



## Engaging Your Senses

Modern consumers expect more from their purchase experiences, with mobile technologies, social networking and constant access to information available to influence their choices. But science tells us it's still our subconscious mind that makes 95 percent of our decisions. And it's our senses that feed the subconscious and ultimately influence what we buy. Ford has developed its own DNA, designed to provide a holistic experience that taps into the senses in a variety of ways to create an emotional connection.

### Sensory experts



Ford has several quirky and unique job positions occupied by researchers who harness the power of the human senses to apply their knowledge and strengthen the Ford DNA:

- Our resident doctor of derrieres knows everything about making you feel comfortable while sitting in a vehicle seat
- A panel of smell jurors sniff out, identify and help eradicate scents – the good, the bad and the unnecessary – in Ford vehicles
- The seer of sound uses Ford's innovative Noise Vision technology and maybe a touch of superhero-like abilities to “see” sound in and around the vehicle to create a quieter driving environment
- A team of scientists always thinks outside the box to develop industry-exclusive and environmentally friendly automotive materials from edible goods
- Our ergonomics engineer uses science and the technology that helped create movies such as “Avatar” to analyze how people interact with their vehicles and what makes them feel good about them

### Sit up and pay attention



Some sounds in a vehicle are meant to be harsh. The loud alert that sounds in cross-traffic alert technology is designed to warn drivers to take action so that a collision can be avoided.

### A very specific sound



“Sophisticated, with a subtle decay in duration.” That’s the preferred sound of a Ford door closing, as described by customers.

### Softer choices

Softer sounds, like a seat belt chime, have been specially designed to deliver important information to encourage action.

## DID YOU KNOW?

- 75 percent of our emotions are based on what we smell
- 60 percent of all consumers state it's the sound of a cellphone – not look or features – that distinguishes one brand from another
- Author Malcolm Gladwell devoted his entire book “Blink” to analyzing snap judgments
- Retailers are using the power of the five senses to build better brands, design higher-impact packaging and create more attractive store environments
- Experts say there's a 65 percent chance of a mood change when we're exposed to a positive sound