



Developing and Designing a Marketing Campaign Model: Ideation Sensory Marketing (Brainstorming) in the Bank with a combined Approach

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Article Info	ABSTRACT
Article History Received: 14 December 2024 Revised: 1 February 2025 Accepted: 21 April 2025 Key Words Marketing, Sensory Marketing Campaign, Hybrid Method. Corr. Author Email drjalali1356@gmail.com sanaz.ohodi@gmail.com	The purpose of the research is to develop and design a marketing campaign model: ideation of sensory marketing (brainstorming) in the bank with a combined approach. The method of this research is a mixture of explorations obtained through qualitative strategies of conceptual model and then through quantitative strategies of model fit and analyses. In the qualitative stage, using the opinions of 10 experts and relying on study sources, the model framework was presented and validated, and then in the quantitative stage, it was implemented using a questionnaire distributed among 384 customers of Pasargad Bank in 5 districts of Tehran. Data analysis consists of three main operations: first, the description and preparation of the data necessary to test the hypotheses, then the analysis of the relationships between the variables and finally the comparison of the observed results with the results expected by the hypotheses. Marketing campaign elements: sensory marketing ideation (brainstorming) were identified in six general categories, which are: brand personality, emotional communication, target customers, two-way interaction (vivid brand experience), incremental element and coverage (statistics); Factors affecting the campaign of using a sensory marketing strategy (based on the senses) in five categories: the strategy of the senses of taste, smell, sight, hearing and touch; Conditions Interveners include: organizational-managerial factors and the type of company-customer interaction and finally the consequences of creating a sensory marketing campaign: financial profitability, customer satisfaction and loyalty in banks were determined.

How to cite this article:

Jalali, S., M., Ohodi, S., (2025). Developing and Designing a Marketing Campaign Model: Ideation Sensory Marketing (Brainstorming) in the Bank with a combined Approach, *Journal of Global Business & Trade Studies*, 1(2), 33-54. <https://doi.org/10.24215/2792-2792.2025.1.33-54>



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1. Introduction

Due to the fact that the services that can be provided in commercial banks are relatively uniform, and for most banks it is difficult to differentiate these services from competitors, therefore, a large number of banks around the world are turning to new marketing approaches (Inganga et al., 2014). Considering that everything that happens in marketing activities is all about influencing the purchasing behavior of the owner and understanding how he or she makes decisions, the researcher believes that it is necessary to first examine how the consumer perceives through the five senses of the contract in order to be able to influence the way in which the attitude, type of behavior and even behavior change of consumers can be influenced by marketing programs. In fact, the current development of sensory marketing represents the emergence of a new era in the field and topics of marketing, which will be at the center of the principles, techniques and marketing strategies of any company using the five senses of the consumer; and will provide a new and innovative approach to marketing managers. The use of sensory marketing in industries can empower brands, resulting in greater satisfaction and loyalty (Nadanyiova et al., 2018). Sense-driven, interactive marketing plays an important role in building a long- term relationship with consumers (Wen & Li, 2025).

Overall, sensory marketing is a form of marketing that engages the consumer's senses and influences his behavior, and can be used to influence the unconscious memory that shapes the consumer's perception and mental beliefs about the product, including quality, beauty, innovativeness, and being up-to-date, and on understanding the range of perception and feeling and their role in Customer behavior implies. In order to accept and align with these changes, marketers around the world expanded the path of marketing development around focusing on human emotions.

In recent years, the role of sensory experiences in judgment and decision making has been expressed under sensory marketing, which has brought together scattered research on the role of senses on consumer behavior (Krishna & Schwarz, 2014). Senses including hearing, sight, smell, taste, and touch have a strong effect on a person, and psychological researches have tried to explain some of the emotional, cognitive, and social effects. Sensory stimuli can affect the environment, improve the shopping experience, and change the nature of behavior, while individuals have sufficient awareness, if properly applied, sensory stimuli can provide relief, relaxation, stress reduction, and increased energy, as well as influence decision-making and willingness to spend more (Schreuder et al., 2016). The impact of sensory marketing on consumer behavior has been widely studied, but experimental gaps are still claimed in various product domains and market contexts (Pandey & Tripathi, 2025). The model presented in this study is the design and explanation of the marketing campaign model: Ideation of sensory marketing (brainstorming) in the bank with a combined approach is considered by the researcher.

2.Literature Review

Multisensory Marketing (Sensory Marketing)

Marketing is considered as the activities and set of processes of creating communication, exchanging information with customers, partners, and society, and generally creating value for them (Hult et al., 2011). Marketing management moves from the concepts of production, sales, marketing, social marketing, and relational marketing to the concepts of sensory marketing (based on the senses). The core of the concepts of marketing, social marketing and relational marketing is customer satisfaction, but today customer satisfaction alone is no longer enough, and the market response is not competitive, and companies must make efforts to create some kind of emotional attachment in customers (Magids et al., 2015). Companies in today's highly competitive market need to learn to pay exorbitant costs to be loyal and thereby earn lifetime value from customers.

The new marketing revolution, that is, the creation and emergence of sensory marketing (based on the senses), is based on providing a mythical experience that establishes a direct connection with the brand for the customer, so that in this way it can create an important added value for them and eventually lead to brand recall; and this is due to the amazing and unforgettable experience they create for their customers. Sensory marketing (based on the senses) is the process of identifying and meeting customer needs, tastes, and interests in a profitable way to engage customers in bilateral communication that brings the personality of brands to life and has a multifold added value for target customers (Whelan & Wohlfeil, 2006). The importance and necessity of human senses has been ignored for some time, and while human senses are important for the clarity of all aspects of a brand, in recent years more attention has been given to the meaning of customer experience and consumer emotions and behavior (Kranzbühler et al., 2018). In fact, professionals and experts in sensory (sense-based) marketing believe that marketing has forgotten the fact that people exchange information about their experiences and feelings with each other every day, and if these experiences seem new and creative from their perspective, the most effective way to accomplish the main task and mission of marketing. Therefore, it can be said that emotions play a fundamental and important role in marketing. Nadanyiova et al. (2018) claimed that companies use sensory marketing to win and retain customers.

