



**CHRIST**  
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BANGALORE · INDIA

# SCHOOL OF BUSINESS AND MANAGEMENT

## SENSORY MARKETING

**Volume 12**  
**ISSUE 02**  
**MARKETING**  
**NEWSLETTER**



**THE**  
**NEXT**  
**LEVEL**

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# SENSORY MARKETING

Sensory marketing is about creating an appeal to some or all of the five senses for our target audience. When a consumer experiences a brand, it has four dimensions, namely; intellectual, affective, behavioural and sensory experience. Consumers always use their senses to perceive products via the sensory dimension, also known as a central dimension.



**Dr. Vedha Balaji  
HOS**

Sensory brand experience implies “sensations evoked by the brand that are part of a brand’s design and identity, packaging, communications, and environments” The different senses specialize in various types of information. Literature suggests that the larger the number of senses stimulated, the stronger and more prosperous the brand experiences are. However, the importance of different sensations may vary during different product use periods.

During the purchase event, vision is the dominant sensory modality, whereas touch and audition become more critical during later stages. In addition, sensory expressions can be a source of inspiration, thus increasing brand-related cognitive processing. If consumers experience sensations, it is likely that they are willing to receive such stimulation again.

Let’s gear up to know more on this in our present edition of M-Ask!!



## FACULTY CORNER

**Dr. Krishna Kishore S V**

### SENSORY MARKETING

In a bid to capture the mind share of customers, companies are getting aggressive in this competitive world. Tactics of targeting customers' senses to create awareness, registering the need, and setting the context for the purchases are gaining momentum. From a scientific perspective, a human being's mind assesses objects using any five senses. It can be through touch, smell, sight, taste and also hearing pleasant sounds.

In the marketing lectures, we used to hear that the chemical composition of a detergent brand was made to be light on the hands of a user. The majority of us, ten years back, concluded that it was a differentiating marketing strategy.

**Companies are incorporating sensory marketing strategies in their product design and development tasks. Customers hunted Swarovski's crystal designs on an LG refrigerator in the stores and websites. Companies targeted and exploited the effect senses of eyesight and feel of the product by touch when developing a product as dull as a refrigerator. Refrigerators fall under the category of white goods. Customers' weightage on the feel of the product is significant in product categories like white goods, ceramics, sanitarywares, and furniture.**



**The next level of sensory application comes to tap the customer's mood. In servicescapes, the sales depend on the mood of the customer. The hospitality industry uses the technique of having pleasant air fresheners that calms the mood of a customer who comes to check-in. A lavender scent reduces anxiety and creates positivity by triggering dopamine in the brain. Scents are also proven to trigger an individual's emotional attachment to a place or product. A good smell of coffee or a dish is sufficient to lead a customer's mind towards favourable judgments towards a brand.**



More attempts are being made to register the product or service in people's minds about a product using sensory channels. Rapid application of such techniques in various domains has called for more neuro-based studies where companies are looking to trick the customer's brain by understanding how judgment is made about a product or service. Companies are also trying to learn qualities disliked in the case of a product or service category. All these developments lead to a systematic understanding of consumer neural networks and their decision-making behaviour.

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# MARKETING BEYOND AV

By Prajwal KR

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**Marketing has evolved like any other species on the planet, from the times of Kings, whose messenger would beat around a traditional drum announcing festivities and news, to print advertising, to TV and radio, social media, and now going beyond engaging the Audio & Visual (AV) senses of humans.**

As effective marketing paves way for a company's rise, marketers go to great lengths to innovate and improve marketing influence. Sensory marketing, a buzzing concept of engaging all the sensory organs of a human is now finding strong grounds. Companies design advertisements that appeal to sight, sound, smell, touch, and taste.

**In other words, multisensory marketing is a way to provide customers with the ultimate experience. While using captivating visuals and catchy jiggles like "washing powder Nirma" is effective in driving customer retention, multisensory marketing is forecasted to drive influence customers' buying patterns. For instance, popcorn. While we cook popcorn at home, the popping sound it makes registers in our brain and we are subconsciously programmed to feel hungry. Another example could be the revving sound of a sports car that instantly connects us to thinking of speed and luxury.**

The power of smell is another key sense that marketing is tapping into. Many popular magazines showcase scented perfume ads, giving the customer the experience of the product wherever he or she is. Coffee shops put on cocoa-smelling candles to let the coffee fragrance pull customers to the shop.

