

D'Angelico & Dietrich
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senses are able to be irrevocably linked with a brand whenever a product is used
invisible branding
we evaluate the sensual possibilities
the challenge is to generate unique characteristics and impart emotions
why solely thinking about loudspeakers when talking about sound ?
as long as controlled by the user sensory design will not interfere
there are five senses to think about communication
products should convince with a sensual aura that fits the brand
for us the product is an instrument - the user is the player
products need to be sensitive via the way they are made
perception always is a question of taste
...smooth...creamy...fresh...crispy...rough...harsh...squeazy...spicy...
over 50% of the decision to buy is driven by the sensual impact via sound, odor and touch
sensory design must correspond to the consumers expectation
challenge is to create an emotional link-up
invisible branding

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