Sensory marketing involves using visual marketing (vision), olfactory marketing (smell), auditory marketing (sound), tactile marketing (touch), and taste marketing (tasting) in one's application to attract customers. Furthermore, Nadanyiova et al. (2018) defined sensory marketing as a way to communicate with consumers through their sense of sight, hearing, smell, touch, and taste.

Conceptual & Operational Definitions: Sensory Marketing: A marketing strategy that engages consumers through the five senses (sight, hearing, smell, taste, and touch) to influence perceptions, emotions, and consumer behavior (Hultén, 2011). Sensory Marketing was operationalized through five dimensions measured in the questionnaire: taste (Q1–2), smell (Q3–5), sight (Q6–8), touch (Q9–12), and hearing (Q13–14).

Sensory Marketing Campaign (Brainstorming): A structured campaign model based on the BETTER framework, including brand personality, emotional connection, target customer, two-way interaction, exponential element, and reach (Smilansky, 2009). Marketing Campaign (Brainstorming) was measured using six dimensions: brand personality (Q16–19),

emotional connection (Q20–21), target customer (Q22–24), two-way interaction (Q25–30), exponential element (Q31–32), and reach (Q33).

Intervening Factors: Organizational-managerial factors and company-customer interaction factors that influence the effectiveness of the sensory marketing campaign (Strauss & Corbin, 1998). Intervening Factors were measured through organizational-management factors (Q34–38) and company-customer interaction (Q39–41).

Contextual Factors: Environmental conditions such as technological advances, economic prosperity, purchasing power, creativity, and innovation that shape campaign implementation (Saunders, 2009). Contextual Factors were measured through purchasing power (Q42–43), economic prosperity (Q44), technological advances (Q45), and creativity and innovation (Q46–47).

Consequences: Outcomes of the campaign, including profitability, customer satisfaction, and customer loyalty. Wiedmann et al. (2018) Consequences were measured through profitability (Q48–49), customer satisfaction (Q50–51), and customer loyalty (Q52–56).

Sensory Marketing Campaign. Sensory marketing allows people to do their jobs by entering into the normal routine of life for consumers to experience the brand and product in fun and memorable situations.

The core concept of sensory marketing campaign is created by ideation and brainstorming, and to make the process of sensory marketing campaign easier and more systematic (sensory market ideation i.e. brainstorming) a conventional BETTER model has been developed. The BETTER model has been developed in six steps (Smilansky, 2013).

1. Brand personality
2. Emotional connection
3. Target customer
4. Two-way interaction
5. Exponential element
6. Reach

This model helps bring the brand's personality to life, create ideas that are sensory in nature, and dazzle the target customer. This works best when the big idea is included at the center of the brand's live experience. An experience that has usually been sensory and should always be interactive and ambidextrous. Ideas for the model focus on engaging and creating mouth-to-mouth advertising in achieving the highest coverage. Implementing this process, the first steps in creating the concept of sensory marketing in businesses can be created and completed. Brainstorming models inspired by the fact that when creating an engaging and memorable sensory marketing campaign, these ideas must be multifaceted and frequently used in traditional marketing approaches.

How to implement a sensory marketing campaign, BETTER

Brainstorm. When we want to take the first step of sensory marketing concepts through the brainstorming model, BETTER will happen. First, the steps of brand personality, emotional connection, target customer are completed, and then these results are combined as elements of the second step, i.e., two-way interaction.

After this stage, it goes to the exponential element and finally tries to implement the best possible reach (combination of the initial coverage of the live experience of the brand, the coverage of word-of-mouth advertising and the coverage of reinforced channels).

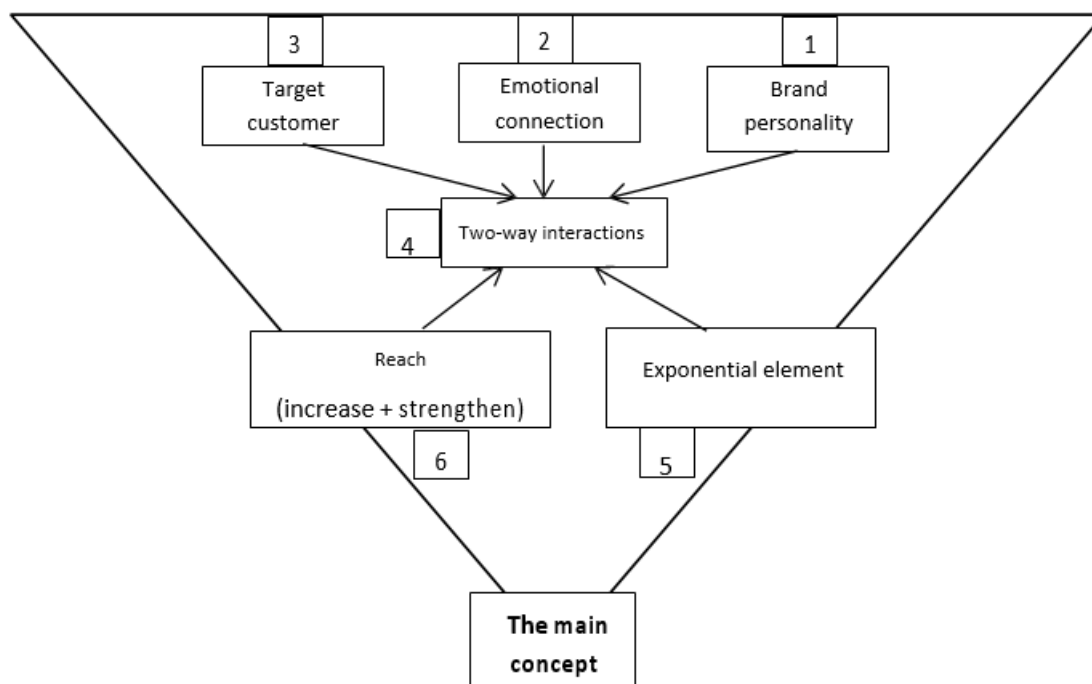


Figure 1. The main concept using the model BETTER (Smilansky, 2013)

1- Brand Personality (B). The concept that a brand has a personality may be confusing for some and they may not be able to distinguish between a brand and a product. All brands in any part of the product or service are personality abstinence. Many different personality dimensions can be considered, many different values that a brand can have because brand personality is also complex and ambiguous like human personality. The first step in the brainstorming model BETTER is related to what elements the brand replaces. Efforts should be made to analyze and combine advertising and other marketing communications and packaging in order to reach the core values of the brand. This process gets used to extracting the most important brand values. Brand values that will later inspire brainstorming in other steps of the model and will also be used during other more detailed planning (Boatwright et al., 2009).

brand personality, two or three main brand values and human-like characteristics are extracted in order to form brand personality (Tong et al., 2018). After completing the first step of the model, two or three core brand values should be identified, which will later be used to bring the brand personality to life. For example, brand Z is a breakfast cereal with a fruit flavor, it has a healthy, fitness and natural personality.