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**Touch is a tricky sense to tap into as virtual advertising takes the physical element away, but nonetheless, companies came up with test products that can be fully used by a customer before buying the product. Demo pieces are widely used in electrical appliance showrooms, an old practice but effective.**

Taste again has not found its way into the online world of marketing, but studies show that by inducing different sounds, the human mind is tricked into creating certain tastes. Some brands have attached sample products in newspapers for readers to taste, while other companies provide free tasting samples.

**As of now, it's clear that sensory advertising has been subtly programming customer minds for ages and will continue to do so. What does this mean to new and upcoming brands? They should inherit the concept of multisensory advertising and implement it across various customer channels. This enables them to not only create awareness but also influence customers which goes a long way.**

As the metaverse is kicking in, engaging the various sense of customers is made easier, virtual and augmented reality can enhance the impacts of multisensory marketing as consumer minds are in a custom-made environment. Buckle up marketers as the new era of marketing is just beginning.



# ***BRANDS DELIVER “ALL THE FEELS” THROUGH SENSORY MARKETING***

**-Chandini M**



Our bodies and minds are wired to respond to our senses, whether it's that brand-new automobile fragrance or captivating soap-cutting videos on Instagram. By appealing to each of the five senses, using numerous senses and sensory cues can assist gain a customer's attention and trust. A marketing effort that appeals to the audience's five senses—sight, hearing, touch, taste, and smell—is known as "sensory marketing."

According to studies, a particular sensory appeal can affect how a person views an object or activity when linked to that sensory experience. For instance, scientists have found that experiencing warmth can make someone conform. The sound of the foil when a Hershey's Kiss is opened also evokes pleasant feelings that the customer associates with warmth and contentment.

## **Taste**

### **Big Easy IPA Pop-Up Brand Tour**

An actual Second Line band is the best method to entice them to try a New Orleans beer brand. Customers could try the newest beer from the brand, pose for photos with branded items, and get directions to the neighborhood pub or supermarket where they could buy the beer. The southern hospitality, music, and cuisine that New Orleans has to offer were fully experienced by customers.



### Sight Apple

Anyone who has ever seen the packaging for a new MacBook or iPhone will be able to visualize the clean, white box with the shiny letters. Apple is widely regarded as a master at developing a memorable sensory experience that conveys its brand without the need of words or even a logo. This is due to Apple's efforts to make the packaging for its products as beautiful and artistic as the product itself. The hue is a refined, understated white. The packaging is created with simplicity and clarity in mind. The absence of eye-catching colors and pictures is expressed by Apple's signature sensory experience. And it's precisely that minimalism that draws attention.



### Touch Duck Tape Rolls Across America Tour

Duck Tape launched a high-touchpoint experience to attract "the artisan" as a new market. With interactive iPad stations, one-of-a-kind Duck Tape formalwear, and a make-it-and-take-it crafts station where customers could test their talents, Duck Tape crossed the nation in a customized DuckBus.



### Hearing Visa

A sensory branding experience is now being added by Visa at the conclusion of customer transactions. This is due to their discovery that sound influences customer decision-making. Consumers hear a distinctive sound that the firm spent a lot of time and effort perfecting once a Visa cardholder uses their card and the transaction is declared complete. Customers know their transaction was completed successfully and securely when they hear this sound. For owners of Visa credit cards, this kind of sensory branding offers security and consistency. Consumers identify the company with a sense of safety and trust thanks to the Visa Checkout sound.



### Smell Singapore Airlines

Scent and sight are two of the senses that Singapore Airlines branding deliberately targets. All flight attendants on the airline wear a distinctive, light fragrance (rose, lavender, and citrus) that is also sprayed on their towels and other items used during services. You can only smell this particular odor when flying with the airline.





# SENSORY MARKETING

## STRAIGHT TO EMOTIONS

By Shalini M



The senses significantly influence consumer impressions and purchasing decisions. It has been a long-standing goal of marketers to incorporate the senses into brand messaging, albeit typically in a restricted and fragmented form. Sensory marketing is acknowledged as a crucial strategy wherein the company tries to enhance its bond with its consumers by forging emotional associations by appealing to their senses.

