

Scent marketing continues to gain ground in brand communication

Scent marketing is transforming fragrance into a powerful communication channel. Smart technology helps brands create memorable experiences and connections.

VALENCIA, VALENCIA, SPAIN, August 7, 2026 /EINPresswire.com/ -- Without a doubt, the way brands communicate with their customers is evolving. Given the sheer volume of visual and digital stimuli that characterize today's environment, more and more companies are incorporating sensory strategies to set themselves apart and

build more lasting connections with their audiences. In this context, scent is becoming a communication tool that plays an increasingly important role in the brand experience.



Scent communication tool

Unlike other channels, scent naturally accompanies the consumer throughout their time in a physical space, reinforcing the brand's identity without interrupting their experience. This ability to create emotional associations and enhance recall has driven the growth of [scent marketing](#) in sectors such as retail, hospitality, automotive, healthcare, education, and corporate spaces.

Technology drives a new generation of experiences

The evolution of scent marketing is driven not only by changing consumer trends but also by the development of new [technological solutions](#).

Today's systems make it possible to schedule scent campaigns, control fragrance intensity, manage multiple installations remotely, and tailor the sensory experience to the needs of each space. In this way, scent becomes part of a planned and measurable communication strategy, on par with other resources such as lighting, sound, and digital signage.

This evolution positions scent marketing within new customer experience strategies, where

every interaction helps reinforce brand perception.

Olorama Technology: A leader in the technological transformation of scent marketing

In this context, [Olorama Technology works to transform scent](#) into an integrated communication channel within smart environments, developing technological solutions that enable companies to manage scent communication with the same precision with which they manage other elements of their spaces.

Its commitment to innovation focuses on creating smart, connected, and customizable systems that facilitate remote management of facilities, optimize consumption, and allow the scent experience to be tailored to each brand's objectives.

"Companies are no longer simply looking to scent their spaces; they're seeking to communicate who they are through memorable experiences. Technology allows us to make scent part of that strategy in a smart, efficient way that's aligned with the rest of their communication channels," Raúl Porcar, CEO of Olorama, explains.

A channel with a bright future

The growing digitization of spaces and the pursuit of increasingly personalized experiences suggest that scent marketing will continue to gain prominence in the coming years.

For Olorama, the future of communication lies in integrating all the senses into the brand experience. In this scenario, scent will not replace traditional channels but will complement them, adding an emotional dimension that will allow companies to build stronger and more memorable relationships with their customers.

About Olorama Technology

Olorama is a company specializing in scent marketing solutions and professional scent diffusion. Through the development of its own technology, it helps companies and institutions integrate scent into their branding strategies, creating sensory experiences that enhance the perception of spaces and strengthen the connection with consumers.

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