2- Emotional connection (E). In the brainstorming model BETTER, the first E is related to emotional connection. Forming an emotional connection with the target customer is of particular importance, because customers should be involved with the brand beyond their conscious thoughts. This stage of the brainstorming process is important because by stimulating people's emotions and creating a pure emotional connection, the experience can be linked with their memory (Vass, 2007). The brand should try to connect with its target customers on an emotional level. This work is implemented in the best way through the combination of multi- sensory elements and three important features, namely truthfulness, positive communication and personal meaning (Riivits-Arkonsuo et al., 2014). This step of the model aims to collect inspiration and ideas about the emotionally stimulating elements and integrates the results for the brand personality that is designed and combines with the target customer step to form the two-way interaction part (the main concept for brand living experience) of this brainstorming. "Three Important Features" and "Multisensory Elements" are the approaches that can best form these inspirations and ideas for emotional communication.

3- Target customer (T). In addition to ideation and brainstorming, the main values of the brand that make up the brand personality and thinking about the elements that create an emotional connection and understanding and knowing the target customer in formulating the two-way interaction that should be at the heart of every marketing campaign, from It is very important. Of course, the most important thing is knowing the target customer and making sure that the live experience of the brand is suitable and related to them. What they like and what they dislike are very important points, which should never be overlooked.

Market research doesn't have to be expensive, and it doesn't always have to be done by a market research company. As long as there is an accurate and deep insight into the target customers (for example, how they behave and what their needs are), then half the journey is done. In this step of brainstorming, review all the elements you've thought about, align with the target customer, and think carefully about what drives consumers to favor the live experience and encourage them to talk about the brand. talk to others The discourse you create in a two- way interaction (the process of speaking and listening/giving and taking) is very similar to the way relationships are formed between people or the development of admiration and praise about a loved one or friend; Therefore, any insight about the target customers should be summarized in this step and used to be used in two-way interaction (Mero, 2018). The target customer plays a key role during brainstorming and idea generation. There should be a lot of research about the target customer's lifestyle in the program to ensure specific experiences for specific people (Füller & Matzler, 2008).

4- Two-way interaction (T). A live brand experience is related to the interaction between consumers and the brand in real time. The first three steps, i.e. brand personality, emotional connection, and target customers should inspire this step, i.e. two-way interaction (Smilansky, 2017). Two-way interaction (brand life experience) is a foundation for all integrated marketing communication channels that show target customers that they matter to our brand. Consumers are also engaged in transactions; Just like communicating with other people. In sustainable human relationships, people cannot just hold hands. Similarly, when a sensory

marketing campaign is organized, the brand's live experience effort must engage, excite, and dazzle the target customer, i.e., give something back. The live brand experience must become a two-way interaction in real time to engage and excite consumers. It doesn't matter how exciting and dazzling one-way communication is because such communication will not be able to create a deep and genuine connection with the audience, regardless of whether they enjoy it or not. Target customers who are exposed to one-way communication do not feel a part in this communication and therefore do not care about it.

Listening to customers and having feedback from them is of particular importance, otherwise a one-way communication has been established, and it will no longer matter how much the campaign is showy and entertaining, because this campaign will only be showy and entertaining, and the consumer will not make a real connection with The brand personality. The important point of this article is that two-way interaction with brand personality, emotional connection and target customers should be personalized as much as possible. Interactive questions that elicit diverse responses to live brand experience and formulate research data are a good approach to getting to know consumers, establishing a real relationship, and making them feel heard. As long as this interaction is not a one-way relationship and is based on the first step of the model BETTER, then you're on the right track to creating a great and successful sensory marketing campaign. Two-way interaction forms the basis of the main concept of live brand experience (Tafesse, 2016).

5- Exponential element (E). So far with the model BETTER, you are able to integrate brand personality, target customer communication and a two-way brand- communication interaction, which adds brand personality to life and value to consumer's life. By using these tools, it was on the right path to create valuable relationships with consumers and created brand loyalty and dazzled the hearts and minds of consumers. Although these benefits are tremendous and lead to results that traditional approaches are unable to deliver, a sensory marketing idea can do even better. The idea of sensory marketing (focusing on the lived experience of the brand) should add to the body of this idea an incremental element where participants are encouraged to talk about their brand experience with others. As mentioned before, word of mouth advertising is one of the most powerful tools and one of the most important advantages of sensory marketing. The heightened element in a sensory marketing campaign is often unintentionally realized because the lived brand experience part is incredibly powerful and exciting.

A consumer who has participated in this activity will talk to others because of the excitement and benefit of the live brand experience. However, anything that can be done to encourage them to talk about this experience will be an added value and should also be used in reinforcement channels (Baker et al., 1997). The increasing element should be designed in order to encourage participants to transfer their experience to others and spread word- of- mouth advertising. Maybe we ask ourselves why someone should do such a thing? Why is it necessary to add an exponential element to a campaign? And the answer is to be able to access the highest "reach"

6- Reach (R). Sometimes there are wrong assumptions about sensory marketing, for example: "Sensory marketing is unable to cover a wide range of people". Maybe a live brand experience

in a shopping mall can have quality interaction with 5,000 people every day, while a TV ad can provide a one-way communication to 5 million people; So, a marketer ATL Media may become pessimistic about the marketing landscape, as the live brand experience often reaches fewer people than previous approaches. However, consider the fact that each of these 5,000 people who engage in a live brand experience share their experience with an average of 17 other people. Accordingly, such an experience covers many more people, because each in turn tells the other. It is easy to see how the word of mouth generated from this live brand experience can increase the reach of a sensory marketing campaign. The coverage quality of one-way communication is very poor compared to the quality of two-way interaction of the live brand experience to create an authentic relationship with consumers. They observe, talk to someone. Conversely, participating in a live brand experience through a marketing campaign is exciting and likely to get everyone talking about it. When you come across a sensory marketing concept, you need to consider the primary reach (the people directly interacting with the live brand experience) and the combined reach of the sensory marketing campaign as a whole (including amplification channels).