Two key aspects have influenced the growth of sensory marketing. Scientific research is the first aspect, especially neurology, which is strongly related to the marketing function. Advancement in neuroscience has helped in better comprehension of perception and behaviour by understanding the roles of emotion and reason. The development of the marketplaces is the second factor. The markets of today are more and more competitive and international. Brands and their capacity for differentiation are more crucial than ever, and the emotional rather than cognitive processes that underlie purchasing decisions are becoming more and more prevalent.



Starbucks' use of sensory branding:

Starbucks is one of the purveyors of the world's best coffee and is marketing its service as an experience. Through sensory marketing, Starbucks tries to create the most pleasant memories for its customers. Due to the requirement that each store grinds its distinctive coffee beans, Starbucks locations are recognised for having fresh solid coffee aromas.

It tries to reinforce its brand image by making it possible for the smell of coffee to permeate the entire store and greet consumers as they enter. Starbucks makes sure the aroma is strong in its shops so that it causes customers to have a sensory reaction. Although it has been determined that it would be more cost-effective to grind, package, and transport the beans to individual stores, the corporation still does this.

The baristas would have more time to concentrate on other responsibilities. However, Starbucks knows that if they did this, the smell in their locations would change.

Starbucks' in-house colour 'Green' is another crucial factor which enhances brand recognition. In addition, the signature smile and welcoming gestures that a barista gives customers, along with the seating areas, give customers a feeling of luxury and comfort of a private space.

Starbucks' "Just say 'Yes' to the customers" policy has enabled it to deliver the most pleasurable experience by personalising their orders and handcrafting them to their liking with sophistication and heightening the experience of all their senses.

The specifics of the product (name, brand, packaging, formula, and many more), how it is communicated (advertising, promotions and sales arguments), and point-of-sale activities all contribute to the development of a brand's sensory strategy (location, merchandising, and many more.). Through Sensory marketing, Brands can differentiate themselves and gain the ability to command a price premium and develop strong brand loyalty, creating positive buzz and brand advocacy. Brands that use sensory marketing can create a memorable and magical experience for their consumers, enhancing their engagement with the customer.





# SENSORY MARKETING IN KITEX GARMENTS LTD



- By Anurag Kamal Bagaria  
and Jerin Jose Reji



**BOBBY JACOB**

Sensory marketing is one of the essential aspect when the textile industry is considered, touch and eyesight are the major senses that target the customer. Talking about sensory marketing we can take designs and colors that we select for our bedsheets because most people get attracted to these things and then check for the quality. The most important aspect is the in-hand feel of the cloth that stimulates the buying behavior of the customer and the final purchase decision.

For bedsheets, we have different types of quality, width and design. Among that COTTON SATIN is the best quality we provide. For our product customers get attracted to the design as well as the softness of the cloth. But most importantly we look there is no color spillage during wash because if the color spills it may damage other clothes of our customers if not washed separately or else it will become dull in few washes which the customers don't like as they pay a premium price for our products. They buy because of the trust we have built over years.

Bedsheet is an essential component in the sleep quality of a human depending from person to person, good quality cloth and design which appeals to our senses, eyes and touch.



# SENSORY MARKETING

By Barath Surya

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The innermost process in human behaviour is the one that is connected to the body's various senses, including sight, smell, touch, hearing, and taste. The business can try to appeal to the customer's unconscious emotions to convey what the brand can provide. This attempt is referred to as "emotional logic" in the branding notion, which also relates to a person's cognitive side. Humans are, in fact, hedonists who can make decisions based on their feelings and are both rational and emotional. They can choose a brand based on its personality, values, and experiences that they have with it. However, it's crucial to concentrate on the look and sound to convey a brand's identity. The main benefit of sensory marketing is its wide range of activities, which allows marketers to choose them based on how they will affect consumers.

A constant and appealing retail atmosphere is aided by the dispersed smell, the music or noises played, the freedom of touch that customers are offered, and the expertly executed design. Every sense can be aroused in a different way, which influences how customers behave.

We can find an excellent example of sensory marketing in car shopping. Especially if it's a recent model, the test drive engages all four senses immediately. A sensation that is exclusive to purchasing a car is produced by the combination of the shining new paint, the luxurious feel of brand-new upholstery, the sound of the engine, and of course, that new car smell. In reality, more seasoned vehicle enthusiasts can associate each of these factors with certain brands and models.

# SENSORY MARKETING BY PORSCHE

Porsche positions itself as a unique lifestyle option and has established pop-up stores called "The Sound of Porsche: Stories of the Brand". A multisensory pop-up store that impresses customers with 7.1 surround sound and stunning visuals is at the core of the Porsche Sound Lab, which moved to cities like Shanghai, New York, and London. The purpose of this temporary pop-up music store was to engage customers' sense of sound on a more emotional level.



