

NEW YORK POST

PAPERS SEE \$\$ IN SCENTS

By HOLLY M. SANDERS

February 13, 2007 -- There's a popular adage in journalism that if two is a coincidence, three is a trend.

If that's true, then scented advertising is the latest craze sweeping the newspaper industry.

Three papers are either testing or introducing new "scratch 'n' sniff" ads designed to entice advertisers.

Freebie Metro New York claims to be the first U.S. paper to offer the aromatic ads.

The paper said yesterday Glaceau's Vitamin Water will run "dragonfruit" scented ads touting its Power-C flavor.

Metro cited data from Roper Starch showing ads with scent samples are "almost three times more likely to be one of the best performing ads for a company."

The paper hired Arcade Marketing, the same firm San Francisco officials blame for stinking up the city with cookie-scented ads on bus shelters for the "Got Milk?" campaign.

Like Metro, USA Today and the Wall Street Journal are also testing scented ads.

Unlike the old perfume-scented magazine inserts, "scent-vertising" companies claim their ads won't stink up publications, because the scent remains dormant until the print ad is rubbed and then lasts for years.