

Scent and Sonic: Decoding Sensory Branding



Supported by the [Marketing & Communications Committee](#)

Speakers:

John Paulo Hui, Chief Fragrance Specialist, Artisenses

Martin Reiher, Head of amp Asia

Moderator:

Carmen Chiu, Former Regional Managing Director (APAC),
Fortnum & Mason

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The challenge for brands of staying relevant has never been harder. Traditional marketing struggles to cut through the noise as consumers increasingly turn to peers and influencers. And while an image used to be worth a thousand words, today we have a world of thousands of images. What now?

Enter sensory branding—a potent, yet underutilised avenue drawing on our senses of smell and hearing to associate a brand in our minds with a particular scent or a special sound.

Speakers from amp, crafting sonic identities for global leaders like Mastercard and Mercedes-Benz, and Artisenses, generating commercial value for businesses through creative fragrance applications, will help us explore how brands are using scent and sonic in their marketing to elevate the customer experience and build emotional attachment.

Join us to decode sensory branding, and better appreciate why when you smell a familiar scent or hear a certain pattern of sound you immediately think of a particular brand.

About the speakers



Founded in 2014, Artisenses is the first professional team in Asia dedicated to delivering innovative scent marketing solutions. Founder and perfumer **John Paulo** and his team aspire to narrate your brand story through scents. Their aim is to breathe life into your brand and generate commercial value for your business through creative fragrance applications. They have also created a luxury

scent bar for a 5-star wedding fair, developed ambient scents for luxury properties, and provided professional fragrance training.



Martin's career in broadcasting and at Red Bull laid the groundwork for his expertise in global media strategies. Co-founder of Meesta, a Singapore-based agency specialising in business strategy, he has led amp's Asia operations since 2022. His focus is on integrating amp's proprietary solutions, SonicDNA® and SonicHUB®, to advance sonic branding across diverse markets. Martin's

leadership is pivotal in delivering impactful brand identities through sound, establishing a competitive edge for clients in the digital era.

About the moderator



Carmen has over 20 years of experience in brand management and e-commerce in luxury retail & hospitality. She has worked at Ferrero, Nestlé China, GODIVA Chocolatier, and most recently at Fortnum &

Mason where she opened in Hong Kong the first international flagship store outside London. Carmen is a true lover of working for experiential lifestyle brands (and happy products) regionally and globally and is deeply inspired by cultural diversity. Her brand building experience at Godiva covered markets as diverse as China, Hong Kong, Singapore, Australia, USA, Thailand, Indonesia and Vietnam, and included aspects of sonic and scent marketing.

This event is hosted by Jeremy Sheldon.

Ticket includes a full hot English breakfast buffet.

Please note that Business Attire is required by the Hong Kong Club - collared shirts must be worn by men, and jeans, sandals and sports shoes are not permitted. To see the full list of club rules on dresscode, please [click here](#).

Pricing

- Start-up Member: HK\$440
- Member: HK\$550
- Non-Member: HK\$680

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.