

USING MULTIPLE SENSES IN TOURISM MARKETING - THE HELSINKI EXPERT, ECKERÖ LINE AND LINNANMÄKI AMUSEMENT PARK CASES

Annica Isacsson

Laurea University of Applied Sciences

Leena Alakoski

Laurea University of Applied Sciences

Asta Bäck

VTT, Technical Research Centre of Finland

In order to create awareness & motivation among future travellers, tourism communication, should, according to our understanding, not only appeal to the visuals, but to all user senses in an inter medial mix. Hence, smell, sound, touch, taste and sight must be touched, in order for communication to be perceived valuable and interesting, as we argue that the activation of multiple senses enhances the feeling of authenticity and experience. If combined with ration and need, in addition to the involvement of other users, only then can tourism marketing claim to be future-oriented and engaging. According to Lindstrom and Kotler (2005) our understanding of the world, for the most part, is experienced through multiple senses. Our senses are the link to memory and can tap right into emotion. After sight, smell appears to be the most persuasive sense. We will, in this article present a few related cases, our findings and discuss the implications of our findings.

Keywords: *Multiple senses, Marketing communication, Tourism marketing*

INTRODUCTION

Imagine the streets of London, the markets in Marrakesh, the tulips in Holland or skiing in Switzerland. What do you see, hear or sense, i.e. which of your senses are stimulated the most or is it a blend of all of your senses that activates your memory and/or triggers your desire to consume? When you hear music including bag pipes you might imagine



Scotland, you may picture the Alps through the French horn, Africa by the sound of drums and the southern parts of North America with the help of jazz-music. You can most probably also fairly easily get into the mood for movies through the smell of popcorn and you may be able to imagine a Finnish summer day by the sound of seagulls, by the touch of water, by the sound of sea-breeze or by the taste of new potatoes.

There are not many studies on the effective usage of multisensory marketing, at least not within the tourism sector or within and between different media channels. There are studies, however, showing that odoured areas increase the usage of slot-machines (Hirsch, 1995), that ambient scent has a positive effect on social interactions (Zemke and Shoemaker, 2006), that queuing is perceived less stressful in scented areas (Mc Donnell, 2002) etc. There are also studies showing a positive correlation between the usage of scent and the increase of sales (see e.g. Sprangenberg et. al., 1996; Morrin and Chebat, 2005), but not many studies showing the out of scape impact that multisensory applications have on tourism, -marketing -sales or -behaviour.

It seems that brand-marketers are pioneers when it comes to commercial exploitation and the usage of multisensory marketing. Martin Lindstrom published in 2009 a book, *BUY. OLOGY*, in which he persuasively shows the benefits that the usage of multiple senses in brand marketing has on brand-loyalty and attachment, habit and consumer behavior. Lindstrom (2009) connects the use of multiple senses with emotional experiences.

In order to be more effective, it thus seems that the tourism industry, the marketers and/or the researchers cannot ignore the effect, position and impact that the use of multiple senses may have on marketing and sales. It seems that the usage of pictures and sounds as promotional methods are not enough in attracting attention and sales.

Moreover, traditional marketplaces within tourism for e.g. airline tickets and holiday bookings are shifting. It has been estimated that two thirds of all the flight and hotel accommodation reservations in Europe take place on the web (Kauppalehti, 2007). Advertisement in digital media is increasing, ads are thus gradually shifting from TV and newspapers to web and mobile phones.

Our research project draws on the assumption that traditional tourism marketing methods are not sufficient as they still tend to overemphasize the visuals as well as printed media. We argue, that to be able to create awareness and motivation among future travellers, tourism communication should, not only appeal to the visuals, but to all user senses in an inter medial mix. Hence, not only sight should be activated in

tourism marketing communication in order to create feelings of authenticity and experience among customers and users, but also sound, smell, touch and taste should be stimulated.

In order for future tourism communication to be attractive, marketing communication should not only be made available in printed media or in physical environments, but also in social spaces and in interactive media. When multisensory, intermedial marketing communication is effectively combined with ration and need in addition to user co-experiences, then it is future-oriented, engaging and stimulating.

Our research project argues for the need of a better understanding of multisensory, intermedial marketing communication within tourism as there is little, if any research in this area. This research thus takes an interest in these questions from a tourism communication user, social space and interactive media point of view. In this article we will discuss how specific tourism company can benefit from the usage of multiple senses in a campaign/selling/event situation.

