

LÖHN

SCENT MARKETING PROPOSAL



Introduction

Lohn is a leading Nigerian luxury fragrance brand.

We create fragrance solutions for residential and commercial properties.

We also help brands create memorable experiences for their customers through scent.

Our expertise includes:

- Luxury scented candles, Reed Diffusers & Car Diffusers.
- Advanced Scent diffusing devices.
- Event scenting.
- Custom Signature Scents.
- Natural Fragrance Oils.



Our Story

Lohn was borne out of the desire to create multifunctional, statement accessories for all spaces

All Lohn pieces work as both fragrance and decor

Founder, Lami Olopoenia created Lohn in 2017, and through unforgettable fragrances, Lohn captures moments in time that ultimately transports customers into a different space at the light of a match/switch or click of a button.



Why Scent?

Aromas affect us on a subliminal level - which is one reason we often underestimate their power. Studies have shown that smell is the most powerful and emotional of all senses.

Scents are "memory markers" that help a customer connect with a brand on a deeper emotional level, resulting in a more memorable experience.

You want people to have a lasting memory or remember you a bit more intensely, and what better way to do that than with a signature scent!

Your signature fragrance becomes a part of your personal brand.



Löhn

1999

LABORATORY (LÖHN) | DISTILLATION (LÖHN) |

πρόσωπο

1999

LABORATORY (LÖHN) |



Who needs scents?

1. **Ambiance Scenting**

Creating a sensory experience for your guests can be helpful to cover malodor issues in areas that experience unpleasant aromas, like restrooms, kitchen and fitness centers, while staying unique to a property.

- Residential homes

Coming home to a relaxing environment is an important aspect of everyday life. Our lives are hectic enough, why not surround yourself with pleasant smells and enhance your well-being!

- Office Spaces

Studies have shown that scenting a commercial office reduces stress and increases productivity and exposure to pleasant scents significantly enhances performance on work-related tasks.

- Hospitality Businesses

Creating a multi-sensory experience in public areas such as Hotel Lobby's, triggers an emotional connection with your guests to your property which improves customer's perception of your Hotel. 75% of our emotions are generated by what we smell.

- Spas / Beauty Salons

Most Spa and Beauty Salon Managers are aware of aromatherapy, yet the power of Scent is often underutilised. Scent can be used in many other applications, and can have a positive effect on the behaviours and emotions of customers and staff



- Retail stores

Scents can change how your clients feel and interact with the items around them. A pleasant smell can improve bad moods, and encourage clients to be nicer to employees and to each other. Clients are also more likely to be open to looking at more products and considering additional services if they are in a space that smells nice.

- Bars and Nightclubs

When it comes to bars & nightclubs, they aren't always the sweetest-smelling spots, with the scent of alcohol mixing with body odour the smell of sweat from enthusiastic dancers and the stench from the smoking area can sometimes be an overwhelming concoction of bad smells which could have a negative impact on a customer's experience.

2. Scent marketing

Scent Marketing is more than just diffusing a pleasant fragrance in a space. It is the art of taking a company's brand identity, marketing messages, target audience and creating a scent that amplifies these values. Diffusing the right aroma can reinforce your brand identity, create the perfect ambiance for your clients, employees and guests, and differentiate your business from your competitors.

When done right, Scent marketing can help to attract new customers, increase sales, heighten value perception, expand brand recognition and customer satisfaction.

3. Event Scenting

We create unique scent experiences for your special events. From corporate events to wedding parties, birthday anniversary, product launches, exhibitions, our scent diffusing systems can capture the attention of your guests like no other medium.



Signature Scents

Once a particular scent becomes associated with your brand, it embodies your brand value and affords you the opportunity to monetise it and sell it in the form of candles and diffusers or gift them as tasteful corporate gifts or event favours.





Product Range

- Scented Candles
- Reed Diffusers
- Perfume Oils
- Advanced Scent Machines
- Fragrance Oils
- Candle Accessories



Scent Burst

The scent burst is a super silent device that covers up to 10m²

It is ideal for cars and also suitable for small entryways and small office spaces.

Specifications

Voltage: USB 5V

Power: 2W

Bottle: 10ml

Net weight : 214g

Material : Plastic



Scent Curve



The scent curve is an app controlled device that covers up to 25m²

It is ideal for lifts, restrooms, small reception areas and bedroom.

Specifications:

Voltage:

USB 5V

Power: 2W

Bottle: 100ml Consumption: 0.4ml/h Net weight:

214g Material: Plastic 05

Dimensions: 70*133mm

**Customisable with company logo
from quantities of 25**



Scent Stick Mini

The scent mini is a super silent device that covers up to 70m²

It is ideal for hotel rooms, offices, retail stores, large bedrooms & living rooms.

