



Why we buy

Secrets of consumer seduction

A documentary by **Jan Tenhaven**

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45, 52 min

In WHY WE BUY we take a look behind the scenes of confidential manipulation by meeting the people who give the world its colours, sounds and aromas – a sweet, hidden persuasion of us consumers by activating our senses.

The story

What will the future look like? What will we fear, what will we desire, what will we buy in three years from now?

These questions are not a futuristic game, not just „nice to know“. The answers to them are vital for almost any industry if it wants to survive.

Why are there at the same time orange shoes, orange sofas and orange prams in the shops? Why are BMW and Porsche spending millions of euros to create the sound of a slamming door? Or simply of an indicator. Why does it always smell the same at any Sheraton hotel in the world? And how will Swissotel smell soon? Meet the people that paint, orchestrate and perfume the world. What visions do they have for the future?

With WHY WE BUY we take a look behind the scenes of secret manipulation by following three experts on their hunt for the sound, smell and scent of tomorrow.