

# SENSORY BRANDING

## CONNECT WITH YOUR CUSTOMERS' EMOTIONS USING MUSIC & SCENT

- 30 September 2009 ■ 6.30pm – 9.30pm
- MIS Executive Club @ Anson Centre (51 Anson Road, #03-53 Anson Centre, Singapore 079904)
- MIS Member/Student - \$20 ■ MIS Partner - \$30 ■ Non-member - \$35  
(Light dinner will be provided.)



As seen on BBC World, CNBC and Channel NewsAsia, Simon Faure-Field is the founder and CEO of Equal Strategy - a consultancy that advises organisations how to achieve consistency in 'brand atmospherics' through the strategic use of music and fragrances. In this presentation, Simon will introduce the latest sensory branding techniques and explain how brands are successfully integrating scent and music as part of their marketing mix to forge strong emotional connections with their brand across multiple touch-points.

### ABOUT THE SPEAKER

#### SIMON A. FAURE-FIELD, CEO, EQUAL STRATEGY



Mr Simon Faure-Field, 39, is the founder and CEO of visionary customer experience consultancy, Equal Strategy. The company, which has offices in Singapore and Malaysia, advises global brands across multiple industries how to achieve consistency in "brand atmospherics", specifically telephone and customer environment touch points. Mr Faure-Field, who has lived in Asia since 1995, is a trusted consultant to such brands as Microsoft, DHL, Starwood Hotels & Resorts, Standard Chartered, Mercedes-Benz, OCBC, Changi Airport, and Courts. He advised new award winning boutique hotels,

such as Naumi Hotel on creating multi sensory guest experiences. He is the originator of Equal Strategy's blueprinted service model which deploys cutting edge, internet-based technology to deliver both music, telephone and now also "fragrance" solutions to hospitality, retail and business premises. Backed by international scientific, psychosocial and behavioural studies, Equal Strategy's techniques reinforce brand positioning and encourage customers to stay longer and spend more, taking the business, retail, or guest experience to the next level. Equal Strategy is the only consultancy of its type and sophistication in Southeast Asia and North Asia and serves clients regionally and internationally.

PROGRAMME HIGHLIGHTS • 6.30PM – 7.30PM REGISTRATION & NETWORKING • 7.30PM – 8.45PM PRESENTATION TALK • 8.45PM – 9.00PM Q&A SESSION

# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member & Student : **S\$20**

MIS Partner : **S\$30**

Non-member : **S\$35**

(Light dinner will be provided)



MARKETING  
INSTITUTE OF  
SINGAPORE

**Event:** Sensory Branding – Connect with Your Customers' Emotions Using Music & Scent on 30 Sep 2009

### Participant(s) Information

| Name of Delegates/NRIC | Designation | Email: | Contact No: |
|------------------------|-------------|--------|-------------|
| 1. _____               | _____       | _____  | _____       |
| 2. _____               | _____       | _____  | _____       |
| 3. _____               | _____       | _____  | _____       |

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student  Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O) \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (Attn: **Wendy Ching**)

For more information, you may contact: Huling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (Please make payment before the event)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_