Brand sensory channel does not have to compete with other marketing channels, some of which have very high coverage. Other channels are less effective when used in a traditional way, so for best results, integrate the idea of a live brand experience with other channels of choice. As a result, the sensory marketing campaign will be able to achieve the highest possible coverage (Krishna et al., 2016). When it is in the step of covering the process of ideation and brainstorming. First, the factors that affect the initial coverage of the brand's live experience should be considered. Where is the ideal place to perform this experience? If it is a place where thousands of target customers are constantly present, then this place can be more suitable for gathering people than quieter places, for example, a park where there is less traffic. Secondly, you should think about the integration of multiple channels that will ensure the high coverage of the sensory marketing campaign and their completeness. Coverage based on word-of-mouth advertising resulting from live brand experience should always be considered.

Sensory marketing campaign evaluation, BETTER

Brainstorming. The evaluation step, which is carried out during detailed planning, after the implementation of the sensory marketing campaign, is considered one of the most controversial and most important part of the campaign cycle (which consists of: planning, activation and launch and evaluation), because even if the strategy is flawless. and the implementation is smooth and correct, but if the results of the campaign are not evaluated in an effective way, then there is no tangible reason for the success of the campaign. Loyalty to results orientation during planning is definitely an important feature that is often overlooked in the activation or launch and evaluation of sensory marketing campaigns.

A sensory marketing campaign should definitely be measured, but measuring sensory marketing is different from measuring other traditional marketing communication channels. You should not let the fear of measurement stop you from implementing these programs .TV ads with index CPT or the cost is per thousand people; But its internal influence is ignored. Companies in an industry must follow a standard measurement index. Something needs to be

done, because each sensory marketing company has its own different indicators, and they are not the same among providers of different sensory marketing segments.

One of the important issues in this field is that at the beginning of the planning process, be sure that you have codified and formulated indicators. Some people do not pay attention to this issue until the work has started, but there is no doubt that measurement is a part of planning a marketing campaign and before entering the implementation stage, like any other marketing strategy, its process must be precisely defined.

An evaluation package will be prepared after the campaign and must be presented in the agreed format defined when completing the written "Evaluation" section of the applications. These templates can contain the following content.

- Completed sensory score card
- An analysis of ROL and LROL
- A change analysis
- A review of visual evidence (video edits of images)
- A report SW+1 (Strengths, Weaknesses and Insights)

The "Evaluation" section of the program should list the deliverables that will be provided to stakeholders at the end of the campaign to review sensory marketing activities.

There are tons of techniques to measure sensory marketing and live brand experience; that if the employer wants to increase his sales, then he should measure the number of sales and seek to change the customers' beliefs, after that they should make a suitable measurement plan for it.

Research background

Sayyadfar et al. (2019) in the research entitled "Causal relationship of sensory marketing with satisfaction with sensory experience and loyalty of sports consumers" stated: The findings of the research showed that among the five senses, vision and hearing have a significant causal relationship with satisfaction with sensory experience and Pools have consumer loyalty, but the sense of taste, touch and smell do not have a significant causal relationship. It was also found that the sense of sight was the most important and the sense of taste was the least important. Therefore, in order to influence the consumer's behavior more, it is necessary to involve the senses of taste, touch and smell.

Ghasemi et al. (2020) in his research entitled "Sensory marketing and brand trust of sports store customers" stated: based on the findings of the research, sense of sight, sense of smell and sense of hearing had a significant and positive effect on the trust of customers of sports stores in Mazandaran province; But the sense of taste and sense of touch did not have a significant effect on the trust of sports customers. Also, all model fit indices showed good fit. According to the obtained results, it can be considered important to develop and expand sensory marketing indicators, including the senses of sight, smell, and hearing. It is obvious that by creating sensory experience for customers in sports stores and creating an emotional

relationship, the level of customer trust improves. Roohi Bohloli Ahmadi et al. (2023) in the research entitled "Effect of sensory marketing dimensions on the increase of fans of Iran's premier football league clubs" state: Sensory marketing has a significant effect on the increase of fans of Iran's premier football league clubs. Considering the sensory nature of sports, sensory marketing seems to be a suitable example to enter this field. It should be noted that in providing services to the customer, in addition to physical relationships, an emotional relationship must also be established. Clubs should use sensory strategies through sensors, emotions and sensory expression in relation to human feelings and minds. Shojaei and Rashidi (2024) in their research entitled "Investigating the relationship between sensory marketing and strengthening the brand of banking services state: between the dimensions of sensory marketing including (five senses, feelings and emotions, thought, action or reaction and relationship and interaction) there is a direct and meaningful relationship with strengthening the service brand. Lindstrom (2008) in the book entitled "Brand sense: Sensory secrets behind the stuff we buy" stated: The results showed that the five senses of sight, hearing, touch, taste and smell affect the stage of providing a service to the market in the development process. The new service is impressive.

In addition, from the point of view of the bank's customers, the sense of touch is more effective than other senses of providing service to the market. Girard et al. (2018) in their research entitled "Ambient scent's effects in sensory service marketing: an abstract" have stated that: the results of a cross-sectional field study (204 people) show the short-term effect of ambient scent on the perception of customer services and their strength in the frequency of using customer services. Gives. Results from a longitudinal repeated-measures field study (n = 109) spanning a 4-month period support the long-term positive effects of ambient fragrance. Furthermore, we did not observe any negative consequences of the discontinuation of the scent stimulus on service perception 2 weeks after its removal. Our results suggest that ambient scent as a tool for sensory marketing is effective in enhancing customer perception of services, even in the context of "olfactory noise" services. Its positive effects are significant and have long-lasting and long-lasting effects. Hultén (2015) in their research entitled "Sensory marketing: the multi-sensory brand-experience concept" have stated that: the stimulus, process and consequences of immersion in sensory marketing describe some parameters for measuring customer understanding and expectations. As a result, this research reflects the relevance of technological tools as a sensory stimulus for the consumer that sensory marketing becomes a differentiation strategy. Sensory marketing goes to the human senses (hearing, sight, touch, taste, smell) in order to create emotional, cognitive and behavioral reactions that bring to mind purchase stimulation. The mentioned aspects confirm that the senses create sensory experiences that affect the scope of the purchase, but they require changes, because now the consumer is not only focused on the product, price, promotion and distribution, but also on the elements that motivate him to buy a product or service. For this reason, aspects such as design, color, lighting, music, scent, among others are considered in stimulating the senses. Sensory marketing models provide features that respond to the new challenges that marketing managers want to overcome in order to enhance brand image and, as a result, customer satisfaction; Therefore, these are measuring perceptions and expectations that allow us to know what the customer wants and is looking

