



**The Smell Web as a tool for creating new knowledge :  
contributions of « Knowledge Marketing »**

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**Abstract:**

This research work is the construction of a marketing proposition based on the notion of knowledge creation. A conceptual reflection on the experiential consumption process, on the one hand, and on the process of customer knowledge creation linked to corporate entity knowledge, on the other hand, led us to develop a theoretical proposition of “knowledge marketing” and of “experiential acquisition marketing”. The first finding by “Knowledge Marketing” highlights the notion of customers’ competence being integrated into the organisational process. The second finding concerns taking into account “tacit knowledge” in the use of smell Internet applications. Finally, the tacit/explicit knowledge conversion process generalises and contributes to building new knowledge among customers and corporate entity members.

**Exhalia** has developed the smell web project, and wished to know which olfactory web applications will have most value for the web surfer. The marketing concept based on consumers’ needs was not conducive to the project’s progress, as it left aside the individuals’ experience dimensions, tacit knowledge and competence. The concept based on the notion of knowledge/competence creation opened up more satisfactory avenues for creating effective web applications.

Keywords : *post-modern approach, empowerment marketing, knowledge marketing, customer competence, knowledge creating, smell web, action research.*

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# The Smell Web as a tool for creating new knowledge :

## French contributions of « Knowledge Marketing »

### Introduction

Experiential marketing has appeared since research done by the post-modern school and has been developed as an alternative to management-marketing. This marketing trend deals with client relations from the point of view of broader interactions compared to the anonymous ones in the classic approach. A group of French researchers defended a proposition whereby experiential marketing could be considered from the point of view of empowerment interactions between the consumer and the corporate entity (Marion, 1995; Hetzel, 2002; V.Cova et B.Cova, 2001). We personally speak of the phenomenon of organisational knowledge creation in marketing and a theoretical concept “*knowledge marketing*”.

In this respect, (Cova, Louyot and Louis-Louisy,2003) present a marketing innovation panorama by extending a marketing family tree with a “customer competence” pole. We take this further by presenting an *experiential acquisitions marketing* concept.

