

Whiff Box

Situation

Yes, you actually can fill your life with fragrance!

In 2018, most Scentsy customers knew and loved our flagship Simple System — Scentsy Warmers + Scentsy Wax Bars — or collected Scentsy Buddies for their kids. But so many had yet to try some of their favorite fragrances in our newer product categories like Body, Clean and Laundry.

We knew getting Scentsy products like Body Wash, Laundry Liquid or Counter Clean into the hands of customers who loved our fragrances would encourage brand conversion for many must-have, consumable products and increase their order frequency in support of Scentsy Consultants.

Naturally, as we explored new avenues for product discovery among our customers, we considered their unique needs, studied industry trends and forecasts and, most importantly, we asked the experts.

We've always relied on the ingenuity and passion of Scentsy Consultants.

Their ideas are what make Scentsy work so well. We have this huge group of enthusiastic contributors sharing their talents and skills to help strengthen the Scentsy opportunity for everyone.

Just as the “mystery box” subscription craze began sweeping the world, many top Consultants recognized the demand and started selling their own monthly scent boxes to customers, establishing new, recurring revenue and providing excellent service with expert product recommendations and customer follow-up. But it was a difficult system for Consultants to manage — especially for those who had dozens or even hundreds of customers.

Taking the baton

We listened, learned and developed an innovative product in the direct selling industry to create new sales and relationship-building opportunities for all Scentsy Consultants.

Strategy & Tactics

Encourage product discovery, Consultant and customer engagement and recurring revenue with a curated monthly kit of new and trending products.

Get new products into the hands of existing customers.

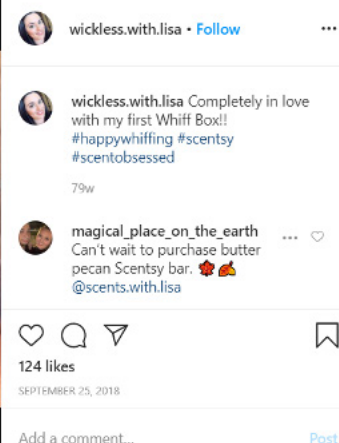
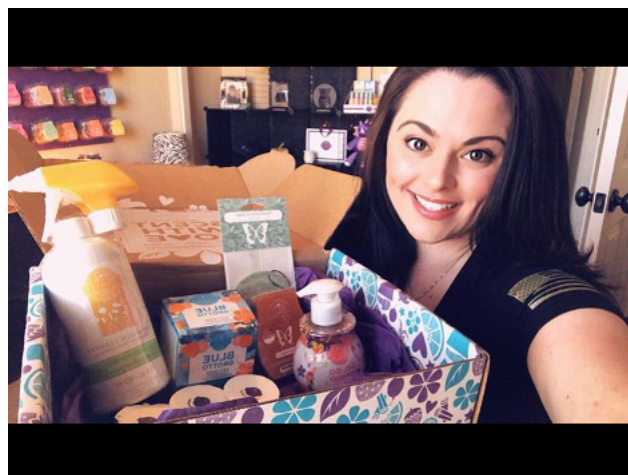
For customers who want to experience new fragrances and products — expertly chosen by Scentsy pros — Whiff Box offers an exciting, affordable way to do that every month from multiple product lines, allowing customers to fill their lives with fragrance in new ways throughout the day.

Give Consultants a new sales opportunity and even more customer connection.

Scentsy is a relationship business, and Consultants succeed by serving their customers with enthusiasm and understanding. But it can be hard for Consultants to stay connected and remember to follow up, especially for those who serve so many customers. Whiff Box was designed to help Consultants easily make sound product recommendations and serve customers who want to explore new fragrances — and all the ways they can be enjoyed — each month.

Introducing ... Whiff Box! A simple way to explore new scents and surprises every month.

Want a fresh assortment of products to explore on the regular? We make it easy! Each month, we put together a Whiff Box filled with new, trending and seasonal products for you to discover. And what's inside is always a surprise! Every Whiff Box includes a variety of samples and full-sized items, like Body, Clean and Laundry products, Scentsy Bars and more! All for less money than purchasing the products individually.



Whiff Box

Create the opportunity for recurring revenue.

Whiff Box is a unique product because it's also a system for building customer loyalty and engagement. And this results in recurring revenue that increases a Consultant's income per hour, freeing up more time for building deeper relationships with their customers and their Scentsy team.

Build on the global excitement and convenience of the "mystery box" trend.

Everyone loves a mystery! Getting a Whiff Box in the mail is like opening a gift on Christmas morning — we're all addicted to that sense of anticipation and surprise. It's a joyful, convenient and affordable way for customers to treat themselves every month. Plus, for Scentsy fans, it's a hassle-free way to keep their warmers filled with wax and their homes smelling great.

Get it through Scentsy Club!

By launching Whiff Box in tandem with Scentsy Club, our subscription program that encourages recurring orders of consumable products, we strengthened the value proposition of both programs.

Create social media engagement with #HappyWhiffing and #ScentsyWhiffBox.

It's fun for customers to share their excitement for Whiff Box on social media. We invite them to post pics of their "unboxing moment" with our hashtag, generating new customer interest and adding another touchpoint for Consultant interaction.

Results

We established new, recurring income for Consultants:

- Global Whiff Box sales have increased steadily since Fall/Winter 2018 — from roughly 10,000 units per month to about 30,000 units per month!
- About 25% of Scentsy Club subscribers have a Whiff Box in their subscription — that's approximately 7,000 Whiff Boxes in scheduled shipments every month.

We created online buzz, generating new opportunities for customer engagement and interest:

About 5,000 user-generated images have been shared on Instagram with #HappyWhiffing or #ScentsyWhiffBox.

