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The Weekend West launches unique reader experience with scented advertising

The Weekend West had a slightly different scent to its pages on the weekend, launching its first ever scent advertising campaign.

Part of a national campaign developed by Coles and Reed Pacific Media, *The Weekend West* was infused with a subtle lemon myrtle fragrance to celebrate the first of many products by renowned chef Heston Blumenthal with his 'Heston for Coles' range.

Coles WA general manager Colin Chantler said, "The scented advertisement is another demonstration of Coles innovation.

"The ability to deliver our customers new products and be creative in their communication is imperative for success and particularly to stand out in today's market," he said.

Using scent to connect with consumers creates a unique experience on an emotional level as it triggers memories, linking the sense of smell and the thought process.

Seven West Media WA chief executive Chris Wharton said, "It's another way we add power to press advertising.

"With the ability to match almost any product to a scent, the options are endless. We're very excited to work with our clients and their ideas to create a variety of unique concepts.

"Scented advertising is the added element of surprise in print media. Never expected, it ignites consumer interaction connecting the advertiser with the reader," he said.

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The West Australian

The Weekend West

