

Abstract for Poster:

Title: Branded Environments and Sensory Experience: Developing a Conceptual Framework

Sensory branding is based on the idea that we are most likely to form, retain and revisit memory when multiple senses are engaged. It stimulates and enhances consumers' imagination and perception by creating emotional ties. Branded environments promote this experience where customers can see, hear, feel, taste and smell the brand. The presence of multisensory cues contributes and compliments each other in orchestrating the complexity of interiors.

Malnar and Vodvarka provide sensory schematics to analyze the built environment. They devised a *sensory slider* to tap clarity for a particular sense. Analysis of resulting sensory levels in interior environments provides understanding of the interior's physical condition in relation to sensory perception of users.

The purpose of this poster is to propose a conceptual framework to analyze and ideate sensory experience in branded environments. This framework is developed by expanding the spatial taxonomy of the sensory slider proposed by Malnar and Vodvarka. Grounded theory, one of the methods of qualitative research, is adapted to critically analyze the theories and empirical findings. The findings are synthesized, a new framework is proposed. Insights and directives from this work suggest added research possibilities and application in interior design, graphics, as well as marketing and retailing.