TOURISM MARKETING COMMUNICATION

The marketing mix is a traditional way to understand marketing in general. The majority of marketing practitioners consider the Mix as the toolkit of transaction marketing and archetype for operational marketing planning (Grönroos, 1994). While empirical evidence of the exact role and contribution of the Mix to the success of commercial organizations is very limited, several studies confirm that the 4Ps Mix is indeed the trusted conceptual platform of practitioners dealing with tactical/operational marketing issues (Sriram and Sapienza, 1991; Romano and Rathatunga, 1995; Coviello et al., 2000). The marketing mix has been defined as a mixture of controllable marketing variables that the firm uses in order to pursue the sought level of sales in a targeted market (Kotler 1984: 68, ref. Armstrong & Kotler, 1999). These theories have been adapted by many scholars and marketing professional, also within the tourism industry, in a number of forms. Firms marketing strategies use marketing mix variables in order to plan an operational marketing plan for their business.

The focus being on how firms can increase or improve sales, position themselves and their image in a competitive environment in which customer demands and competitors' strategies are constantly changing. Traditional 3 marketing P's, product, place, and promotion, can be argued to be relevant also for the analysis of multisensory marketing even though the Mix has been criticized for not allowing interaction and for not capturing relationships.

In our research on multisensory tourism marketing communication we use the term inter medial marketing communication. We understand inter medial marketing to be interactive communication involving at least two media channels. The easiest application for intermedial marketing is through the use of digital media. Inter medial marketing communication is thus very close to the concept of digital marketing. Urban (2004: 2) has defined the concept of digital marketing communication as follows: “Digital marketing uses the Internet and information technology to extend and improve traditional marketing functions”.

MULTIPLE SENSES IN MARKETING COMMUNICATION

Marketing communication has been defined in new media vocabulary as company driven communication which aims directly or indirectly to influence the demand or to at least have a positive influence on demand among reference groups (Kuutti, 2006: 128). With the help of marketing communication a travel company thus aims to inform and remind customers of its services and to have an impact on consumer behaviour. In addition, marketing communication aims to arouse feelings and desires for consumption, for the creation of company & product image, for sales and customer decisions. Furthermore the purpose of communication is to maintain, develop and deepen customer relations (Albanese & Boedeker, 2002: 179-181). Many people look for value fulfilment also in communication. Advertisements should thus not only be purposeful, but also enjoyable and comfortable, an aesthetical experience (EURO Rscg., 2004).

For service firms, the management of the service experience is of vital importance. It does not only affect the success of the firm, but also determines customers level of satisfaction, perception of service quality and future behaviour, i.e. the intention to visit the store again. In other words, the service experience is a result from an activity that can be defined as a process where a set of resources interact with each other and with the customers aiming at supporting the customer’s processes in a value generating way (Grönroos, 2000: 7). Usually the resources for service organizations are divided into two central components: backstage and frontstage. Hoffman and Turley (2002) describe backstage to consist of behind the scene processes and elements which are invisible to the customers when on the other hand the frontstage consists of elements and processes visible to the customers. There are many front- and back-stage-factors affecting customer’s service experiences.

According to Schmitt (1999) and Lindstrom & Kotler (2005), a customer is often attracted towards a brand based upon its sensory experience. Lindstrom & Kotler further stresses that almost our entire understanding of the world is experienced through our senses. Our senses are our link to memory and can tap right into emotion. Smell appears to be the most persuasive sense after sight, which implies the importance for multisensory marketing.

Multisensory marketing stands in this research for involving several bodily senses in marketing activities. Kahn Consulting describes it as the purposeful design and deployment of the interaction between the senses in order to stimulate a consumer's relationship with a brand; and to foster a lasting emotional connection that optimizes brand loyalty. Multisensory marketing is in a starting phase and there is just a hand full of marketers who are using multisensory marketing in their campaigns nowadays, also in the tourism industry. It is stated by several researchers that multisensory marketing is the future of advertising and branding (kahnconsulting). According to Lindstrom & Kotler (2005:69), vision in brand building and bonding is our most persuasive sense with a share of 58 %, smell being the second most important one with a proportion of 45 %, hearing stands for 41 %, taste for 31 % and touch for 25 %.

