

ProWrites Productions

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Think of a box of crayons, your grandma's apple pie, or the interior of a new car. Can you smell it? Advertisers are just now catching up to what behavioral scientists have known for years; the olfactory nerves are among the most adept at imprinting the memory. That's why the aroma of a box of crayons can instantly transport you back to kindergarten, or why that "new car smell" is so important. Your sense of smell is a visceral connection to the people, places or things that have meaning to you. By using "aroma marketing" advertisers are tapping into that connection, helping their clients to reach their target market by way of olfactory association. Movie theaters have been doing it for years. Permeating the air with the aroma of just popped popcorn, creates lines at the snack bar, further enhancing the positive movie going experience, but more importantly, generating revenue.

Is your business making that kind of connection? Now it can. Using Jax Promotional Gift Box Program you can connect your business with the aroma of fresh roasted coffee, creating a powerful, long lasting impression. Why send a thank you card that will be thrown in the trash? Why send a business card that will be stuffed in a drawer? By sending a Jax Promotional Gift Box, your clients will see your name and contact information every time they use this coffee. For weeks, months or even years after, every time they experience the aroma of premium coffee being brewed, the association lingers.

Why Coffee?

Besides being good? Two reasons actually. Studies show that fresh roasted coffee beans are among the most pleasantly associated scents to the human olfactory center. Even people who don't drink coffee appreciate the aroma, and for people who like coffee, nothing can compare!

Studies also show that specialty coffee consumption shares the same demographics as fine wine consumption. What does this mean to you? Wine aficionados are more likely to identify themselves as having sophisticated tastes, driving foreign cars, having an interest in architecture and fine homes. They also have higher than average buying power. In short; your target market.

Why Jax?

Jax Coffee House & Roastery is a pioneer in the field of aroma marketing. While companies like Sony, Bloomingdale's, Saks Fifth Avenue, and Macy's have been doing it for years, no one has quite figured out how to make it an effective marketing tool for other markets. Until now. Several years ago, Jack and Karen Erhart realized that they were sitting on an untapped marketing gold mine. Having enjoyed success first as a café, and later as a roastery, Jack came up with a way to say "thank you" to wine club members of the local wine industry that surrounds them in Paso Robles. In its initial stages the concept was far from phenomenal, but the opportunity gave Jack & Karen the chance to get positive feedback. Listening to their clients and applying that positive feedback along with constructive criticism, helped them to refine the program into what it is today. La Filice Winery, Calcareous Winery, Imprev Inc., and the United States Army National Guard are among Jack's satisfied customers, as well as several top producing REALTORS® along California's Central Coast and across the nation.

From presentation to first sip, Jax Coffee makes a stunning statement. By attaching your custom designed label to the bag, you will too. Shipped in two individual bags, Jax Coffee arrives at your customer's home or office elegantly wrapped in vellum paper in an attractive black box. Your logo, your contact information, and your personal gift note, are stylishly affixed to your own personally branded package, and the memorable aroma of Jax fresh roasted coffee.

See for Yourself

Contact Jax Coffee House & Roastery for details on how you can experience firsthand the new wave in branding. Arrange to have a Promotional Gift Box delivered to you and experience for yourself what your clients will experience when they receive a package from you, their REALTOR® of choice. Use it for housewarming gifts, a listing presentation "thank you" or closing celebrations, but however you choose to use it, use it today. Today's market demands excellence, and today's customer desires sophistication. Let Jax Coffee House Promotional Gift Box Program show that you are both.