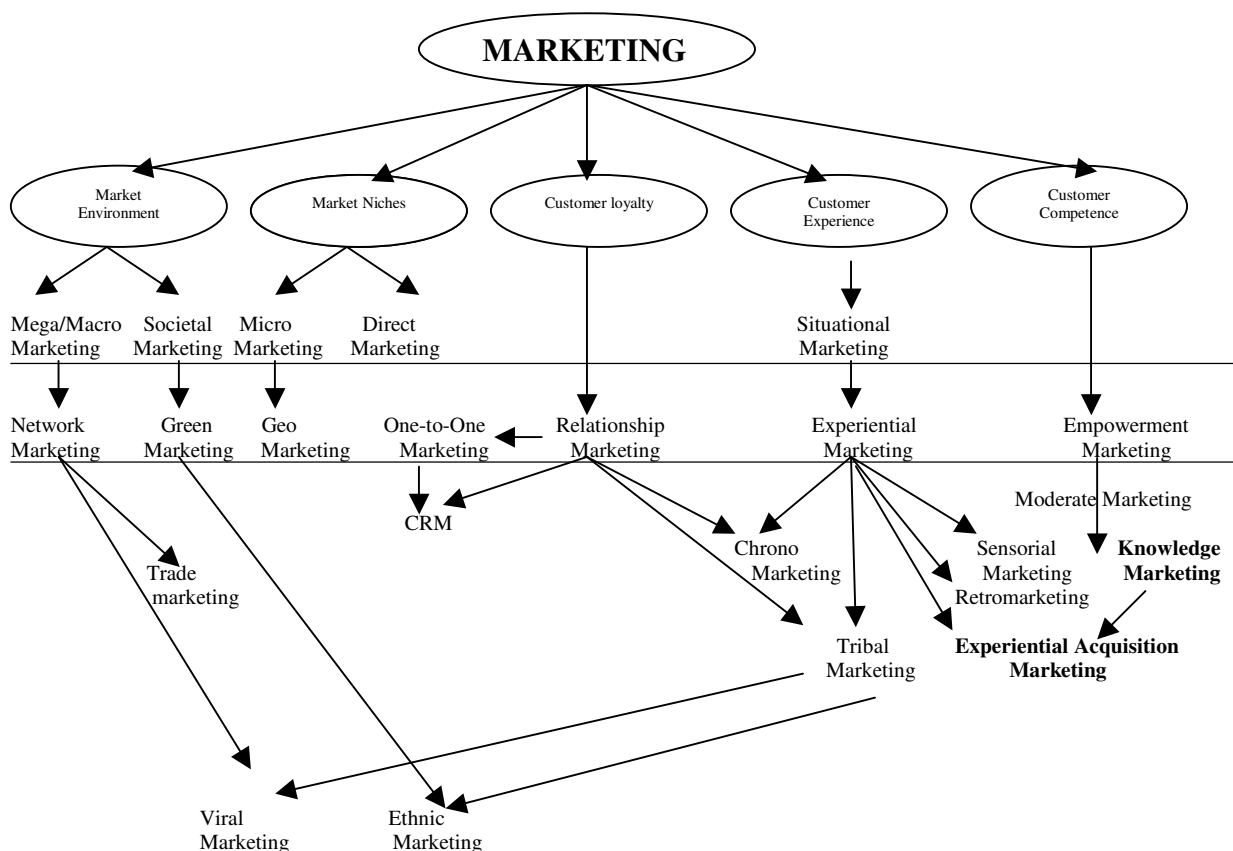


Figure 1: Marketing innovations genealogical panorama, according to Cova, Louyot and Louis-Louisy (2003)

Research on organisational knowledge creation has been widely studied in the field of innovation management and information processing management and has been very little applied in the marketing field. In this article, we propose a contribution, both theoretical and managerial, for emerging telecommunications services.

To do this, we shall firstly explore the recent theoretical contributions in marketing and we shall study the links between the notions of “acquisition” and “experience” for *experiential acquisition marketing*. The study of the smell Web project and the smell television project will bring a more experience-based view of this marketing proposition.

## **1. Theoretical contributions for a “*Knowledge Marketing*” proposition**

Research into experiential marketing (Holbrook and Hirschman, 1982) suggests taking into account the experiential dimension which would broaden the view of the client relationship in the services field. The main objective is to see how these services are produced, marketed and consumed in a relational process made up of various experiences (Hetzl, 1996, 2002). Recent work (V.Cova and B.Cova, 2001) which explains the notion of customer competence and that of appropriation experiences, contribute to the widening of marketing studies.

These trends encourage us to take a new look at the recent marketing contributions and to construct a new proposition based on the creation of client-corporate entity knowledge : “*Knowledge Marketing*” and “*experiential acquisition marketing*”.

### *1.1 The theoretical contribution of experiential, empowerment and moderate marketing*

In France, experiential marketing research has seen developments in the fields of fashion, leisure, tourism, wine and perfumery. In the areas studied, emotional desires are stronger than utilitarian incentives in the choice of products and services ; consumers invest in a product or service with a subjectivity which goes far beyond the concrete attributes of the object or the service ; hedonic consumption stems from imaginary constructions of reality.

Hetzel (2002) presents a “*need for experience creation*” by stimulating the consumer with immaterial components and by transforming the material offering :”*This is the origin of the idea of the experiential as what needs to be “brought about” by the services company “in” the consumer. The consumer therefore is not exterior to the process but becomes the very object of a transformation process in which he is both an active subject and an object of transformation*” (Hetzel, 2002, p.34)

What the experiential model endeavours to show is the phenomenon of the unexpected, the extraordinary, an aesthetic pleasure, an emotion, what a consumer may learn and feel through the experience of consuming a product or a service. This vision does not aim to consider the product as a set of attributes, but as a global dimension expressing values.

Sensorial Marketing (Rieuner, 2002) was presented on points of sale as part of the experiential marketing trend. It evokes emotions via a stimulation of the five senses by attributes which are complimentary to the product. (fragrance, music, images,..) These attributes may prove to be exterior to the experiential process if the consumer is not enclosed in a corporate space or on the Internet (Curbatov, 2003). We propose to approach this question differently by presenting the sensory elements as the experiential knowledge of customers within the organisational space ( a company, the Internet) and not as the exterior attributes presented in points of sale.

The value concept proposed by the experiential trend is relevant for our research. It contributes to understanding how the company can create value for its consumers. Indeed, it is both an analytical and a heuristic tool for anyone seeking to remodel his offering for the future. For Hetzel (2002), it seems very important to stress the dynamic nature of an offering system which aims at creating value through the experiential. So value is apprehended through a dynamic perspective, as the integration of components such as surprise, the extraordinary, sense, link, etc...