Specifications

Voltage: DC-12V

Power: 5W

Bottle: 120ml

Consumption: 1ml/h

Net weight: 1.4kg

Material: Aluminium



Scent Stick Maxi

The scent mini is a super silent device that covers up to 70m²

It is ideal for hotel rooms, offices, retail stores, large bedrooms & living rooms.

Specifications

Voltage: DC-12V

Power: 5W

Bottle: 120ml

Consumption: 1ml/h

Net weight: 1.4kg

Material: Aluminium



Scent Box

The scent box is a central air scenting system designed to operate with HVAC.

This device covers up to 200m²

It is ideal for large living areas, offices, clothing stores, restaurants, hotel lobbies, hospitals, banking halls, wedding reception halls, auditoriums, and exhibition halls.

Specifications

Voltage: 12V

Power: 5W

Bottle: 800ml

Consumption : 0.30-0.20ml/hr

Net weight : 2.3kg

Material : plastic



Scent Stick Midi

The scent midi is a super silent device that covers up to 400m²

It is ideal for clothing stores, restaurants, hotel lobbies, hospitals, banking halls, wedding reception halls, auditoriums, and exhibition halls.

Specifications

Voltage: DC12V

Power: 5W

Bottle: 1000ml

Consumption : 0.30-0.20ml/hr

Net weight : 3.6kg

Material : Aluminium



Scent Master

The scent master is a central air scenting device designed to operate with HVAC system.

This device covers up to 500m²

It is ideal for hotel receptions, auditoriums, and exhibition halls.

Specifications

Voltage: 24V

Power: 28.5W

Bottle: 5L

Consumption : 0.30-0.20ml/hr

Net weight : 6.1kg

Material : Aluminium



Signature Collection

380g Scented Candles in the following scents:

Scandinavian voyage

Basil Flower

Aged Whiskey and Pear

Yuzu Vanille

Coco Vanille

Maison Arabe

Customisable with company logo from quantities of 25



Colour Series

150g Scented Candles in the following scents:

Jamaican rum punch

Cranberry citrus

Pineapple Sage

Grapefruit mango

Mandarin Mimosa

Bourbon caramel

Customisable with company logo from quantities of 25



Reed Diffusers

200ml Reed Diffusers in the following scents:

Scandinavian voyage

Basil Flower

Aged Whiskey and Pear

Yuzu Vanille

Coco Vanille

Maison Arabe

Customisable with company logo from quantities of 25



Scent Marketing Engagement Terms

Custom Scent consultations can be booked at the Lohn Flagship store where an appropriate scent will be chosen by a representative of the company/client

A N50,000 (Fifty Thousand Naira Only) consultation fee is payable before the date to secure your booking

We offer a free trial period of 2 business days to test fragrance efficiency, we will also be able to suggest a complimentary branded product offering for sale and for tasteful gifting

Contact Tobi to make your booking now: 0809-884-9999



Ethos

- Artisan made
- Sustainably sourced ingredients and packaging Cruelty-free
- Suitable for vegans/vegetarians, and paraben-free

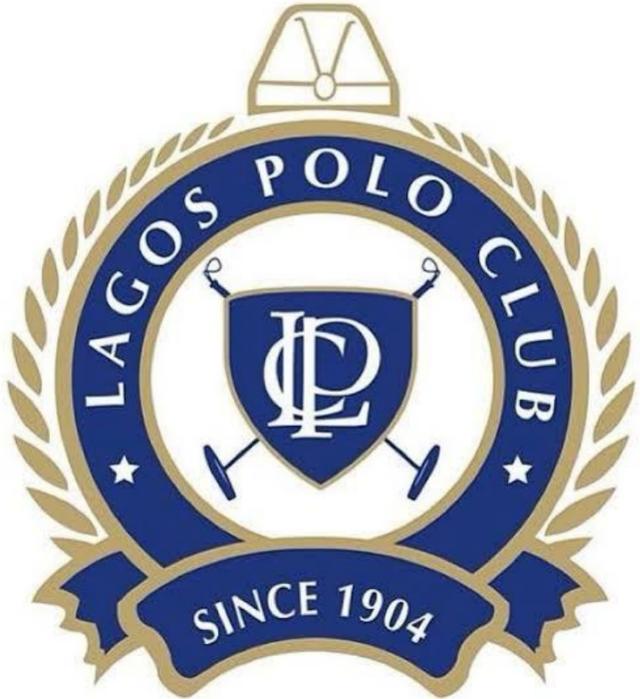


Sustainability & Fair Trade

- All fragrances are fully compliant with IFRA (International Fragrance Association) & RIFM (Research Institute for Fragrance Materials) regulations.
- Fragrance containers are upcyclable as home decor
- We offer a return/refill system on candles and diffusers



Our Clients



Why you should invest in Scent marketing?