Last weekend, my friends and I had a drive to the neighboring town, famous for its shoreline roads. We deliberately chose the route to spoil our eyes and refresh our minds from the previous hectic week. To make it perfect, we let the car roof open – and sometimes nodded or even smiled at people who I bet admired my "old buddy". Different driving scenarios with their surroundings are projected onto a Porsche 911 with the help of "visual mapping". Up to six layers of engine noise and surrounding noises are combined with live cuts and field recordings in the sound design and processing to produce a genuine impression. Additionally, unique engine recordings were also made at Porsche using a dynamometer.

The experience explores the brand's history in the store while recreating the driving experience using a variety of sensory installations. By choosing from 16 "records" that contain a variety of short films, visitors can experience the car's 60-year history using The Media Stations, interactive digital screens.

Visitors to the Sound Lab Virtual Drive Experience can hear the Porsche 911 GT3 Coupe from the maker and view it in 3D on a backdrop of their choice, such as a city street, a mountain pass, or Germany's 14-mile Nürburgring track.

The Design Corner, the third area of the pop-up, invited visitors to "create" the sound of a Porsche on a blackboard and post their creation to Instagram for a chance to win a trip for ice driving to the Porsche Camp4 in Finland. The new marketing format enables the brand to connect with young and young-at-heart visitors in an appealing way.



# Sensory Marketing

By Nandhini M

Marketing that appeals to all the senses in regard to the brand is known as sensory branding. To connect emotionally with customers, it makes use of the senses.

This type of marketing which tries to engage at least one of the five senses in order to elicit significant, favourable reactions from the primary target market of a company that would then lead to profits. Target markets are given a more unique and lasting experience thanks to sensory marketing. Additionally, it is well known that it performs best when multiple senses are catered to in a single message or campaign.

More than ever before, business communications permeate every aspect of our environment, from email sales pitches to social media posts meant to interest users. It seems sense that individuals are using ad-blockers and garbage folders to find a little quiet time. Companies are looking for ways to stand out from the competition by interacting with the senses that are frequently ignored by traditional advertising campaigns as "traditional" marketing becomes less alluring. Leading the road to deeper consumer/brand connections is sensory marketing. Your target audience's perception of you may be influenced by sounds, sights, smells, and even tastes. Businesses may start experimenting with the alchemy of brand loyalty and finding the ideas that actually persuade customers to buy by accepting the science of sensory marketing.



# DUNKIN DONUTS USING SENSORY MARKETING

Dunkin Donuts uses sensory appeal to create emotional connections in the minds of its clients. The brand used linkages with all three human senses to pitch the audience in one of its marketing campaigns. These senses included hearing, sight, and scent.

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With this promotion, Dunkin Donuts hoped to entice people to its location. During their morning coffee routine, they targeted the vast majority of people who commute to work using public transportation.



They began by grabbing their attention with a radio announcement and jingle. After that, they set up smell spray gadgets that produced an aroma each time a radio jingle played. Additionally, these fragrance generators were installed on the buses, and whenever the bus approached a local Dunkin' Donuts, a radio advertisement ran simultaneously with the release of scents. Finally, there was a visual advertisement that directed passengers to the closest Dunkin Donuts shop as they exited the bus.



# SENSORY MARKETING

By Prem Kishan G

Using sensory appeal, sensory marketing, sometimes referred to as sensory advertising, allows you to engage your audience's five senses. Creating content that appeals to the senses of sight, touch, sound, smell, and taste is its main objective.

Today, sensory marketing is acknowledged as a crucial strategy for enhancing the bond between a company and a consumer by arousing emotions and all the senses.

Multisensory marketing, also known as sensory branding, is proven to be a successful strategy for grabbing attention and creating brand loyalty. While some people prefer to gaze at images, others prefer to listen to sounds, and still others are drawn to touch or smell. All of these sensory appeals can be used to promote goods and services.

**Sensory marketing employs a variety of strategies to appeal to your customers' senses and change their behaviour depending on the way your brand and strategies make them feel. Utilizing media senses in your advertising and marketing campaigns can have a significant impact on your target audience and their choice to purchase your product.**



## SENSORY MARKETING BY MASTERCARD

Mastercard is applying sensory marketing to lay out another character for their clients who utilize their Visas - the "sonic personality", to be accurate. Customers hear the sonic sound when they complete an exchange. The sound is expected to address where the red and yellow circles meet in the Mastercard logo.