Studies show that pleasant scents create pleasant states of moods. It has also been shown that we process senses differently depending on age, gender, cultural background etc. (Lindstrom & Kotler, 2005).

Sight is thus perceived as the most seductive sense and the one used the most by brands. Visual cues govern consumer behaviour. Sound on the other hand help us generate moods by creating feelings and emotions.

Taste and smell are closely connected, although smell is perceived 10,000 times more sensitive as it taps right into our memory. Scent has been used in order to increase sales, to promote or evaluate products, to enhance the perception of quality, to reduce stress etc. (see e.g. Sprangenberg et al., 1996, 2006; Bosmans, 2006; Zemke and Shoemaker, 2006; Morrin and Ratneshwar, 2000, 2003; Hirsch, 1995; Mc' Donnell, 2002). The luxurious car brand Bentley on the other hand has made good use of sounds in their marketing in order for customers to perceive quality and success.

In 2009 Martin Lindstrom undertook a vast multisensory consumer research project involving the scanning of brains and stimuli-testing. He concluded that visual pictures are more effective and meaningful if they are combined with another sense such as scent or sound. Lindstrom's research hence proves that sight does not have such a power-position as we originally assumed on consumer behaviour. He forecasts that e.g. the

use of scents and sounds have a lot of future potential. Lindstrom suggests that sound and scent in combination affect our behaviour more than sight (Lindstrom 2009:142).

Generally speaking the visual sense has attracted the most attention in literature (Davies & Ward, 2002). Other elements and stimuli that affect our minds, emotions and consumer behaviour have attracted less attention.

The effect on odours and scent in marketing communication

There are about 100 000 scents out of which about 1000 are so called primary scents and the rest being mutations and blends of scents (Lindstrom, 2005). Of all our senses scent taps right into memory. When we smell something our nose recipient cells signal our brains limbic system that triggers memories, our emotions and senses of wellbeing (Lindstrom 2005:147). The scents are being registered in our brains faster than other senses as through the connection between our nose and brain is short. There are about 6-10 million cells in our nose and we can identify 2000-4000 different smell combinations. Scents are found out to strengthen communication and bonding. Features of scents are: ambience, identification and memory-cap.

The physical environment or the servicescape is probably among the first things a customer encounters. The reason why the servicescape is of importance is that it plays a significant role in determining a customer level of satisfaction, perceived quality and service experience. Furthermore it also affects customers' behavioural intentions (Keillor et al., 2003). The physical environment plays a role similar to that of a physical good's package in that it communicates an image of what is included in the service (Bitner 1992; Baker, Grewal & Parasuraman, 1994). It is apparent that different services (resorts, hotels, cruise ships, hospitals etc) are depending on their servicescapes when communicating and creating customer experiences. The physical facilities (facility exterior and interior elements) can be seen as "man-made" or constructed elements. Scent can be applied to facility exterior to lure customers to visit the facility interior (e.g. example given of the gas stations that place fresh brewed coffee scent at the pumps to lure pay-and-go customers to stay) or simply to create a pleasant environment outside the store. Using multiple senses in marketing is not a new thing in itself, neither is the use of scent for marketing and/or for servicescape purposes new. In cafeterias coffee packages have been opened for years for the purpose of spreading nice aroma of coffee. Bakers put their coffee bread on show in order to

disseminate a good scent. According to Lindstrom (2005) there is no such thing as the scent of a new car. It is rather a question of an artificial production, i.e. a successful marketing plot.

When Rolls-Royce launched their new models they received complaints. They were lacking the old car's eminent smell of wood. To keep their customer satisfied Rolls-Royce produced an old Rolls-Royce smell from the Silver Cloud 1965 model. To this day this unique scent is added under the bench of every new car that is driven out of factory. Hirsch researched in 1995 the use of scents in slot machines in Las Vegas. One part of the Harrah casino was a nicely scented area, the other was odourless. The results showed a 45 % increase of money spent in the nicely odoured area.

The traditional concept of servicescape has been affected by the emerge of the Internet (Zeithaml, Bitner and Gremler, 2006). Web pages and communities have become a new form of servicescapes, also known as virtual servicescapes, where the customer can get in contact with any company and explore their service offerings without physically visiting it.

These are the more recent forms of physical evidence, which companies may see great potential in and which they can use to communicate the service experience both before and after the service encounter, thus making the service more tangible for the customer. For example, travel agencies use their web pages as virtual servicescapes, where the customer can preview destinations and also view and take virtual tours of hotels. Often these virtual tours include a chance to see all the available rooms, how the rooms are decorated and equipped and even watch the view from the balcony live through a webcam.