Hetzel speaks of the “*production and accumulation of knowledge by individuals*” and the inseparability of production and consumption. It therefore becomes interesting to study the “production/consumption” relationship and the field of knowledge creation in the corporate entity which provides experiential services.

The new trends in the post-modern era reveal new forms of action on the part of individuals. They want to be in control of their autonomy, by acting more collectively, by being co-players in their daily activities. Overall, individuals more and more do not accept being disowned of their institutional life and seek to re-appropriate themselves (V.Cova and B.Cova, 2001).

Thus the notion of appropriation becomes a key to the comprehension of the search for daily experiences. The experience is perceived less as taking part in something as appropriating something.

It is commonly held that appropriation is characterized by the possession of an object. Any individual may appropriate a product or a service as soon as he becomes its owner through the act of purchase. The notion of the “appropriable” as the opportunity to own, must not be restricted to the notion of property. Appropriation implies forms of affection or emotion which are not supported by an explicit text and which occur independently of any property rights.

In an appropriation experience, the consumer exercises creative activities and fashions the company’s offering. *“An appropriation experience is characterised by processes of discovery, making mistakes, spotting references, in the consumer, to establish foundation stones in his consumption”* (V.Cova and B.Cova, 2001, p.143).

Consumer study can therefore no longer be restricted to regarding him as a target, but as a co-producer of experiences. The essence of current experience lies in the appropriation of products and experiences, and not the mere participation in the experience.

The approach is built round moderate marketing, the principle of which is to link up the consumption experience concept with the consumers’ desire for appropriation. It relies on the vision of the proactive consumer who seeks to be less passive and to bring his personal contribution to his consumption experiences. For the corporate entity, this means rethinking how it conducts its business and manages its clientele, meeting the emotional quest of the moment, offering recognition and rooting, favouring creativity, removing the producer / consumer barrier by involving the consumer in developing the offering. Predetermined offering strategies have to be dropped in favour of **“empowerment marketing”** (Firat et Schultz, 1997) which allows consumers to best apply their competence to produce the

experience they are going through. This “appropriable” offering is less related to the products and services than to the processes. The corporate entity becomes the “tutor” in charge of helping the consumer to build his experience. Moderate marketing gives a mandate to the consumer by drawing on both the company’s resources and the consumers’ competence. It relies on an operating anticipation, reminiscent of retarded differentiation practices. The offering construction process is such, that diversity is reduced to a minimum and is pushed further down the process, to the time of experience.

Moderate marketing means :

- involving the consumer in the construction of the offering (“Customer Made”)
- leaving space for appropriation by the consumer
- managing diverted uses of the product or service.

Among the above facts, the individual can also appropriate his own knowledge born from his experiences. The experiential and the moderate approaches suggest rethinking certain organisational aspects in order to cope with the contemporary complexity of the consumer system. They propose certain conceptual avenues for marketing which we shall adopt for our proposition. We shall adopt these approaches so as to put forward our vision of marketing based on the creation of customer-corporate entity knowledge. Despite taking largely into account the “sense, competence” aspect, the founders of the moderate marketing concept do not explain the notion of organisational knowledge.

### *1.2. Constructing a “Knowledge Marketing” proposition.*

Design, production and consumption are no longer distinct processes, they are linked by experiences involving production of sense. This approach looks into “sense” rather than need; a sense conveyed by the experience of the customers ; a sense which is constructed as much by the customers as by the corporate entity.

Thus we have noticed that marketing is seen as a notion of “connoisseur” players with a passion for building sense : *“An appropriation experience brings the consumer a feeling of self-recognition, self-satisfaction with his ability to appropriate a product, service, or space... In an appropriation experience, the consumer will leave the mark of his experience, whether this is through an original practical use or a sense invented by him” (COVA and COVA, 2001).*

We are using the term “experience” from the philosophical point of view as “that which transforms the individual” : experiencing something in general leads to creating knowledge. This transformation happens through appropriation of knowledge and competence by individuals (customers and corporate collaborators) within a system where design/production/consumption are combined. The knowledge created and the customers’ competence are the outcome of experiences and interactions with the corporate collaborators. The consumer takes part in the definition of his consumer experience, in the creation of knowledge and in the development of competence with the corporate members. There is a shift towards the combined structuring of a experience system between the consumer and the producer, and therefore of a learning organisation.

