



## Sensory Experience Template

### 1. Project Overview

- Campaign Name: Provide the name of the marketing campaign.
- Project Manager: Name of the person leading the campaign.
- Date: The date of the campaign launch.
- Objective: Define what the campaign aims to achieve, specifically in terms of sensory engagement.

### 2. Sensory Planning

- Sight:
  - Description: What visual elements will be used (e.g., colors, branding, imagery)?
  - Objective: What is the desired visual impact (e.g., brand recognition, evoke emotions)?
- Sound:
  - Description: Types of sounds or music to be incorporated.
  - Objective: Intended effect of the sound (e.g., calming, energizing, attracting attention).
- Smell:
  - Description: Aromas to be used and their sources (e.g., natural scents, fragrance dispensers).
  - Objective: Emotional or behavioral response intended (e.g., increased dwell time, pleasant association).
- Touch:
  - Description: Surface textures, product interaction methods.
  - Objective: How touch will enhance the customer experience (e.g., perceived quality, comfort).
- Taste:
  - Description: If applicable, what kinds of flavors will be presented.
  - Objective: Desired taste experience and its role in the campaign (e.g., product sampling, memorable experience).

### 3. Target Audience Analysis

- Demographics: Age, gender, location, and other relevant demographics.

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- Preferences: Sensory preferences or aversions specific to the target audience.
- Behavioral Insights: How does the audience interact with sensory experiences?

## 4. Implementation Strategy

- Timeline: Key dates for the rollout of sensory elements.
- Channels: Physical locations and digital platforms where sensory elements will be deployed.
- Responsibilities: Team members responsible for each sensory element.
- Budget: Estimated costs associated with implementing the sensory strategies.

## 5. Measurement and Evaluation

- KPIs: Key performance indicators to measure the impact of sensory experiences (e.g., sales increase, customer feedback, social media engagement).
- Feedback Mechanisms: How will customer feedback be collected and analyzed?
- Review Points: Scheduled times to review the effectiveness of sensory elements and adjust the strategy as needed.

## 6. Risks and Contingencies

- Potential Risks: Identify potential risks associated with sensory elements (e.g., allergies to scents).
- Mitigation Strategies: Plans to address these risks should they arise.

## 7. Documentation and Reporting

- Documentation: Detail the process for documenting the campaign's implementation and results.
- Reporting: Outline how results will be reported and to whom.