This tends to tinkle the senses of their customers which drives their brain to get addicted to the sound and encourage them to make more payments through their Mastercard. . The sonic sound is a type of sensory marking that purchasers hear while shopping with their MasterCard on the web, in stores, and keeping in mind that utilizing voice search.



The commotion gives a feeling of safety and consistency. shoppers realize their exchanges were effective because of the natural sound. Furthermore, however the sonic sound isn't really made by the circles in the Mastercard logo intersecting, it still provides an imaginary visual experience for customers, too.



# SENSORY MARKETING

-MEGHA G VARGHESE



In our daily lives, consumers are bombarded with marketing. How can we reach out to our valued clients who have outwitted traditional marketing methods? We must be proactive and imaginative in the unique and dynamic sector of marketing – sensory marketing is an excellent alternative to traditional marketing. Sensory marketing, also known as sensory branding, is a type of marketing that appeals to customers through all five of their senses. Each sense is used to connect with customers on an emotional level. According to new study on the notion of embodied cognition, our physiological experiences aid in decision making without our cognitive knowledge. Marketers may leverage on this extensively researched topic by leveraging sensory marketing. In a world saturated with simple visual and audio commercials and marketing initiatives, using various sensory experiences assures that you will better connect with consumers. Sensory marketing includes a variety of approaches for reaching your customers' senses and influencing their behavior depending on how your brand and tactics make them feel. Using media senses in advertising and marketing campaigns may have a significant impact on your audience and their choice to purchase your goods.

For example, researchers have observed that feeling warm might cause a person to comply. Similarly, unwrapping a Hershey's Kiss and hearing the foil's sound generates good emotions associated with happiness and comfort.



# SENSORY MARKETING

### **Smell: Contemporary scent**

**When travelling with Singapore Airlines, it provides a unique sensory experience and evokes a sense of familiarity. The airline's Penhaligon's amenity pack contains a recognisable aroma for Business Class passengers. The invigorating cologne provides passengers with a soothing aroma. Citrus and basil are present, as well as jasmine, cardamom, lily of the valley, and amber.**

### **Hearing: Sound of Singapore Airlines**

**The famous batik motif inspired the Sound of Singapore Airlines, which pays respect to the airline's brand history. The airline teamed with famous composer Rohan De Livera and the world-class orchestra Budapest Symphonic Orchestra to infuse the 10 highlighted flowers into a melodious symphony, which is now used throughout your journey, from the SilverKris lounges to your cabins.**

### **Touch: World-class hospitality and furnishings onboard**

**The famous batik motif inspired the Sound of Singapore Airlines, which pays respect to the airline's brand history. The airline teamed with famous composer Rohan De Livera and the world-class orchestra Budapest Symphonic Orchestra to infuse the 10 highlighted flowers into a melodious symphony, which is now used throughout your journey, from the SilverKris lounges to your cabins.**





# SENSORY MARKETING

By Praveen M

The use of sight in sensory marketing is one of the most crucial. People want to view items that are visually appealing and fascinating. This method of advertising has roots in the long-ago creation of papyrus posters by Ancient Egyptians to draw people to their markets. It goes without saying that there were other instances of visual marketing utilized in the past, but this one is an excellent illustration of how old this kind of sales strategy is.

Nowadays, there are many different approaches to engage in sensory marketing. For instance, by developing graphics, infographics, pictures, artwork, posters, banner ads, movies, text, colours, and much more.

These marketing materials are available everywhere, but in the twenty-first century, the majority of them are located online on websites like Facebook, LinkedIn, Instagram, and business websites.

Magazines, catalogues, whitepapers, eBooks, and other similar publications are excellent tools for aesthetically appealingly promoting and marketing your company. Why not design a digital magazine that lets users browse the pages just like they would a real paper book, but without the paper? (i.e. the cutting down of trees).

One effective strategy is sensory marketing, which tries to engage at least one of the five senses in order to elicit significant, favorable reactions from the primary target market of a company that would then lead to profits. Target markets are given a more unique and lasting experience thanks to sensory marketing. Additionally, it is well known that it performs best when multiple senses are catered to in a single message or campaign.