for in the market. Castañeda García et al. (2018) in their research titled "The effect of online and offline experiential marketing on brand equity in the hotel sector" stated that: the results indicate that the experience during a hotel stay, unlike the online shopping experience, has an impact on the value It has a special effect on the hotel brand.

However, the online experience has a significant impact on the hotel stay experience. Nadanyiova et al. (2018) in his research entitled "Sensory marketing from the perspective of a support tool for building brand value". They state: Multi-sensory marketing is an important tool for creating a business experience. Both main factors of perceived customer value significantly affect brand strength. Furthermore, the scientific construction of identification provides relevant insight into which components of perceived customer value (financial, functional, social, and personal) are specifically affected by the sensory and business marketing experience. Hence, the findings provide interesting clues for the promising design of experiential marketing.

3. Research Methodology

Research question

Main Research Question:

- What is the model of sensory marketing campaign ideation (brainstorming) in banks using a hybrid approach?

Sub-Questions Based on the Conceptual Framework:

A. Causal Factors (Sensory Marketing Dimensions)

1. How do the five sensory dimensions (taste, smell, sight, touch, and hearing) affect the sensory marketing campaign?
2. Which sensory dimension has the strongest impact on campaign effectiveness?

B. Central Phenomenon (Marketing Campaign Brainstorming)

3. How do brand personality, emotional connection, target customer focus, two-way interaction, exponential element, and reach contribute to campaign success?

C. Intervening Factors

4. How do organizational-managerial factors influence the effectiveness of sensory marketing campaigns?

5. How does company-customer interaction moderate campaign outcomes?

D. Contextual Factors

6. What is the role of technological advances, economic prosperity, purchasing power, creativity, and innovation in implementing sensory marketing campaigns?

E. Consequences

7. How do sensory marketing campaigns influence profitability?
8. How do sensory marketing campaigns improve customer satisfaction?
9. How do sensory marketing campaigns strengthen customer loyalty?

In this study, the onion model presented by Saunders (2009) was used for research typology. Based on this model, research consists of different layers where each layer is affected by the higher layer. In the layer of philosophical foundations of an interpretative type, in the layer of orientation of the applied- developmental method (philosophy and the main purpose of this

Research is to provide practical suggestions for the promotion of marketing campaign: ideation of sensory marketing (brainstorming) in banks. On the other hand, due to the increase in knowledge resulting from the presentation of the model with new and multidimensional variables, it is considered a type of developmental research. An inductive approach (due to its qualitative-quantitative nature) and from the point of view of data collection from the mixed method or the same combination as in the qualitative part, the components of the marketing campaign: finding sensory marketing ideas (brainstorming) according to the existing foundations and with the help of professors' opinions Respected and gathered experts and reaching a consensus about the variables of the marketing campaign model: finding sensory marketing ideas (brainstorming) and in the quantitative part in the form of distributing and collecting questionnaires among the bank's customers; From the perspective of color in the qualitative part of the library method and in the qualitative part in the field; From the perspective of strategy in the qualitative part of the systematic approach of Strauss and Corbin (1998) for grounded theory in the quantitative part sequentially-exploratory and from the point of view of the tool and method of data collection in the qualitative part through semi-structured interviews, in the quantitative part the questionnaire was used. Grounded theory is an "inductive" research method with a completely "qualitative" approach and an "exploratory" research method. Statistical population in the qualitative phase, experts University and Bank specialists and the number of samples is based on the targeted or snowball method, 10 people, 5 experts and 5 bank branch managers have been selected. So, conducting an interview and identifying the influential components of the sensory marketing campaign in the stage before the Delphi method is used to finalize the components. became At In this stage, 10 specialists of this field were consulted and after 3 stages of sending the questionnaire to the specialists, the components of the marketing campaign model: finding sensory marketing ideas (brainstorming) were identified, which are mentioned below. Is. Through these steps, the initial model and questionnaire were designed, which was used to ensure the content validity (CVR)

and content validity index (CVI) of the designed questionnaire, and 56 questions were finalized.

