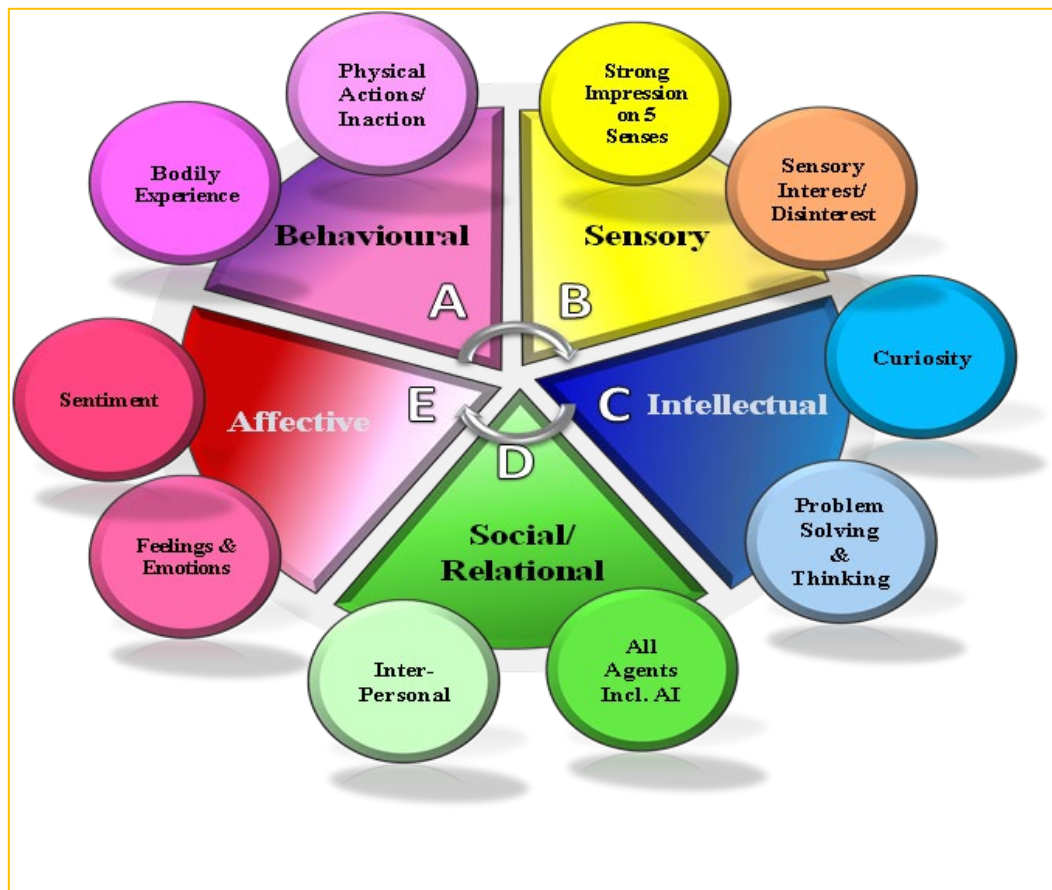




Using Sensory Messages to Express Your Brand & Drive Adoption



The diagram above illustrates **five key dimensions** that influence how audiences perceive and adopt new products or innovations:

1. **A (Behavioural)** – Bodily experience, physical actions/inaction
2. **B (Sensory)** – Strong impressions on the five senses and sensory interest/disinterest
3. **C (Intellectual)** – Curiosity, problem-solving, and thinking
4. **D (Social/Relational)** – Interpersonal connections, collaboration (with both humans and AI)
5. **E (Affective)** – Sentiment, feelings, and emotional appeal

Your task is to **design your brand message** so that it appeals to your target audience across these dimensions—particularly emphasising how you can use **sensory messages** (sight, sound, taste, touch, smell) to strengthen adoption of your new or upgraded product/innovation.

PART I: IDENTIFY & ARTICULATE YOUR PRODUCT/INNOVATION (2 MINUTES)

1. **Describe Your Innovation:** Briefly note what it is and why it is unique.
2. **Target Audience:** Who are you trying to convince? (e.g., potential customers, investors, partners). If you have more than one target audience in mind (e.g., a 3-wheel scooter-type tricycle, with e-batteries for BOTH young workforce covering short distances and older people for grocery shopping excursions), you need to complete these tables in Part I and Part II for BOTH groups.

Use the table below to capture these details:

<i>Innovation Name</i>	<i>Key Feature(s)</i>	<i>Target Audience</i>

(Tip: Keep your answers concise—no more than a couple of words or bullet points.)

PART 2: SENSORY ENGAGEMENT WORKSHEET (+/-5 MINUTES)

Fill in the table below to brainstorm how each **sense** could be triggered by your product, and why it matters to your audience. Focus on **practical ways** you might integrate these sensory elements into branding or user experience (e.g. packaging design, store environment, digital interfaces, promotional materials).

<i>Sense</i>	<i>Possible Expression in Your Brand (e.g., visuals, sounds, scents, textures, flavours)</i>	<i>Why It Matters to Your Audience</i>
<i>Sight</i>		
<i>Sound</i>		
<i>Touch</i>		
<i>Taste</i>		
<i>Smell</i>		

PART III: MAPPING TO THE FIVE DIMENSIONS (5 MINUTES)

Now, connect your product's benefits and marketing tactics to the **five dimensions** from the wheel. In the table below, list **one or two** concrete actions or messages you can develop for each dimension.

<i>Dimension</i>	<i>Key Action/Message (how you'll communicate this dimension)</i>
<i>Behavioural (A)</i>	e.g., Encourage hands-on trials; demonstrate product in use
<i>Sensory (B)</i>	e.g., Create immersive experiences that highlight sight/sound
<i>Intellectual (C)</i>	e.g., Emphasise problem-solving, show data or AI collaboration
<i>Social/Relational (D)</i>	e.g., Foster online/offline community, highlight user sharing
<i>Affective (E)</i>	e.g., Share emotional stories/testimonials about positive outcomes

(Tip: Integrate the specific **sensory** tactics from Part II into "Sensory (B).")

PART IV: APPLY & ACTION

Prioritise: From your tables, circle the top **2–3 tactics** that feel most exciting or high-impact.

1. **Implement:** In the space below, list **one immediate next step** you can take to action each priority tactic.

<i>Priority Tactic</i>	<i>Immediate Next Step</i>
e.g. <i>Smell-based branding</i>	Research feasible scent options for packaging

Real-World Application:

1. **Pilot Test:** Try out your top tactics on a small scale (e.g., a focus group or a single social media campaign).

2. **Measure & Learn:** Gather feedback from real users—did they notice the new sensory elements? Did it enhance their experience or willingness to adopt your product?
3. **Refine & Roll Out:** Use insights from your pilot to improve your approach, then launch broadly.

You're done! In under 15 minutes, you have mapped out a concise brand message plan incorporating **sensory triggers** and the **five dimensions**. Next step: refine each element, test with real people, and iterate to perfect your user adoption strategy.

Further Reading & References

- Krishna, A. (2012). *Customer Sense: How the 5 Senses Influence Buying Behaviour*. Palgrave Macmillan.
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