### *1.2.1. The knowledge creation process and the links with marketing*

Often types of knowledge are presented on the basis of the distinction between “tacit” and ”explicit” knowledge. As Nonaka demonstrated so well (1994), knowledge creation and development imply the passing on of knowledge between individuals and a change in nature.

We go along with Polanyi (1996) in distinguishing explicit formalised knowledge and tacit knowledge. This distinction may be defined as follows (Reix, 1995):

- formalised, explicit knowledge is a form of objective knowledge which can be handed on, without losing integrity. A standardised, explicit code conveys the information which bears the knowledge;
- tacit, implicit knowledge is, on the other hand, a form of subjective knowledge which is difficult to translate into discourse. It is a set of values and norms acquired in and through practical experience.

Tacit knowledge is procedural knowledge corresponding to a process, unlike declarative knowledge describing a state as a formal proposition. Tacit knowledge is inseparable from its holder and its context of use. This is what makes it difficult to hand on, a form of knowledge very difficult to translate into discourse. We can describe two forms of this, which will be differentiated subsequently : individual or collective :

- what one could call “contextual knowledge”, a set of values and implicit norms, more or less widely shared.
- What one could call “practical knowledge”, acquired in and through practical experience. This is procedural knowledge corresponding to a process. This practical knowledge exists on the individual and collective levels.

There is no strict distinction between these two types of knowledge. Nonaka (1994) showed that the creation and development of knowledge in an organisation imply the passing on of knowledge between individuals. On this conceptual basis of knowledge conversion, he proposes a dynamic theory of knowledge development in an organisation, presented in 4 phases as in the Nonaka model :

<i>From tacit to tacit</i> <b>Socialisation</b> “Sympathetic” knowledge	<i>From tacit to explicit</i> <b>Exteriorisation</b> “Conceptual” knowledge
<i>From explicit to tacit</i> <b>Internalization</b> “Operational” knowledge	<i>from explicit to explicite</i> <b>Combination</b> “Systemic” knowledge

Figure 2: Knowledge contents created by conversion modes frameworks (Nonaka and Takeuchi, 1995, 1997)

However this approach is limited to an empirical study of the organisation and its collaborators, and examines very little the company’s exterior environment, like for example the development of customers’ knowledge. In relation to this proposition, our **problematic** will be broader : we consider marketing from the starting point of the dynamics involved in the conversion of knowledge which is transversal to the experiences (business activity) of the producer and the consumer.

Knowledge is linked to the individual’s representations. The need stems from the subject’s representation, like a construction which was presented by Rodhain (1997). We shall take these reflections further by postulating that knowledge conditions need.

In order to be able to feel and appreciate, the consumer mobilises a fraction of the producer’s competence. For example, to speak about a perfume, one has to have a particular vocabulary which might accompany an intelligent consumption. This knowledge provides reference

points which can give meaning to the fragrance. How it is valued is the result of a subjective appropriation based on subjective practical knowledge, even tacit knowledge.

We are thus in the field of the learning organisation, recently developed in Management Sciences. The development of a product by such a company presupposes the development of many intangible results. It also leads to many results with a view to creating organisational knowledge, presented in the organisation model proposed by Nonaka in 1994 and Nonaka and Takeuchi in 1995. They show how knowledge, used by the whole corporate entity in the innovation field, is generated. All this knowledge, which is a tangible part of the final product, must be appropriated by the corporate collaborators so that it may be extended to different organisational levels. Here, it is question of the same concept as what we call “**Knowledge Management**” in managerial literature.

### 1.2.2. Conceptualisation of Knowledge Marketing

By approaching the concept and by integrating the client into the knowledge creation model, we propose remaining in the same “**Knowledge Marketing**” terminology.

According to our proposition, the customers are involved in this process of organisational learning. They are no longer outside the corporate entity, but are an integral part of the “organisation”, and of the organisational knowledge creation process, as the diagram below shows. It shows that **Knowledge Marketing** consists in developing corporate collaborators’ competence and that of customers involved in the organisational knowledge creation process.

