

A scentsational cover

With so much choice, magazine covers have to encourage readers to pick up the publication and start turning the pages, presenting a challenge to the design department's ingenuity, according to Hannerie Visser, publisher of décor title *Visi*. That is why the summer issue of *Visi* is appealing to readers through their sense of smell – when rubbed, the red swimming-pool featured on the cover releases a summer-infused pineapple aroma.



The scented covers were produced in conjunction with Tandym Print.

“By introducing an experiential marketing component such as ‘rub and smell’ to the mix, we offer our readers the opportunity to engage and interact with our brand in a sensory fashion that not only heightens our brand awareness but allows our readers to experience our brand blueprint for themselves,” says Visser.

“*Visi* magazine has always been at the forefront of design and design is an experience that should appeal to all our senses.”

“It has been proven that smells have a powerful effect on people,” says award-winning *Visi* editor Sumien Brink.

Evoke pleasant thoughts

The summer smell emitted from the cover is intended to evoke pleasant thoughts of the relaxed, sunny days of the festive season that will soon be upon us.

“Research shows that smells, particularly fresh smells, have positive effects on our mood,” says Brink. “For example, the presence of lemon fragrance in the central air-conditioning system of an office block has been known to significantly reduce the stress levels of the occupants and hence operator errors.

“There are a number of simple ways people can bring fresh smells into their lives,” concludes Brink. “Fresh flowers, using scented oil burners and now when they buy a copy of our magazine.”

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