

witchcraft. We're about to turn basic transactions into magical and spellbinding experiences.

Woo with Wow

Many Italian restaurants have cliché "When the moon hits your eye like a big pizza pie"-type songs playing in the background. To woo with wow, a standard experience won't cut it. You have to provoke an emotional response that captivates your customer.

The quirky Italian restaurant chain Buca di Beppo plays Italian lessons in the restroom. Also, instead of lovely but somewhat banal imagery of Tuscan countrysides lining the wall, customers are greeted by a statue that pees into the fountain. Woo? Maybe. Wow? Definitely.

Use the Five Senses

Sight, sound, taste, smell, and touch—these senses are practically built for black magic. If you speak the language of relationship, use them whenever you can. Stimulating the five senses heightens the brand experience, making it more intensely fascinating.

Scent is an underrated marketing tool. Rather than exploring all five senses, let's see what your nose knows.

The Sweet Smell of Success

As any Realtor can tell you, a house sells more quickly when buyers walk through the front door to homey scents of baking bread and hot coffee. Applying the language of relationship, you might invoke a similarly positive response from clients walking into your office with the scent of coffee brewing near the front door.

Hanging in the window of Jimmy John's sandwich shops, a neon sign advertises "Free Smells." While this sign promises the enticing experience of baking bread, it also reinforces freshness. A small-town hardware store might point out its traditional scent of freshly cut wood, to emphasize its customized service.

New Car Smell and Old Ashtrays
If corporate perfume isn't your thing, how about a nice ashtray air fresher?

The archetypal English pub has a distinctive smoke-tinged scent. Whether patrons realize it or not, that scent is a big part of the classic pub experience. On some level, we expect how an English pub should smell. The Trust Advantage (see page 121) also comes into play here, because we expect this scent to be consistently part of the classic pub atmosphere.

When smoking was banned in public spaces, pubs grappled with the question of how to retain their immediately identifiable smell. Would a pub by any other scent smell as sweet?

"Many pub patrons don't feel the same in a smoke-free environment," says Frank Knight, the founder of the air fragrance company Dale Air. Not to worry. The company's new air fresher offers an unusual scent: ashtray. "From what I have heard, it's because of the awful smells the tobacco used to veil, such as body odor and vomit," Knight says. (Alrighty then!)

Back in New York City, scent also plays a fascinating role. Half a block away from Artisanal Bistro, the scent of exotic cheeses billows down the street like a pennant. Inside, it's an olfactory immersion. Artisanal Bistro offers 250 of the world's top cheeses.*

This shop doesn't just sell cheeses; it sells the experience of cheese. Scent is core to the brand experience.

Lingerie, Saliva, and Other Sensual Brand Connections

The *Journal of Consumer Research* reports that merely holding a lady bra will make a man more likely to seek immediate rewards such as

* One cheese that Artisanal Bistro thankfully does not offer: Casu marzu, a Sardinian cheese with live maggots. The maggots can jump up to five inches out of cheese while you're eating it, so it's a good idea to shield it with your hand to stop them jumping into your eyes.