

imagine..



Creative Industries Research  
global perspectives

Invitation to seminar

## Imagining Scents: Language, Marketing and Aesthetics

By Brian Moeran, Professor, CBS

How are fragrances used in consumer products, and how might they be used? The presentation tries to answer this question by looking at product types, together with the benefits and attributes that may be derived from the use of fragrances of one sort or another. Is scent marketing a viable extension of the branding process? Or does it pose more problems than it resolves? How do we talk about and visualise smells in our everyday lives? During the presentation, the audience will be asked to participate in one or two experiments, in order to "see" whether we share a language of fragrance and whether it is possible to define a targeted "scent community," in the same way as is done in visual marketing. Is there such a thing as a "scent community," or does scent marketing operate in an anarchy of olfactory "tastes"? What methods can we use to improve our understanding of how people (fail to) appreciate smell in their everyday lives?

The presentation is exploratory in intent. Drawing on the results of one year's research on the production and consumption of fragrances in Japan, it is designed to raise more questions than it answers.

**Brian Moeran** is Professor and anthropologist, and a member of imagine.. His present research is focused on the social processes surrounding the production, marketing, appraisal and consumption of products subsumed under the heading of "creative industries" (for example, advertising, arts and crafts, fashion magazines, media and publishing).

### Time

Friday March 3  
from 12.00 - 13.30

### Place

CBS - Kilen  
Lecture Hall KS.71  
Kilevej 14A  
2000 Frederiksberg

### Registration

No registration is required  
Please feel free to forward  
this to others who might  
have an interest in  
participating

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conducts research on the  
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