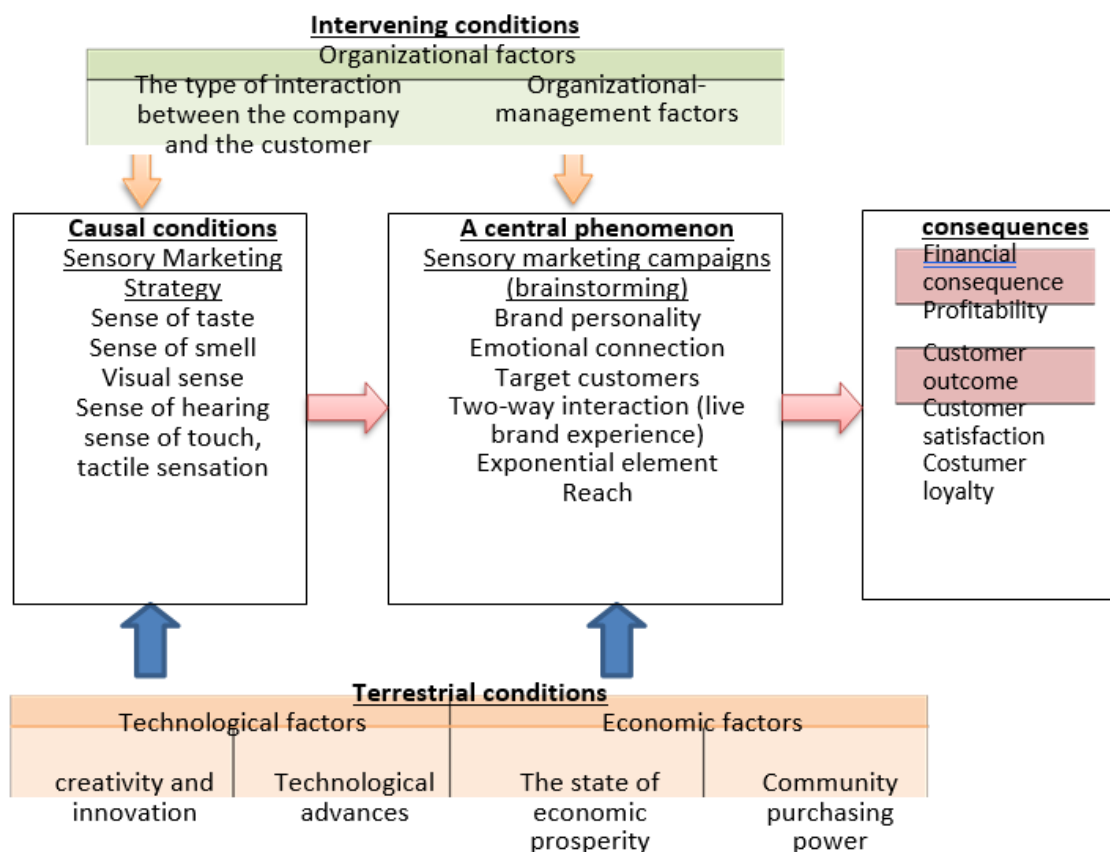


Figure 2. Axial Coding Paradigm (Author, 1400)

Statistical Population

The statistical population of this research in the quantitative phase includes customers of Pasargad Bank of Tehran, which we consider infinite due to their large number. As a result, we consider the statistical sample to be 384 people using Cochran's formula. The sampling method in this research is in the form of a random cluster, so that the city of Tehran is divided into 5 parts: north, south, east, west and center, and the questionnaires are distributed and collected by the researcher by referring to the branches in these areas. were collected and the required information was collected through field library

4.Data analysis and research findings

Data distribution: Normality Test

Table 1. Normality test for variables Research

Variable	Dimensions	Number of questions	Number	The significance level	crookedness	Elongation
Causal Factors: Sensory	Sense of taste	1-2	384	080/0	81/0-	08/1-
	Olfactory	3-5	384	131/0	90/0-	09/0-
	Sight	6-8	384	082/0	58/0-	87/0-
	Touch	9-12	384	076/0	63/0-	21/1-
	Hearing	13-14	384	092/0	61/0-	09/1-
Marketing campaign (Brainstorming)	Brand personality	16-19	384	128/0	80/0-	07/1-
	Emotional Connections	20-21	384	092/0	71/0-	15/1-
	Target					

	Customer	22-24	384	060/0	72/0	07/1-
	Two-way Interaction	25-30	384	150/0	78/0-	25/1-
	Exponential element	31-32	384	083/0	76/0-	18/1-
	Reach	33	384	067/0	90/0-	86/0-
Interventive factors	Organizational-management factors	34-38	384	064/0	88/0-	91/0-
	The type of interaction between the company and the customer	39-41	384	126/0	90/0-	01/1-
Background factors	Community purchasing power	42-43	384	141/0	90/0-	02/1-
	The state of economic prosperity	44	384	140/0	82/0-	10/1-
	Technological advances	45	384	082/0	89/0-	83/0-
	creativity and innovation	46-47	384	127/0	96/0-	15/0-
Consequences	Financial Outcome Profitability	48-49	384			
	Customer Satisfaction	50-51	384			
	Customer loyalty	52-56	384			

Examining the fit of measurement models. This fit includes 3 criteria of reliability, convergent and divergent validity.

Reliability: It has been measured by using three measures of factor loading coefficients, composite reliability and Cronbach's alpha; That The results are shown in the table below. If the value of two criteria is above 0.7 for any construct, it shows the internal stability suitable for measurement models.

Convergent and divergent validity: this validity is checked with the value of the AVE coefficient of the variables; And in the next table, the divergence measurement matrix by Fornell and Locker method is used, and the root value of AVE of all first order variables is higher than the correlation value between them, which indicates the validity of the appropriate divergence and good fit of the measurement models. Convergent validity is the second criterion used to fit measurement models in the method PLS2 is used.

Table 2. composite reliability values, Cronbach's alpha and convergent validity of the multisensory marketing campaign model

Variable	Dimensions	onbach's alpha	Convergent validity AVE	Composite reliability CR	Subscription validity (CV-com)	Quantity CV Red
Causal Factors: Sensory Marketing	Sense of taste	86/0	87/0	93/0	42/0	79/0
	Olfactory	78/0	69/0	87/0	39/0	59/0
	Sight	81/0	72/0	99/0	72/0	55/0
	Touch	90/0	78/0	93/0	78/0	73/0
	Hearing	89/0	83/0	93/0	83/0	76/0
	Brand personality	86/0	71/0	91/0	70/0	63/0

Marketing : campaign	Emotional Connections	86/0	87/0	93/0	87/0	82/0
	Target Customer	86/0	79/0	91/0	76/0	73/0
	Two-way Interaction	95/0	82/0	96/0	82/0	78/0
	Exponential element	83/0	86/0	92/0	85/0	71/0
	Reach	82/0	85/0	91/0	99/0	88/0
Interventive factors	Organizational-management factors	97/0	91/0	98/0	91/0	89/0
	The type of interaction between the company and the customer	87/0	79/0	92/0	79/0	71/0
Background factors	Community purchasing power	93/0	93/0	96/0	93/0	86/0
	The state of economic prosperity	86/0	90/0	91/0	99/0	89/0
	Technological advances	89/0	82/0	93/0	99/0	69/0
	creativity and innovation	94/0	95/0	97/0	81/0	78/0
Consequen	Financial Outcome (Profitability)	78/0	82/0	90/0	81/0	60/0
	Customer Satisfaction	76/0	81/0	86/0	80/0	68/0
	Customer loyalty	95/0	84/0	96/0	84/0	82/0

1. Brand personality
2. Emotional connection
3. Target customer
4. Two-way interaction
5. Exponential element
6. Reach

As it is clear in the table, the combined reliability and Cronbach's alpha of all the variables related to the multi-sensory marketing model for each structure is above 0.7, as a result, all the structures are confirmed in the measurement model. The shared reliability of all the variables of the model is above 0.5, which is a sign of the high reliability of the model, and all the average shared variance extracted is more than 0.5, and $CR > AVE$. Therefore, this study has a reasonable divergence validity.

