

Note to user: Sensory Branding Toolkit for SMEs: A Practical Workbook to Build Your Multi-Sensory Brand.

What Is Sensory Branding?

Sensory branding is the use of the five senses (sight, sound, smell, touch, and taste) to create consistent, emotionally resonant brand experiences. It's not just design—it's about how your brand *feels*, *sounds*, and even *smells*. Done well, it makes your brand unforgettable.

This interactive toolkit is designed to help SMEs uncover and implement their sensory brand potential—**one sense at a time**.



Why It Works: Cue-Reactivity and the Brain

Every time a customer has a positive experience with your brand, their brain builds a mental shortcut—an association between a *cue* and a *reward*. These sensory cues (a jingle, scent, texture) can trigger that reward feeling again and again.

Your job? To make those cues **intentional**, **emotional**, and **repeatable**.

PART 1: Your Brand Sensory Audit

Instructions: Reflect on your current brand presence. Use the checklist below to assess what cues your brand is already using.

1. What do customers currently experience?

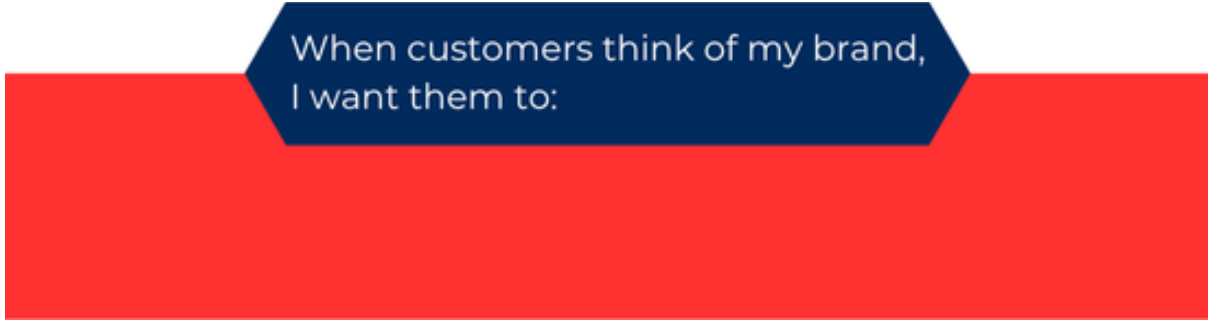
Sense	Touchpoint	Experience Description	Emotional Response
Sight			
Sound			
Smell			
Touch			
Taste			

Notes:

- Where are the strongest sensory moments?
- Where do you lack consistency?

PART 2: Define Your Brand's Primary Sensory Channel

Prompt: If you could ONLY leave one impression behind, what would it be?



When customers think of my brand,
I want them to:

Now choose your primary sensory channel:

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Why? Explain how this aligns with your brand personality and product.

PART 3: Craft Your Signature Sensory Cues

Use the worksheet below to define your cue strategy.

Sense	Signature Cue	Where It Will Appear	Emotion/Memory to Evoke
Sight			
Sound			
Smell			
Touch			
Taste			

Brainstorm:


- What materials, instruments, or design assets do you need?
- Are there cultural or seasonal variations to consider?

PART 4: Build Ritual and Repetition

Cue-reactivity only works when cues are **repeated consistently**. Identify where and how your sensory cues will be experienced:

Checklist:

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-

 **Task:** For each touchpoint above, describe how your signature cue will show up.

PART 5: Measure Impact and Evolve

Prompts:

- Ask 5 customers: What stands out about our brand experience?
- Does our packaging “feel” like our brand?
- Could a blindfolded or muted user still recognize us?

Design an experiment:

- A/B test a packaging variation (e.g., textured box vs. plain)
- Swap music styles in your store or videos
- Introduce or remove a scent and track customer feedback

 **Reflect:** What worked best? What felt natural or forced?

FINALS: Your Sensory Brand Guidelines Template

Once you've defined your cues, document them here to guide your team and vendors.

SIGHT (Visual)

- Brand Colors:
- Typography:
- Logo Animation:

SOUND (Audio)

- Brand Jingle:
- Voice Style/Script Tone:
- Sound Design Rules:

SMELL (Olfactory)

- Signature Scent:
- When/Where Used:

TOUCH (Tactile)

- Material Preferences:
- Packaging Design:

TASTE (Gustatory)

- Signature Flavors:
- Seasonal or Cultural Variants:

You don't need to do it all at once. But start somewhere. One sense. One experience. One emotional connection.

Your sensory brand is not what you say—it's what people *feel* when they think of you.

Ready to take the next step? Book your **Free Sensory Branding Audit** at: [\[www.chipsetsolutions.ca/contact\]](http://www.chipsetsolutions.ca/contact)