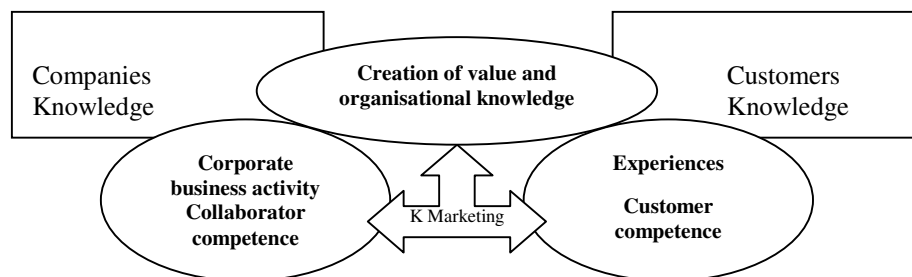


Figure 3 : The integration of the customer through *Knowledge Marketing*

Source : Curbatov (Thesis : 2003)

We propose keeping the term “Knowledge” and generating a new term “**Knowledge Based Marketing**” or “**Knowledge Marketing**”. This term will be more fittingly interpreted than its translation “*marketing of knowledge*”

The term “knowledge” may be associated with that of acquired knowledge. The experiential marketing concept will allow us to generate the term “experiential acquisition” as “knowledge acquired through experience”. We shall define the different usages of this term and present “**experiential acquisition marketing**” as being what corresponds best to a cross between “knowledge marketing” and “experiential marketing”.

In order to analyse the term, we shall present an interpretation of the terms “acquired” and “acquisition”.

- **TO ACQUIRE :**

- A) to acquire means “becoming the owner of (a possession, a right) through purchase, exchange or inheritance (derivative :*acquisition*);
- B) to acquire as in the act of “gaining possession” (an advantage). “*to acquire knowledge, qualities, skills*);
- C) to acquire as in the act of “managing to get “ (a quality, a value, a skill) ;
- D) to acquire implies “procuring possession, free disposal of something or someone”

- **THE ACQUIRED**

- E) The acquired implies knowledge, experience, forming a kind of capital, in an individual or group of individuals.
- F) The acquired may be defined as “*social benefits which have been acquired*”
- G) *Adjective* : what has been acquired by the individual, as opposed to what is natural to him or has been handed on to him : “*his natural as well as acquired qualities*” (Voltaire); “*men who possess a fortune which has been acquired and not handed on to them*” (Balzac); “*acquired knowledge, acquired experience*”

The word “acquired” comes from the verb “to acquire”. Meaning (A) lends value to the purchase of a good, therefore the term “marketing of the acquired” may be interpreted as “marketing” without changing the overall meaning. “Experiential acquisition marketing” is derived from the marketing of experiential products, but here its meaning is wider. Meanings

(B), (E) and (G) add a “knowledge/competence” dimension, that is “knowledge/competence” which is a product acquired through experiences involving design/production/consumption of goods and services. The term “**experiential acquisition marketing**” takes on a vaster meaning and is sufficiently fitting to express a cross between the “*customer experience*” and the “*customer competence*” dimensions coming.

Meanings (B), (C) and (D) are close to the appropriation act and touch on the moderate marketing field , presented by V.Cova and B.Cova (2001). Meaning (F) refers to a societal concept, as has been presented in the marketing genealogy in Figure 1. Finally, meaning (C° widens the field of exploration for our proposition and touches upon areas such a value, competence, quality.

Thus our proposition for “**knowledge marketing**” (the organisational field), concerning “knowledge/competence” development in the context of the customer’s integration in the “experience” involved in design, production, and consumption, meets its transversal match in “**experiential acquisition marketing**”.

We suggest that one may better apprehend experiential phenomena via the notion of competence which develops simultaneously through an organised knowledge creation system. By integrating the characteristics and properties attributed above to the notion of marketing, we can give the following definition :

**Knowledge Marketing is an organised system of customer-corporate entity knowledge and competence resulting from value-creating experiences for the comprehension of, and action on, the market.**

We focus our interest on the knowledge creation as a process of value creation for a customer but also for a corporate entity. We should note that the term “knowledge” has been used for a long time now to include all the representations that the different marketing researchers have of “market knowledge”. Cognitive marketing theories recognise the existence of “customer knowledge”, elements maintaining relationships between the consumer and the corporate entity through “Consumer Relationship Management” (CRM). Thus the cognitive approach, which is at the root of behavioural marketing , takes isolated individuals as holders of knowledge, while ignoring their creative capacities. The concept of “knowledge creation”-oriented marketing raises the question of other forms of customer-corporate entity -

knowledge. Here it is not a matter of applying the cognitive approach to knowledge *held* by the customer, but of constructing a new proposition based on knowledge *creation*.