Apple's branding appeals to a variety of senses at once. Their storefronts, for instance, are all white, simple, and aesthetically pleasing; this gives clients the impression that they are dealing with a cutting-edge, high-end tech company. Through a similar appearance, each packaging conveys the same feeling. Apple uses sound as one of its customer-targeting mediums in addition to sight and touch.



## APPLE USES SENSORY MARKETING



For instance, all of the hundreds of millions of iPhone owners' phones produce the same, recognisable, and unforgettable sounds when they go to lock them.

Users feel as though they are closing their phones securely because of the lock noise, which has a slight latching or clicking sound. Since this sound is present on every iPhone, it gives the user a sense of consistency and familiarity.



# Sensory Marketing Quiz

-Carol R Mary

## Quiz

**1. Sensory marketing includes the following**

- a) Taste
- b) Smell
- c) Sight
- d) All the above

**2. Which of the following is not factors of the demand variable, according to Philip Kotler?**

- a) Customer variable
- b) Competition variable
- c) Environment variable
- d) All the above

**3. Which one of the following is not connected to sensory marketing**

- a) Email marketing
- b) Affiliate marketing
- c) Influencer marketing
- d) None of the above

**4. Which of the following statements about sensory marketing is not true?**

- a) Effective store designs should appeal only to the senses of sight and sound.
- b) Background music is no longer considered a valuable marketing tool to influence shopper behavior.
- c) Retailers today are trying to use lighting as a key in-store marketing tool to put consumers in the "mood".
- d) The tempo of music affects how long shoppers stay in a store.

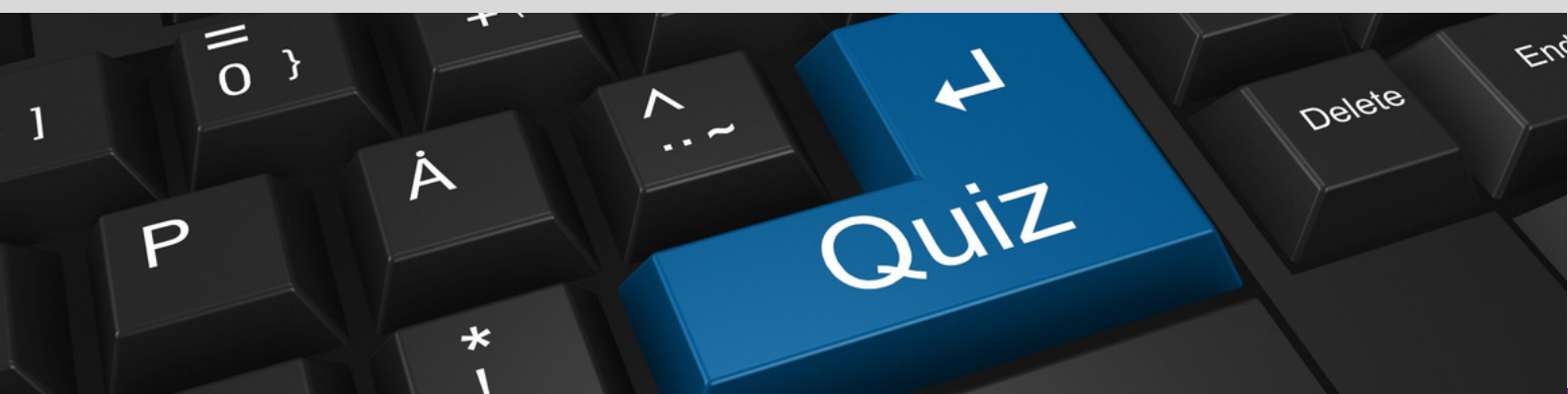
**5. "Marketing is the activity, set of**

**----- % processes for creating, communicating, delivering & ----- offerings that have value for customers, clients, partners in society."**

- a) Institutions, satisfying
- b) Organizations, exchanging
- c) Institutions, Exchanging
- d) Organizations, understanding



6. Perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer \_\_\_\_\_
- interpretation
  - attitude.
  - action
  - acceptance
  - behavior
7. \_\_\_\_\_ are the raw data of experience, based on the activation of certain receptors located in the various sensory organs
- Accommodations
  - Perception
  - Transduction
  - Sensation
8. Concentrating the marketing efforts on one particular segment of consumers is known as –
- Niche Marketing
  - Ambush Marketing
  - Cloud Marketing
  - Content Marketing
9. The ability of an individual to distinguish between two similar stimuli is
- Definite differentiation
  - Sensation differentiation
  - Sensory discrimination
  - Very highly developed in most consumers
10. What comes at the end of a marketing plan
- Objectives
  - SWOT analysis
  - Controls
  - Executive summary