- **Positive change in customer behaviour and increased spending** - Scents can change how your clients feel and interact with the items around them. A pleasant smell can improve bad moods, and encourage clients to be nicer to employees and to each other. Clients are also more likely to be open to looking at more products and considering additional services if they are in a space that smells nice.
- **More memorable client experiences** - An immersive shopping experience is one that will not be forgotten in a hurry
- **Pleasant smells empower your brand and increase brand value** - Effective scent marketing equips your brand with an olfactory logo and keeps it top of mind with customers, even when they are not necessarily thinking about your products and services
- **Increased staff productivity** - Working in an environment that smells nice will make your staff more alert and productive - leading to less mistakes on the job.



Get in touch with us

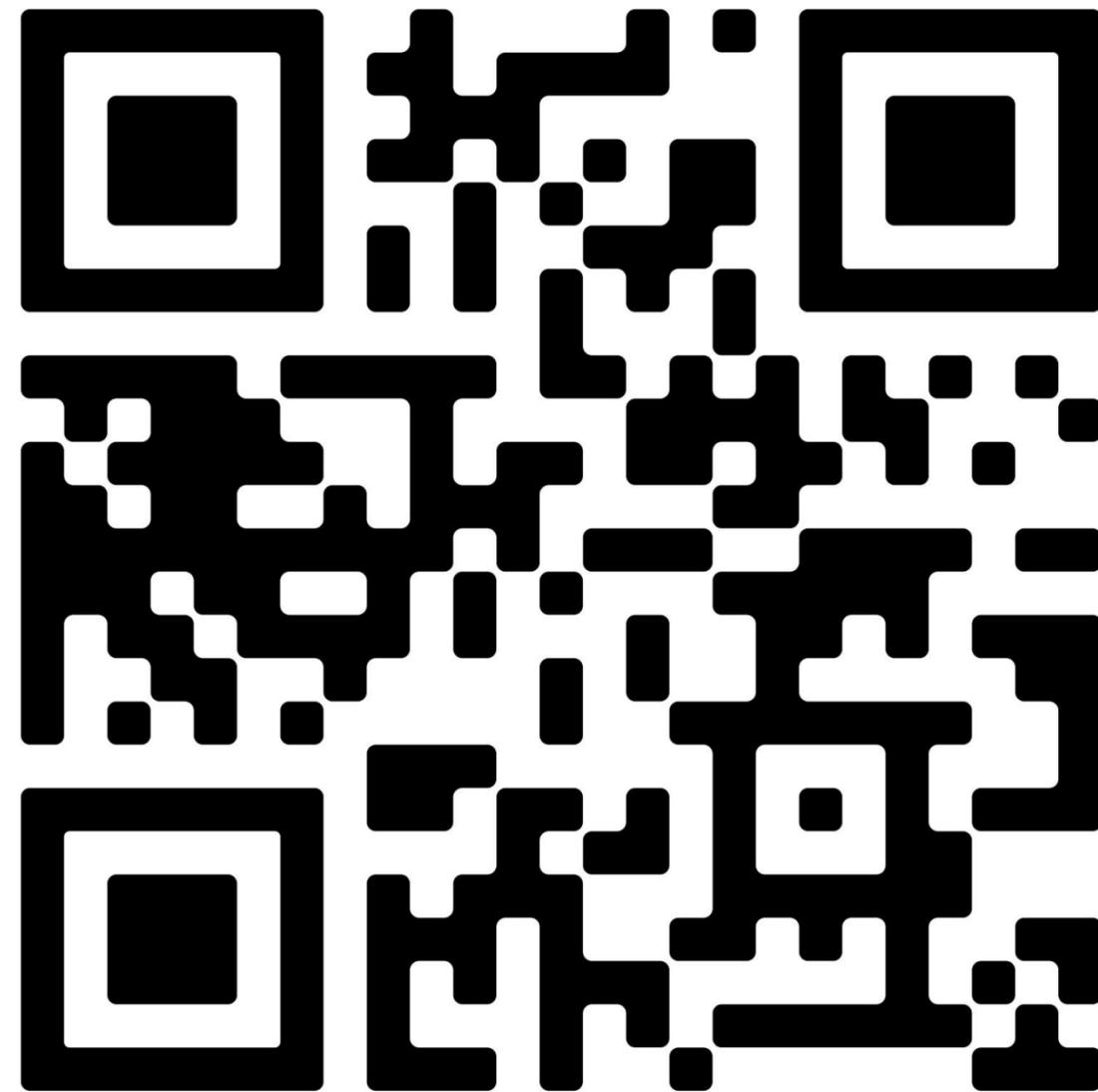
Email: Enquiries@lohnlagos.com

Instagram: [@lohnlagos](https://www.instagram.com/lohnlagos)

Website: www.lohnlagos.com

Phone: +2348098849999, +2348128530294

32b Admiralty way, Lekki Phase 1.
(WOW Interiors building)



SCAN ME