We have conducted a study on the emergence of new Internet services in order to highlight the proposition we are developing.

## **2. RESEARCH ON THE SMELL WEB : THE *EXHALIA* PROJECT**

Below we are going to present the town of Grasse's smell website project and *Exhalia*.

This project is the result of transversally collaborative work between several branches: marketing executives, telecom researchers, computer specialists, electronics specialists and chemists, perfumers, website designers... and partner clients.

This research was carried out thanks to the scientific partnership between the Grasse Town Hall and the R&D division in France Telecom, using research work (Curbatov, 2003).

### *2.1. Fragrance diffusion services on the Internet*

The *Exhalia* Internet fragrances project took a big step forward in September 2003 when the first smell web portal was launched.

Broadly speaking, the *exhalia* concept aims :

- to diffuse fragrances in synch with data, images and/or sound, transmitted by a telecommunications network,
- to perfume in real time the content of the Internet, television, but also more generally all multimedia forms...

The [www.exhalia.com](http://www.exhalia.com) portal, created and managed by France Telecom in 2003, federates the olfactory sites and multimedia forms. Several professionals from the worlds of perfumery or gastronomy, education, relaxing video companies, project partners, expressed the wish to try it out on their respective sites by including a smell dimension. Companies and organisations such as the Interprofessional Burgundy Wines Bureau (BIVB), the Paris Hotel School, Cacharel, Cacharel, Grasse City and Brittany Seaside Resorts aimed to gauge the impact on their business.

We particularly positioned our application work in the field of tourism, thus allowing net surfers visiting the [www.ville-grasse.fr](http://www.ville-grasse.fr) to discover the perfumed welcome pages.

Diffusing a fragrance in the immediate environment through an Internet access set, means using a fragrance diffuser. Designing a tool which would compose a full gamut of perfumes ad infinitum (a sort of smells organ) is difficult to imagine, given current technologies. According to the type of service (volume to be perfumed, type of diffusion, practical application), one kind of diffuser will be used rather than another. It contains fragrance cartridges and is simply plugged in to the USB port of the computer, just like another peripheral.

The diffuser (hardware) is locally connected to a PC and tele-piloted by a Web server software. The fragrance is not made by the diffuser, but developed, then locally inserted into the cartridges it contains. Only some web pages are perfumed. A specific signal has been inserted into every multimedia application involved, and is translated by the software developed for the diffuser.

Setting up smell Internet services is relatively simple. On the server side, a signal (tag) is inserted into the HTML pages to pick the chosen fragrance and to set the parameters for the duration and the intensity of the diffusion. On the side of the customer-user, the software downloaded on the PC deciphers the tags and triggers the diffusion.

Even if it is relatively easy to diffuse perfumes on the Internet, it is still necessary to design a real olfactory application if we want the results to be beneficial for the services company and its relationship with the customers. It is not enough to simply add the fragrances, they must be a really integral part of the application like any other medium, with its own characteristics (slow/accelerated diffusion time lapse, heightened memory effect...), which requires meticulous scripting. Here is an example of application which was designed using this software, and which is part of the very first worldwide smell web applications.

### *The town of Grasse application :*

Six web pages in the tourism field have been perfumed : exporose (the Rose Festival), webcam, May rose, Grasse cooking recipes, the jasminade festival, a site on the historic links between the Lerins islands and Grasse.

These pages were perfumed respectively with ornamental rose, lavender, centifolia rose, rosemary, jasmine, a “summer in Lerins” fragrance.

The smell Web can really bring creativity to the customer and diversity to website design, which will go far beyond classic marketing fields. A new world is opening up in customer-corporate entity relationships.

The introduction of real perfumes on the Grasse website brings significant added value, especially to the world perfume capital : it makes visiting the institutional website more entertaining ; the web surfers become more curious, more interested...by knowledge creating.

Usage tests have allowed us to see the appropriation and the usages of this concept by professionals and the general public, and thus to better know their expectations as regards smell multimedia.. These results remain confidential and are now in the hands of the companies involved who may best exploit them.

Two types of tests have been carried out :

- qualitative tests in November 2003 for the study of usages and perceptions, people's behaviour towards this innovation at France Telecom's R&D department and
- a quantitative study, conducted in the first semester 2004 at the IUT in Saint-Denis, to validate the commercial aspects of the technology.