One good example from the tourism world where the usage of multiple senses have been successfully applied is the case of the Experimental Guest Room in which professor Cihan Cobanoglu together with his students and the Marriot hotel chain has implemented experimental, sensual and technologically advanced multisensory hotel-rooms in which touch, hearing together with interior decor and usability are combined (experimentalguestroom.) Another good examples are e.g. the films about space, flight and extreme engineering produced in Sweden. With technical effects adding another dimension to 3D films, Cino4 at the Technical Museum in Stockholm provides a multi-sensory experience for learning about technical innovation and science (tekniskamuseet.)

Media channels

New types of combinations for presenting pictures together with voice and videos are emerging. Different types of media channels, internet and new publication platforms, such as the electronic books are being developed and introduced. The boundaries between massmedial targeted communication and interactive communication involving user medias have becoming blurry in the process. We are thus heading from one way communication towards various forms of interactive communication involving inter medial solutions. Multiple forms of internet and digital advertising such as billboards, skyscrapers, banners, leader boards, rectangles, floating flashes, buttons and tickets have been produced in order to attract potential consumers attention. The banners represent one of the oldest modes for internet advertising. Nowadays the term is used as a general term and more or less equivalent to internet-based marketing. The challenge though is to make people use and click the banners, i.e. new applications have been taken into use, e.g. Rich media-format: Java,

Flash and Shockwave-formats in interactive net advertising (Viljakainen et al., 2008: 13). The media-advertising channels and operational models have expanded during the ten last years. At the same time customer segments are being splashed down in new ways accordingly with life styles. For example e-commerce is growing annually with approximately 20 per cent (Viljakainen, Bäck & Lindqvist, 2008: 9).

Digital channels and information technology are changing the way that companies communicate and maintain relationship with their customers. The Internet, email, mobile phones, digital TV, and other evolving channels offer opportunities for frequent, cost-effective, personalized, and interactive communication between the company and their customers (Merisavo, 2008: 2).

THREE CASE STUDIES ON USING MULTIPLE SENSES IN TOURISM MARKETING

Case Helsinki Expert

Picture a sunny day in Helsinki. The bus starts and you sit comfortably looking out while placing your head phones. You choose English as language and start to listen to a gentle voice with an impeccable British accent explaining the historic sites and places of Helsinki.

When passing the Mannerheim street you hear the horseshoes hitting the pavement. At the Sibelius monument you enjoy the sculptures to the sounds of the Finlandia hymn. At the end of the 1,5 hour Audio City Tour the bus guide turns on the TV and you feel a nice scent disseminating in the bus, reminding you of the woods of Finland, more precisely the scent of pinewood resin. You look at a short film from Nuuksio National Park while enjoying the last few minutes of the bus ride. Upon departure from the bus you receive a flyer with some information on half-day excursions out of which you choose the National Park that you just recently felt and experienced a little, already in advance.

Our partner in this case is an incoming travel agent in Helsinki. They provide a wide variety of service-bundles and products for Helsinki visitors, among others, half day excursions and the very popular audio-guided city bus-tour in Helsinki. The travel agency was chosen as the case company for this study primarily because they are a partner in our research project, but also because of the servicescape. The bus where our study is conducted, offers an interesting, and suitable environment for exploring. The aim of this case is to explore the effects of ambient scent in combination with film and sound. We are studying how a specific tourism company can benefit from the usage of multiple senses in a selling situation. This study will compare three different conditions in separate time periods; one where the servicescape is constant (no additional stimuli) another in which the visual and auditive senses are stimulated and yet a third test period in which the servicescape is on top diffused with a pleasant ambient scent, i.e. a situation in which moving pictures, scent and sound are congruent with the service context, design and theme. The case-study was conducted for 12 weeks in summer 2009; from 22.6 until 13.9.2009.

The aim of the study was to establish if the use of multisensory marketing had any impact on the Helsinki Expert sales of a half day excursion to Nuuksio National Park during the above period.

The study was conducted on board audio-guided city bus-tours in Helsinki.