# ANSWERS

4. Ans – d  
5. Ans – c  
6. Ans – a  
7. Ans – d  
8. Ans – a  
9. Ans – c  
10. Ans – c

1. Ans – d  
2. Ans – a  
3. Ans – d

# WORD SEARCH

- Alwin Peter and Christo Eldho Reni

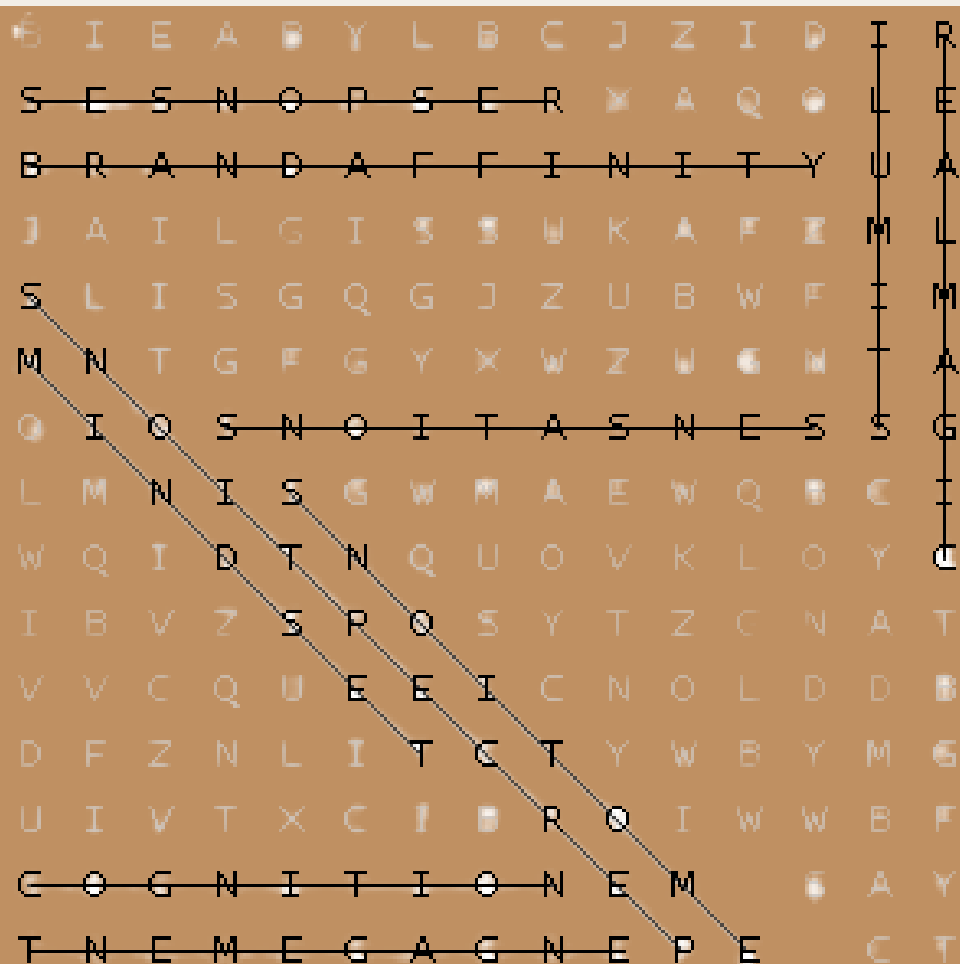


- BRAND AFFINITY
- ENGAGEMENT
- REAL MAGIC
- STIMULI
- COGNITION

- MINDSET
- RESPONSES
- EMOTIONS
- PERCEPTIONS
- SENSATIONS



# ANSWERS



# TEAM M ASK

## FACULTY COORDINATORS

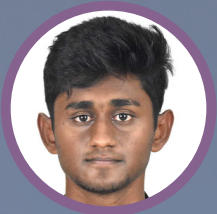


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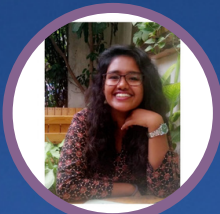


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