



DIY Worksheet:

Creating Multisensory & Relational Brand Experiences

Instructions:

This worksheet is designed to help entrepreneurs integrate all six senses—sight, sound, smell, taste, touch, and proprioception (body awareness)—as well as social and relational experiences into their marketing messages, unboxing experiences, and various customer interaction strategies. Follow each step carefully to create a truly immersive and memorable brand experience.

Step 1: Define Your Sensory Identity

Consider how your brand can engage each sense meaningfully. Fill in the table with potential sensory cues.

<i>Sense</i>	<i>How It Can Be Integrated into Marketing Messages</i>	<i>Unboxing Experience Ideas</i>	<i>Return Experience Enhancements</i>
<i>Sight</i>	Use of colours, branding, fonts, visual storytelling	Unique packaging design, surprise visual elements	Easy-to-navigate returns page, visually appealing return kits
<i>Sound</i>	Jingles, voice tone, ASMR elements, brand-specific sounds	Custom sound when box opens, message from founder	Customer service with pleasant hold music, audible confirmation
<i>Smell</i>	Scented marketing materials, signature brand scent	Infused packaging, scented paper	Scented return envelopes or a fragrance reminder
<i>Taste</i>	Free samples, taste associations in messaging	Edible elements like treats or branded tea bags	Thank-you treat included in return package
<i>Touch</i>	Textured materials, interactive marketing	High-quality materials, soft inserts	Soft return packaging, comfortable return label application
<i>Proprioception (Body Awareness)</i>	Interactive marketing, product demonstrations	Easy-to-open packaging, intuitive handling	Smooth return process, ergonomically friendly packaging

Step 2: Enhance Social & Relational Brand Connections

Beyond sensory experiences, brands can create lasting connections through social and relational touchpoints. Reflect on how your brand can integrate these aspects:

<i>Social & Relational Factor</i>	<i>Application to Your Brand</i>
<i>Community Engagement</i>	(e.g., exclusive customer groups, live Q&A sessions)
<i>Influencer Collaborations</i>	(e.g., partnerships that enhance sensory engagement)
<i>Personalized Messaging</i>	(e.g., handwritten notes, name-based recognition)
<i>Ethical & Sustainable Practices</i>	(e.g., eco-friendly packaging, sustainable return policies)
<i>Gamification & Loyalty Rewards</i>	(e.g., earning points for engaging with brand experiences)
<i>Surprise & Delight Elements</i>	(e.g., unexpected gifts, bonus materials in return packages)

Step 3: Create Your Multisensory & Relational Strategy

1. Which three senses are most relevant to your brand?
2. What is one immediate improvement you can make in your unboxing experience?
3. How can you make product returns feel less like a loss and more like an opportunity?
4. Which social or relational experience can you implement this month to build stronger customer loyalty and unsolicited referrals?

Final Action Plan:

- Implement one small sensory enhancement within the next week.
- Test a relational marketing idea and gather customer feedback.
- Continuously refine based on engagement and customer responses.

Just do it! Go ahead and build immersive, meaningful brand experiences that captivate customers and foster deep emotional connections!