During the first four weeks of the study period there was not any activation of senses. At the end of the sightseeing tour a flyer was though distributed about the special offer on the half day excursions for all passengers on board. The flyers were distributed during the whole 12 week long study period. This period (100 %) was compared with two comparative periods (see table 1). In the first comparative period a 3 min. long film on Nuuksio was showed. The aim of the film was to activate the visual and hearing senses of the passengers and to attract their attention to

the natural beauty of the park. This period occurred during weeks: 30, 32, 34 and 36. During these weeks the sales of the Nuuksio half day excursion increased by seven per cent (107 %). During the second comparative period pinewood resin was disseminated in the bus while showing the film. The dissemination took place with the help of a scent machine during weeks 31, 33, 35, 37. Sales increased during this period with 51 per cent (151 %). Every second week there was thus a film showing Nuuksio National Park and activating the visual and hearing senses of the passengers. Every second week pinewood resin scent was disseminated in the bus during the film. All periods were four week long. Changing variables were the amount of passengers and the weather.

One variable was also the bus guide who told the passengers about the half day excursions and distributed flyers to the passengers at the very end.

Table 1. Results of study and the sales figures percentual growth

	1. No multiple senses	2. Visual film	3. Film+ scent
12 weeks	100 %	107 %	151 %
Nr of passengers	4 wks / 100 %	4 wks / 99 %	4 wks / 99 %
Weather		Sunny days 16	Sunny days 14
		Cloudy days 7	Cloudy days 7
		Rainy days 5	Rainy days 7
		30, 32, 34, 36	31, 33, 35, 37

According to our survey sales increased by 51 % during scented weeks.

The amount of passengers in the buses was rather stable during the whole study period. During the first four weeks 1 % more passengers used the bus than during the remaining 8 weeks. From the sales-figures free of charge tickets have been deducted as they are commonly used e.g. for staff training.

Only 12 special offer flyers were returned, 7 during scented weeks and 5 during other weeks, of which 2 were used elsewhere than for Nuuksio half days tours.

Case Eckerö

Eckerö Line operates two ferries one for passenger traffic and the other one for cargo between Helsinki and Tallinn.

The theme of the Eckerö Line stand at the Helsinki Fair Centre during 13.-15.11.2010 in Helsinki was spa & wellness. The aim of the study was to investigate how the perceived ambience at the stand changed according with senses. The visual of the stand was created by an ad-agency (see visual below). Scent and sounds were produced by Laurea University of Applied Science's sub-contractors. The scent was fresh linen and the sounds calming waters and seagulls.

During the study-period there was either scent or sound, scent and sound or none of the above at the stand. The study was conducted by Laurea students through random interviewing of visitors at the stand. The students also conducted participant observation while at the stand.



Picture 1. Eckerö stand at Health fair

Fri 13.11.2009 at 10-14 Sound / two students, together 8 (9) interviews
Fri 13.11.2009 at 14-17 Scent / two students, together 4 (6) interviews
Sat 14.11.2009 at 10-14 Sound and scent /two students, 2 (3) interviews
Sun 15.11.2009 at 10-14 Nothing/two students, 4 interviews
Sun 15.11.2009 at 14-17 sound and scent / one student, 2 interviews

Nine (9) students interviewed in total 24 respondents during each day of the fair using a thinking out loud method and participant observation. The purpose of the study was to see if there were any variations in the perception of the stand among visitors in relation to sense-stimuli.

The interviews were successful even though the responses were short. The average age of the respondents was 50 years of age. The youngest respondent was 17 years and the oldest 74.

The main themes to which thoughts were asked for were as follows (followed up by supporting questions):

What did you pay attention to at the Eckerö stand?

What images does the stand convey to you?

Please describe the stand using three adjectives

Is the ambience at the stand congruent with your images of Eckerö?

Have you used Eckerö Line's services before. Any memories.

What beauty- or spa-services have you used in Estonia?

Did it occur to you that you would like to tell somebody of this stand?

How would you tell and what would you tell?

It seems that the scents or sounds stimuli did not affect visitors perception or sensations of the stand. The fact that the scent machine was in the corner of the stand and the fact that the sounds were covered by noises that e.g. the Scandinavian Hunks made on stage, may have affected the perception as one respondent stated "Nice feeling except for the noise" (N55x2). Responses were about the same with or without sense stimuli. On Friday morning one person mentioned the sound "the sounds reminds me of summer, how wonderful" (N60+). On Saturday morning another interviewee mentioned bird singing at the stand "lovely spring and bird singing (N55x2). The respondents attention was paid especially to the freshness, cleanliness and brightness of the stand. Also the colouring of the stand was noticed. On Friday afternoon when the scent machine was on two persons commented on the stand with the following words: "fresh, energy and rest" (N30, 47).

