，混合謝安琪本身很喜歡的一種香水，作為演唱會期間限定的紀念品，大受歌迷歡迎。”

隨着傳統的市場推廣手法幾近窮盡，方明生預計，相對創新的氣味行銷在未來數年將成為市場推廣的主流，特別受到一些年青品牌或高級品牌的青睞。氣味行銷日漸普及，自然吸引更多同業加入競爭，但方明生坦言，這不是出售氣味那麼簡單，專業、創意、技術、安全意識缺一不可。



熱烈慶祝“兩會”圓滿成功



簡松年律師行
Tony Kan & Co.
SOLICITORS & NOTARIES Since 1984

中國委托公証人、國際認可公証人、婚姻監禮人

總行地址：香港中環德輔道中19號環球大廈18字樓1808室

電話：(852) 3515 8388

傳真：(852) 2810 5269

沙田分行地址：沙田鄉事會路138號新城市中央廣場第1座8樓805室

電話：(852) 2606 1880

傳真：(852) 2694 9394

廣州辦事處：廣州市珠江新城珠江西路8號高德置地廣場D座10樓1002A-1室

電話：(86 20) 8335 0833

傳真：(86 20) 8331 1456

深圳辦事處：深圳市深南中路3037號捷佳大廈22層2218室

電話：(86 755) 8398 1205

傳真：(86 755) 8301 7684

簡松年律師 BBS 太平紳士 (全國政協委員)

鍾卓成律師

張志華律師

陳潔燕律師

崔嘉輝律師

許次鈞律師

關見月律師

鍾少樺律師

司徒景麗律師

梁兆東律師

溫達基律師

盧子傑律師

黃祖詒律師



Pleasant Smells Prompt Spending

Scent marketing is nothing new. Take an example: some BBQ food shops grill their food outside, tempting passers-by with the aroma of their freshly-made charcoaled meat. In this era flooded by visual and audio attractions, we get used to receive information with our eyes and ears. But actually, the sense of smell has a long memory. This attribute can work with creativity and marketing acumen to form an effective promotional mix.

Do you remember the gaudy perfumed invitation cards from childhood days? This question brings out two points. Firstly, if you answer "yes", it proves that smell stays in our memory. Secondly, this is a negative example as you find the smell unpleasant.

Smell Can be Imprinted on Mind

Among the five senses, visual and audio are most commonly used for marketing. A colorful TV commercial or a catching jingle seems to be the publicity elixir. Nevertheless, studies show that visual and audio memories are short, lasting only three to six months; by contrast,

Experience Sharing by Scent Marketing Expert

Scents are extremely diverse. Is it possible to artificially produce all kinds of scents? Fong answers in the positive, saying that all scents can be produced by mixing different ingredients. He has made the scents of leather, money, petrol and encyclopedia for his clients. But he adds that scent production sometimes involves associative analogy. "For example, money does not have to smell like metal. We'd rather use chypre, which symbolizes nobleness and riches in France."

Scent may be judged in the context of culture. An aroma appealing to Chinese people may not work well with Americans. "It's very simple. We never suggest chrysanthemum to a local client because it may conjure up funerals." According to Fong, people in Hong Kong and Asia prefer light, subtle fragrances and see a "barely-there" aroma as the highest quality. Europeans and Americans like something stronger. "A famous US apparel brand earlier expanded its presence to Hong Kong and brought along a scent used in their US stores. But the smell was too strong for local people." He argues that while consistency is important for a brand's image, localization may be necessary sometimes.

The nose senses all smells indiscriminately, be they good or bad. It follows that the trick in scent marketing is to make the right smell, which should also be harmless to health. Fong says most perfume and aroma makers in the world exercise stringent control over ingredients and dosages of scents according to the standards laid down by the International Fragrance Association. Violation will result in membership disqualification. Therefore, quality perfume experts and perfumeries also play an important part in scent marketing.

smell memory endures. What is more, people can choose not to see or listen. But smell is unstoppable - a person can only hold his breath for three minutes at maximum. **Daniel Fong, Chief Marketing Officer of Skywork Design**, says scent marketing is valued and used by more and more companies, adding that the sustained implementation of it, coupled with creative gimmicks, can boost turnover on the short term and help build a strong brand image in the long run.

As the most typical form of scent marketing, some shopping centers or shops in Hong Kong are attracting patronage with pleasant smells around sales areas. They use scents to entice customers to linger. Shopper flow and sales thus increase. "A unique scent can be so unforgettable that every time you come across that smell you will associate it with that brand," says Fung.

Backed by Creative Ideas

A trend long popular in Europe, the US and Japan, scent marketing caught on in Hong Kong only three or four years ago. In overseas markets, scents are chiefly used for the sale of aromatic diffusers. Despite a later mover, the marketing sector in Hong Kong has overtaken its pioneers by devising comprehensive scent-based plans for clients.

Fong, a seasoned advertising expert, runs the first company in Hong Kong offering professional scent marketing strategies. He stresses that scent marketing is much more than technicalities; it involves using ingenuity, presentation and the scents' association with brands or products to enrich customer experience, create talking points, boost sales and build brand images.

Aroma can be found in not only the air but all kinds of goods, such as printed matters, garments, daily staples and

electrical appliances. Some smartphone makers have developed handsets with built-in aromatic devices. With apps, a user can activate festival-specific fragrances; some aromas are even so personalized to suit the user's moods.

Innovative Ways of Scent Marketing

In just a few years, Fong has worked on many successful projects, from which he got the knack of scent marketing. "A shopping mall on the Peak wanted to create a symbolic fragrance for Hong Kong. It sounded abstract but we noticed the bauhinias around the Peak. It's the floral emblem of Hong Kong, isn't it. So we formulated two bauhinia scents for the client, one for the day and one for the night."

An electrical appliance brand was launching a new fridge. To make the new model stand out in an electrical appliance shop, Fong added a lemon scent onto the fridge, which could be released when a customer rubbed the fridge door gently. "Of course, we could create a lemon scent without rubbing, but we wanted customers to enjoy the sensuous pleasure of both smell and touch," Fong continues. "That is what we call customer experience enhancement."

He gives another example: a scent featuring happiness was launched in line with pop singer Kay Tse's concert entitled "Your Happiness". What is a scent of happiness? Fong explains, "Most people may associate happiness with feeling sweet. But Kay has a wise, caring and environmentally-aware image, so we chose the scent of a bamboo forest, which symbolizes wisdom, freshness and green conservation. We blended it with Kay's favorite fragrance and produced a limited edition souvenir for the concert. It was very popular with fans."

As conventional marketing practices are pushed to their limits, Fong anticipates that the next few years will see innovative scent becoming a mainstream marketing tool, particularly for young and high-class brands. Success will inevitably breed competition. Yet, Fong reiterates that scent marketing is not simply selling smell; it requires expertise, creativity, techniques and safety awareness as well. 