The majority of participants passed a positive judgement on the introduction of perfumes as an added dimension in multimedia use. These user tests allowed us to validate certain aspects perfumed site use and provide us with ideas for improvement, so as to heighten the prestige of the site, designed to enhance relationships between Grasse and its tourist population.

## *2.2. The theoretical and managerial implications : the perfume must convey its value and contribute to creating knowledge*

The knowledge of fragrances is essentially represented as tacit knowledge, for it is rooted in our experience. This knowledge is difficult to formalise in language, as smell preferences have been learned tacitly, emotionally and affectively. The commonest judgement on a perfume is expressed by the words: “*I like it, it’s beautiful*”, “*I know that perfume*”, without the person explicitly knowing the name of the perfume.

As a more general rule, olfactory knowledge also has a tacit connotation according to the following facts :

- a) the individual learns olfactory forms through daily-life experiences and his affective relationship with the universe around him;
- b) the individual keeps his knowledge secret (“*tacitum*” in Latin means secret, mystery, but also silence and what is hidden)

### **To what extent can Information and Communication Technologies contribute to creating new knowledge ?**

We have evoked the notion of learning in the customer and the product designer, in order to describe the creative transformations, knowledge creation and the innovation process. It expresses one of the foundations of the “experiential” corporate entity, and it is important to trigger the tacit dimension, incorporated by olfactory knowledge. This is made possible with the contributions of the smell web and of Knowledge Marketing.

*Knowledge Marketing*’ modelling takes on concrete form in the development of *Olfactory Knowledge Marketing*® programmes, in which tacit knowledge conditions the particular nature of knowledge creation with the smell web tools.

We maintain some recommendations which could be made after our experience in the smell web project :

1. *It is necessary to balance the amount of information provided (explicit knowledge) by the site, and the number of fragrances (tacit knowledge) with a view to their optimal conversion into new knowledge*

The site must not be overloaded with explicit information (text, sound commentaries, etc.) and fragrances (in principle, tacit knowledge). Seeking a balance between the different media is indispensable for the message to be well perceived, which results from optimal conversion of the tacit-explicit knowledge.

2. *It is necessary to diversify the olfactory pathways on the smell site*

The user has difficulty finding his way if the site structure is not in keeping with the olfactory pathway; this limits his ability to identify the fragrances, when the hedonic assessment is more active. The Olfactory Knowledge Marketing process makes it possible to find ways to structure and diversify pathways on smell sites.

3. *It is necessary to ensure congruence between fragrances and images*

Generally speaking, the fragrance must convey a connotative value to the site images.

4. *It is necessary to design a web application in osmosis with the fragrances.*

One must avoid overloading existing sites with fragrances ;

Olfactory briefing and the site content have to be developed at the same time.

It will therefore be interesting in the future to study the viewpoint of the consumer's integration in the design/production/consumption process in Internet services, in particular for "personal" Internet smell-page (smell-blog) design. This proposition extends research into experiential acquisition marketing at both managerial and theoretical levels.