Five (5) respondents found the stand to be clean, three (3) depicted the image of calmness, relaxation (3), greeniness (4), freshness (4) and brightness (8). Many (6) respondents paid attention to the familiar name and colours.

The Eckerö logo was situated high above the stand, so it could be spotted from far "the company sign could be spotted from far and I instantly through about Estonia and spa-trips" (N60+)

The overall image of the stand appeared congruent with Eckerö Line; "we paid attention to its brightness, light and freshness, vacation and travel" (N30, N47).

According to a few respondents the stand gave a more positive view on Eckerö than their own experiences had been and some stated that the company was not well presented at the fair; " more positive stand than boat" (N40+). To others the stand conveyed images and memories of Estonia, spas and boat trips in addition to nice travel experiences to Estonia. Most of the respondents had used Eckerö services and about half had been on spa-trips, but not necessarily on Eckerö spa-trips. Other than spa-services the respondents mentioned having used: hairdressing-, facial- and feet- in addition to massage-services in Estonia. The majority stated

that the fair stand inspired them to travel and to use spa-services. Replies indicated more or less the same regardless of extra stimuli.

Apart from one all others were ready to tell about the fair experience to their friends. In a few cases the respondents stated that the friends already know so much about Eckerö that they do not need to say more. The ones who wanted to share information said that they would tell about the attractiveness of the stand as it was so inviting. Word of mouth and face to face were informed to be the most important means of communication.

The average time spent on the stand was a few minutes. The visitors took along some brochures, asked about offers, packages and competitions. Because of the open location of the stand most people just walked through. The majority of people did not pay any attention to the stand, regardless of sense stimuli.

Case Linnanmäki amusement park

At a X-mas event arranged by and at the Linnanmäki amusement park in late autumn 2009 in Helsinki, a study on the role of social media and viral media postings to friends were conducted.

Data was obtained by registering social media pages postings. In addition interviews were conducted at the spot through which information was obtained on how information of the event had been.

The X-mas event in marketing communication

The event was marketed through print- and e-media. In two newspapers (Helsingin Sanomat and HBL) an advertisement was placed. There was also extensive outdoor advertising in the metropolitan area. In addition the event was being advertised at web-pages and electronically as follows:

Perhe.fi : What is the smell of X-mas? KaksPlus.fi: Children wish, X-mas-advertorial Habbo: X-mas greeting and sticker MTV3 Helmi: mega-box Roottori: targeted direct-mailing

In addition the event was mentioned in many event calendars appearing in the metropolitan area.

From the point of view of viral-marketing the ads at the family sites Perhe.fi and KaksPlus.fi were of special interest. In both media, families were encouraged to send e-mail invitations to friends. In the same forums one could participate in the lottery of the amusement park VIP-card. In parts of the sites the VIP card was emphasized and in others the invitational part played a bigger role. Send message to a friend was also presented at the Linnanmäki web-pages on the right hand side. At the same pages there was also a link available to some other competitions and an encouragement to become a Linnanmäki fan at Facebook.

At the competition on X-mas scents, the competition form was found through scrolling through the front page to the bottom or through the competition-linkage. In the competition form itself the attention was drawn in particular to the fact that personal data were inquired through a complex form with many linkages that may have confused the user. At the KaksPlus.fi pages there was a so called advertorial in which information on the event was given thoroughly focusing on social values and families co-experiencing.

Table 2. Web-page visits and e-mail postings, Google Analytics

Campaign	Web site visits	Immediate disappearance	Stayed at pages	Invitors	Invitors share of stay-ons	Invitors share of all
Roottori	959	35 %	626	172	27%	18%
Perhe	120	28%	86	40	47%	33%
KaksPlus	572	50%	284	229	81%	40%
Habbo	1465	85%	222	121	55%	8%

Habbo attracted people who also soon disappeared from the sites. Perhe attracted very few visitors, whereas KaksPlus family web-site had 572 visitors during the campaign out of which 229 invited friends to join the event. The advertorial at the KaksPlus site thus inspired people more than the scent competition at the Perhe site. The advertorial emphasized family values. All in all the findings indicate that the biggest challenge in web-advertising is to get people to notice and react. Out of those people who visited Linnanmäki sites a big portion also sent invitations.

