

GETTING THE MOST OUT OF YOUR RUB'NSMELL® AD



You already know that scent makes a brand come alive and improves the effectiveness of your print advertising...



You already know that scent creates an emotional connection in consumers and helps to create brand loyalty...

So how do you make sure the consumer doesn't miss the scent?



Rub'nSmell is a transparent varnish. When it is printed on your advertising piece the consumer cannot see it.

By creating the most visual Call-out possible, you increase your ad's effectiveness.

Make the most of your advertising dollars and use your scented creative to its full potential.

Use the product itself as the location for the Rub'nSmell varnish. Then call it out with an arrow or other graphic element that contains the call-out text.

Designate a standalone area as the location for the Rub'nSmell varnish. Decide on what size and shape to make it, and then use a dashed outline, ghosted area, or a combination of the two to make it stand out. Set your call-out text inside the shape using large, bold copy. Be sure to choose a color that stands out from the background for the outline and text.