Testing the quality of the measurement model. The cv.com index was used to measure the quality of the measurement model. Since the average in table (3). cv.com variables of the research measurement model are more than 0.39 and very close to one, which indicates the high predictive power of the model.

Structural model quality test (Q2) and total structural model quality (GOF). Hensler et al. (2009) have determined three values of 0.02, 0.15 and 0.35 regarding the severity of the model's predictive power (structural model quality test) in the case of endogenous structures. According to table (3), because the addition value or (CV Red) is greater than 0.35, the quality of the model is strong. The GOF criterion corresponds to the general part of structural equation models. Considering the three values of 0.01, 0.25 and 0.35 which are weak, medium and strong for GOF and obtaining 0.83 for the quality of the entire structural model in this study, this indicates a very suitable and strong fit of the model.

Structural model of research. Diagram 2 of the software output about the significance coefficients (t-scores) of the research model. According to the tables, since the weighted significance number (T Statistics) obtained for all questions is greater than 2.58, the situation of the questions is favorable with 99% certainty and none of the questions are eliminated.

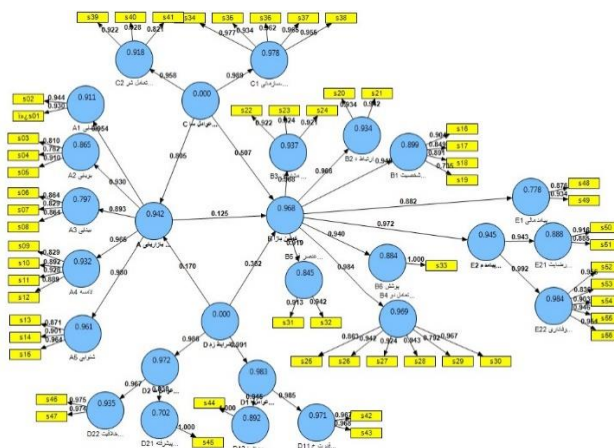


Diagram 1. of the software output about the standard estimation coefficients of the research model

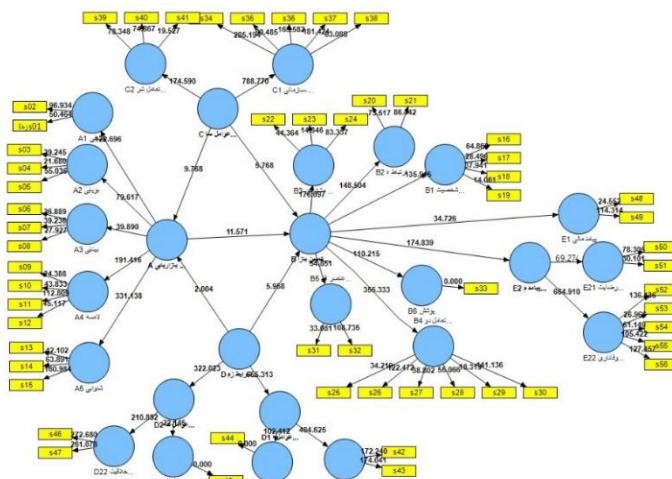


Diagram 2. of the software output about the standard estimation coefficients of the research model

In the following table, given the relations are given in the graphs above the path coefficients, the t-value of the translational paths is derived:

Table 3. Impact coefficients and t-value related to model paths

Direction		value of t	Result
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	Path		
Sensory Marketing ---> Sensory Marketing Campaign	125/0	571/11	route confirmation
Contextual components---> sensory marketing	170/0	003/2	route confirmation
Contextual components---> sensory marketing campaign	362/0	34/6	route confirmation
Intervening components---> sensory marketing	805/0	76/9	route confirmation
Intervening components---> sensory marketing campaign	507/0	12/10	route confirmation
Sensory marketing campaign ---> financial result (profitability)	882/0	72/34	route confirmation
Sensory marketing campaign ---> customer satisfaction	941/0	31/58	route confirmation
Sensory Marketing Campaign ---> Customer Loyalty	982/0	70/164	route confirmation

Explanation of T-values for Each Variable. The T-value in Structural Equation Modeling (SEM) indicates whether the relationship between variables is statistically significant. If the T-value is greater than 1.96, the relationship is significant at the 95% confidence level. If it is greater than 2.58, it is significant at the 99% confidence level.

Interpretation of the study findings:

- Sensory Marketing → Sensory Marketing Campaign: $T = 11.571$, indicating a strong and statistically significant positive relationship.
- Contextual Components → Sensory Marketing Campaign: $T = 6.34$, indicating contextual factors significantly influence campaign success.
- Intervening Components → Sensory Marketing Campaign: $T = 10.12$, showing organizational and interaction factors strongly support campaign effectiveness.
- Sensory Marketing Campaign → Profitability: $T = 34.72$, indicating the campaign significantly improves financial performance.
- Sensory Marketing Campaign → Customer Satisfaction: $T = 58.31$, showing a very strong positive effect on customer satisfaction.
- Sensory Marketing Campaign → Customer Loyalty: $T = 164.70$, indicating the strongest relationship in the model, meaning sensory marketing campaigns substantially enhance customer loyalty.

Therefore, all hypotheses and structural paths in the model were confirmed. Hence, according to the results obtained in the above table, since the t-values for all questions are higher than 1.96, it is possible to say with 95% confidence that all paths are confirmed; therefore, all routes named in the table are confirmed.

Explanation of Data Analysis Based on Variables/Dimensions. The study used both descriptive and inferential statistical analyses.

A. Normality Test: Skewness and kurtosis values confirmed that all variables had a normal distribution because skewness values ranged between -1 and +1 and kurtosis values were

below 3(Cain et al., 2017). The significance values for all variables were above 0.05, confirming normality.

