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Tampa Bay Rays Score with Fans by Providing Scents from DMX

ST. PETERSBURG, Fla.—When fans walked through the eight-story rotunda entrance of Tropicana Field during the World Series matchups between the Tampa Bay Rays and the Philadelphia Phillies, they were treated to the sights, sounds—and smells—of the baseball stadium.

As part of the fan experience at Tropicana Field, Austin, Texas-based DMX Inc., a leader in sensory branding, provided a scent called Citrus Burst that baseball fans smelled as they entered Tropicana Field. The Rays' home field is thought to be the first Major League Baseball stadium to use scent in this way.

During the 2009 season, the Rays plan to keep using an orange scent in the Tropicana Field rotunda and are looking at adding other scents throughout the domed stadium—a cotton candy scent in the carnival area and a bubble gum scent in the Topps “make your own” baseball card alcove. Scents evoking fresh-cut grass, suntan lotion and sea spray also are under consideration.

“Tropicana Field is one of the most fan-friendly ballparks in Major League Baseball,” Eric Weisberg, manager of fan experience for the Tampa Bay Rays, said. “The addition of scents is meant to optimize the fan experience among all five of our senses. Research has shown that sense of smell is most connected with emotion. We introduced the Orange Burst scent from DMX as a logical tie-in with Tropicana, and as a way to boost the fun and positive experience at Tropicana Field.”

Brian McKinley, vice president of marketing at DMX, said the Citrus Burst scent helps Tropicana Field convey the feeling that the stadium is clean and fresh.

“When fans return to their homes, to work and to their lives and encounter a similar citrus aroma, the positive memories and experiences they had at Tropicana Field are likely to come rushing back,” McKinley said. “This will remind them that it’s time to go catch another game.”

“There are many scents that people associate with a ball game, such as the aroma of hot dogs or peanuts,” McKinley said. “With the help of DMX, the Tampa Bay Rays have taken an innovative step toward providing another memorable scent—one that is uniquely tied to the experience at Tropicana Field.”

Businesses from an array of industries already tap DMX to harness the power of scent to enhance their brands and customer experience.

“Tampa Bay is the first Major League Baseball team that DMX has worked with, and we’re pretty certain it won’t be the last,” McKinley said. “Sports organizations—from baseball to hockey and more—are recognizing the need to provide a true experience from start to finish. Scent is a powerful way to create an immediate and lasting connection with fans.”

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About DMX Inc.

Recognized as an international leader of sensory services, DMX Inc. creates brand experiences for commercial environments. The company’s services include music design, full-motion video, audio messaging and environmental scents developed to provide brand texture for its customers and create integrated, multisensory environments that drive repeat business. DMX has represented some of the most identifiable international brands, such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. For more information, visit www.dmx.com.

About the Tampa Bay Rays

The Tampa Bay Rays debuted in Major League Baseball’s American League in 1998 and won this year’s American League championship. For more information, visit www.raysbaseball.com.