	Knowledge and Processing of Knowledge Marketing			Empowerment and Competence		
	Implicit Knowledge	Explicit Knowledge	Creating of new knowledge	Core Competence (Corporate)	Costumer Competence (Skills)	Creating of Common Competence
<b>Smell web applications</b> <a href="http://www.exhalia.com">www.exhalia.com</a>						
<b>Grasse City</b> <a href="http://www.ville-grasse.fr">www.ville-grasse.fr</a>	a) Experiential knowledge coming from navigating over Grasse touristy smell web.  b) Residual experience knowledge in Grasse's perfumes and fragrances.	a) Texts and images informing about tourism and perfume-creation in Grasse.  b) Information and documents presented on Grasse web.	Knowledge of perfumes and touristy richness of Grasse for presentation and creating of new supply.	Competence to produce perfumes.  Competence to create tourist supply.	Competence to appreciate touristy richness of Grasse.  Potential competence to participate in perfume creation	Competence to co-create and to share experience in tourism and perfume-creation.
<b>Interprofessional Burgundy Wines Bureau (BIVB)</b>	a) Experiential knowledge coming from previous wine consuming. b) Experiential knowledge coming from navigating over BIVB smell web. c) Residual experiential knowledge in vine-associated fragrances.	a) Texts, images, sounds and comments of BIVB's smell web. b) Information regarding web smell quiz.	Knowledge of production process, new promotion and consuming of Burgundy wines.	Competence of wine producers and distributors.	Competence to appreciate and consume wines  Potential competence to produce wines.	Competence to co-create and to share experience in production and consuming of wines.
<b>Cacharel</b>	a) Experiential knowledge coming from navigating over Cacharel smell web. b) Residual experiential knowledge from previous consuming of Cacharel luxury products and perfumes.	a) Texts, images and sounds of Cacharel smell web. b) Information regarding the history of perfume creation.	Knowledge of new trends in luxury products and perfumes appropriated by both producers and consumers.	Competence of conception and promotion of luxury products and perfumes.	Competence to appreciate luxury products and perfumes.  Potential competence to participate in promotion of luxury products and perfumes.	Competence to share and detect the trends in luxury products and perfumes.
<b>Rosebaum's Culinary Photography</b>	a) Experiential knowledge coming from previous preparation of culinary dishes and their consuming. b) Experiential knowledge coming from navigating over culinary smell web. c) Residual experiential knowledge in associated culinary fragrances.	a) Images of culinary photos presented on smell web. b) Information about culinary dishes and their components.	Knowledge of new culinary appropriated by both producers and consumers.	Competence in preparation and innovation of dishes.	Competence to appreciate, create and invent culinary dishes.	Competence to co-create culinary dishes.
<b>France Télécom</b>	Experiential knowledge coming from navigating with usage of new technologies.	Images and/or instructions for use of new telecommunication technologies (hardware / software)	Knowledge of creation, promotion and usage of new technologies simultaneously appropriated by both producers and consumers.	Competence in innovation and promotion of new telecommunication technologies	Competence to use new technologies. Potential competence to create new telecommunication technologies (hardware / software).	Competence to co-create technology innovations

Table 1 : Typology and examples of knowledge and competences applied for smell web by *Olfactory Knowledge Marketing®*

Perfume has become a tool for appropriating real or virtual experiences. The knowledge and discovery dimension is also important, given the answers presented in the survey on smell television. The discovery of new cooking recipes, for example, or getting to know foreign places, and cultures, out-of-the-ordinary experiences shown in documentaries, confirm this “desire for knowledge” which could be acquired by the television viewer, and be better appropriated through fragrances. More generally speaking, it is a matter of linking television viewers’ experiences and the experiential, educational frameworks of television programmes. The customer-viewer competence is thus mobilised and linked up to the designers’ competence. The process of new knowledge creation is also set in motion. The knowledge is appropriated by the users and transformed into organisational knowledge through their conversion process (Curbatov, 2004, Patent INVI).

Now we can observe the theoretical implications of *Knowledge Marketing*, according to which the corporate entity endeavours more to create new knowledge than to examine pre-existing knowledge. The origin of this approach has been proposed by the Japanese Nonaka and Takeuchi (1997) in the organisational field, and found its place in the marketing field. Combined with experiential, moderate and knowledge marketing approaches, *experiential acquisition marketing* uses the consumer’s intelligible experience as its analysis unit, rather than the episodic satisfaction of his needs.

## **Conclusion**

If we look closely at the relations we have on a daily basis with our fellow human beings through the different experiences we have, we can see that there is always interactive dynamic learning. In fact, knowledge created between customers and corporate entities becomes a strategic tool for better appropriating and linking their experiences to form an empowerment. We have discussed how fragrance diffusion technologies will be able to be used to create and appropriate new knowledge.

Marketing can therefore become more intelligible. Production/consumption experiences maintain experiential acquisitions and enhance economic players’ intelligence. The notion of sensorial experience is complex and implies that of knowledge. The latter is inevitably linked

to the notion of learning. It is based on the interaction between players - customers and corporate collaborators – and on their ability to create new knowledge.

In order to better understand this proposition, we have used the example of the smell web. In this way, we shall be able to generalise the *Knowledge Marketing* concept involving Information and Communication Technologies. The modelling of *Olfactory Knowledge Marketing* integrating tacit knowledge (fragrance) into the web content, conditions their conversion with explicit knowledge (text, image). This modelling has provided some avenues to be explored by professionals to solve the complex problems of the web.

The future should allow us to answer the following question : “*Are ICT and innovating services capable of developing our competence and creating our knowledge ?*” This will also be the challenge which marketing chiefs will have to endeavour to take on in coming years.

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