The visitor's feedback was generally good in the interviews and in the social media feedback that could be tracked. The use of blogs was not mentioned in the interviews, however, some postings could be identified.

Through the interviews it was established that Facebook was the most significant media and in fact, it was mentioned in 13 % of the interviews. The discussion boards on the other hand were not mentioned at all. Sharing information with friends was important also in this case, however, information was indicated to have been shared face to face rather than electronically. Of the respondents 15 % had gained knowledge on the event through a friend and 62 % estimated that they would share information about the event in their own contact network. The acknowledgment of the event had been raised primarily among children, who on the other hand were the number one target group. As to scents the case did not bring much news. The scented division of interviewing was not successful and indicate that the use of scent outdoors is very unreliable

DISCUSSION AND IMPLICATIONS

Product

It was the first time that the X-mas event at the Linnanmäki amusement park was arranged. Despite efforts families did not come to the event in expected numbers even though the amusement park is the number one tourist attraction in Finland. For the X-mas event Linnanmäki had arranged many fun things for families and children to enjoy, e.g. rides, animals, work-shops etc., but the weather during the first two weekends was really poor (cold and rainy) and the timing was not the best as X-mas was approaching and shopping tends to take over the closer to X-mas we get. However, the families that did come were generally quite happy with the event.

Eckerö Line on the other hand has a strong product among its target group, i.e. seniors. They know the vessel m/s Nordlandia and are a very loyal group of travellers.

The audioguided Helsinki city sightseeing tour is perceived a very successful product and apparently also effective as a place for promotional activities.

Place

From the point of view of place the bus (tour) as a marketing service scape proved to be successful and well chosen. The experiment with the scent in combination with the video and sounds worked out perfectly as the results and sales of half-day tours to Nuuksio indicated. The sales

increased by 51 % during weeks when the scent, video and sounds were used in the Helsinki audioguided bus-tour for the purpose of promoting the Nuuksio half-day tour. One can thus conclude that a bus is a good place for multisensory promotion.

The health fair attracted thousands of visitors, but as the Eckerö stand was in a remote area at the fair, very close to the general stage, it did not attract many visitors. The closeness to the general stage was also found to be disturbing. Participant observation moreover indicated that the stand was clinical, not very ambient, i.e. lacking the X-factor. It was also found to be too open, it was lacking activities and was not engaging. Furthermore, it did not have any attractions, such as bubbles or baths, spa-clothing and/or other wellness related artefacts or objects. In other words, the space was too open, too noisy and too stripped in order to be attractive from the point of view of sense activation and engagement. Many visitors strolled through the stand without stopping, i.e. we conclude, that a sense activating campaign needs to be in a well planned space in order to be effective and in order to attract new customers. The old and loyal Eckerö Line cruise customers, however, identified the Eckerö stand and found it to be both appealing, fresh and green, i.e. a familiar product.

Promotion

When the aim is viral coverage, it is very important to support continuance. In an advertorial or in competition related messages, participants need to be informed about the next steps and stages in order to become involved and engaged. In the Linnanmäki case this idea was not supported enough. The amount of links at the web-pages were also confusing, and any feedback or reply to participants answers were not given in order to stimulate further use.

The Linnanmäki case also indicated that traditional marketing communication methods are still effective, i.e. outdoor advertising and print-media as well as face-to-face and word-of-mouth communication, at least among families and children.

We thus conclude that in order for the use of multiple senses in tourism marketing communication to be effective and engaging, the promotional place needs to be non disturbing and “quiet” and the promotional activities stimulating and continuous. Moreover, in order for people to share experiences and become emotionally engaged in an advertisement, event, service or product, personalization and an X-factor is called for.

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REFEREED ANONYMOUSLY

Annica Isacsson (annica.isacsson@laurea.fi) is a Principal Lecturer at Laurea University of Applied Sciences, Tourism Department, Kerava, Finland.

Leena Alakoski (leena.alakoski@laurea.fi) is a Senior Lecturer at Laurea University of Applied Sciences, Department of Hotel and Catering Management, Espoo, Finland.

Asta Bäck (asta.back@vtt.fi) is a Senior Research Scientist at VTT, Finland.