B. Reliability Analysis: Cronbach's Alpha and Composite Reliability (CR) values for all constructs exceeded 0.70, indicating strong internal consistency and reliability.

C. Validity Analysis: Convergent validity was confirmed because Average Variance Extracted (AVE) values exceeded 0.50. Divergent validity was confirmed using the Fornell-Larcker criterion.

D. Structural Equation Modeling (SEM): Path coefficients and T-values were analyzed using Partial Least Squares (PLS). All structural paths were statistically significant because T-values exceeded 1.96.

E. Model Fit: GOF (Goodness of Fit) = 0.83, indicating a very strong overall model fit. Q^2 and CV Red values greater than 0.35 confirmed strong predictive relevance of the model.

5.Conclusions and Suggestions

The findings indicate that sensory marketing strategies significantly influence the success of banking marketing campaigns.

Key Findings:

- Sensory marketing dimensions positively affect campaign development and customer engagement.
- The strongest effects were observed for customer satisfaction and customer loyalty, suggesting that sensory campaigns create deeper emotional attachment between customers and the bank.
- Organizational and contextual factors significantly support campaign performance.
- Reliability and validity measures confirmed the robustness of the measurement model.
- The very high GOF value (0.83) demonstrates that the proposed conceptual framework has strong explanatory and predictive power.

The findings suggest that banks can improve competitiveness by implementing sensory marketing campaigns that stimulate customers' senses and create memorable experiences. The BETTER model effectively supports campaign ideation by integrating emotional connection, interactive communication, and customer-centered strategies.

The main objective of this research was to develop and design a marketing campaign model: Idealizing sensory marketing (thought storm) in a bank with a hybrid approach. The main question is: What is the model of sensory marketing (thought storm) in a bank with a hybrid approach? The answer to the research question is shown in the diagram below.

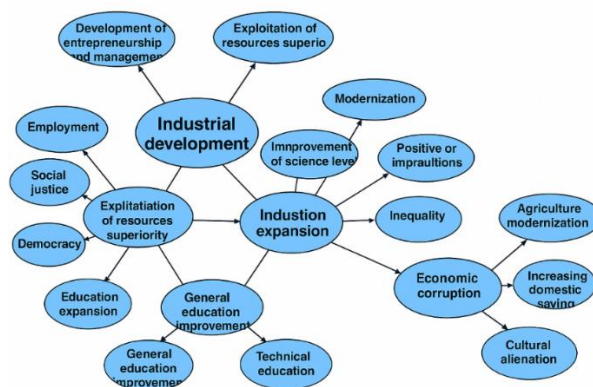


Figure 2. of the marketing campaign model: ideation of sensory marketing
(brainstorming) (research findings, 1400)

As a result, it can be stated in the answer to the research questions: In banks and financial institutions, the marketing campaign: the ideation of sensory marketing (Brainstorming), as an operational strategy, involves all activities and decisions aimed at the optimal allocation of limited resources of the marketing part (manpower, finance, equipment, etc.) And realizing the marketing goals, it is adopted at the customer-facing level. According to the results of the study (Research Findings, 1400), the elements of the marketing campaign: sensory marketing ideation (thought storm) were identified in six general categories, which are: brand personality, emotional communication, target customers, two- strain interaction (vivid brand experience), increasing element, and coverage (statistics). Factors influencing this campaign are the use of sensory (sense-based) marketing strategy in five categories: taste, olfactory, visual, auditory, and tactile strategies. Intervening conditions refer to the factors that moderate the effect of causal conditions on the sensory marketing campaign, which include organizational-managerial factors and the type of company-customer interaction, and finally the consequences of creating a sensory marketing campaign: financial profitability, satisfaction and customer loyalty in banks, the results obtained with the research results of (Hämäläinen et al., 2019).

Finally, by examining the mechanism of relationships between variables, it should be said: According to the results of the study, (Table 3), all relationships existed in sensory marketing campaign models in the bank. Regarding the effect coefficients and the obtained t value, since the obtained t value is more than the standard limit of 1.96 and also the effect coefficient is also positive, as a result, there were significant and positive relationships between all the variables.

According to the dimensions and components obtained for the categories, it is proposed to senior managers and decision makers of banks :

√The banking system in the country requires a marketing transformation in banking, this transformation must be integrated and systematic in all banking areas .

√By checking the efficiency of the relevant branches in the whole country, the bank environment can be checked and if the type of layout is not suitable or there are many sound

anomalies, they can be solved by providing solutions. It is true that this requires a lot of time and expense, but it is certainly one of the best ways to attract customers, which can even be used to do this from the sites of provincial centers.

- Organizations, especially the marketing department, can conduct a survey about the customer's favorite music, color, image and colors and provide services related to the customer's needs and wishes .

- Creating a marketing campaign: brainstorming ideas for sensory marketing in the bank today should take a higher position than in the past and should be placed before advertising in planning. The lack of creation of emotional marketing campaigns in the banking industry is visible and the empty space of these campaigns is quite evident. SENSORY marketing campaign, better model, helps organizations bring brand personality into customers' lives, creating ideas that are sensory in nature and dazzling target customers, and ideas are at the center of attention of the live brand experience. here again, the importance of the company's two-way interaction with the consumer is highlighted; and focuses on creating mouth-to-mouth advertising.

- Evaluation of the sensory marketing campaign should definitely take place, but this measurement is different from that of other traditional marketing communication channels; for example, television advertising has a CPT index or cost per thousand; but its internal influence has been ignored. A standard measurement index should be used because each sensory marketing company has its own different indicators, and they are not the same among providers of different sensory marketing departments. Positive TV measurement stations such as Neilson should be used, because on the positive side, buyers like the security of comparison .

- It is very important for banks to create a database and create suitable software for customers with multi-dimensional reporting and categorization capabilities.

Acknowledgement

The authors would like to express their sincere gratitude to the experts and specialists who generously shared their insights during the qualitative stage of this research, and to the 384 valued customers of Pasargad Bank who participated in the survey and made the quantitative analysis possible. We also extend our appreciation to Pasargad Bank's management and staff for their support and cooperation in facilitating data collection across the five districts of Tehran. Finally, we are deeply thankful to our academic mentors and colleagues whose guidance and constructive feedback contributed significantly to the development and validation of the proposed marketing campaign model.

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