

Bring Back My Buddy

Situation

Scentsy Buddy

1. Pick your Buddy
2. Pick your fragrance
3. Add Scent Pak and enjoy!

It's time to Bring Back My Buddy!

We first launched the Scentsy Buddy in September 2010, and it was an instant hit! This fun and fragrant product was designed especially for kids of all ages, to delight the senses with kid-safe fragrance, vibrant colors and varied textures.

The concept was simple: Create adorable, uniquely designed plush toys with a zippered pocket that holds a Scent Pak, a mesh bag filled with scented beads in bestselling Scentsy fragrances.

What originally began as a seasonal catalog product — we'd design a handful of new Scentsy Buddies and make them available for a season or two — ultimately morphed into a highly successful limited-time-offer program, due to their natural collectability.

But because each Scentsy Buddy is only available while supplies last, not every customer is able to get the ones they want most!

So, in 2020, to celebrate a decade of these adorable, fragrant friends — and more than 100 unique designs — we invited Scentsy Consultants and customers to vote on which three Buddies they'd like to bring back as 10th Anniversary Editions, available once more for a limited time only.

Strategy & Tactics

Use the 10th anniversary of the Scentsy Buddy to celebrate the popularity of the product and give Consultants an opportunity to engage their customers and increase their sales.

Vote!

Everyone was invited to vote for their favorite discontinued Buddies for three days in February 2020, with a limit of one vote per person, per day. Voting didn't just create a wonderful engagement opportunity, it also helped us gauge the potential popularity of returning Scentsy Buddies, informed product forecasts and manufacturing and helped inform future Buddy designs, too.

Votes could only be cast for retired Scentsy Buddies to avoid undermining the sales of the Buddies currently available as part of their own limited-time offers.



Measurable objective: Achieve significant voting participation to create awareness and engagement.

Target audience

From the beginning, the Scentsy Buddy expanded our core demographic to include parents or grandparents who wanted giftables for kids. From there, because of their collectability and our while-supplies-last sales strategy, many new customers began racing to place their orders each time a new Buddy is released to build their collection. We knew 10th Anniversary Edition Buddies would appeal to:

- Customers or Consultants who had missed their initial chance to purchase a Buddy, due to their limited-time-only nature.
- Customers or Consultants who had lost or damaged a Buddy and wanted a chance to replace it.
- Customers or Consultants who had built a Scentsy Buddy collection and needed to fill a gap or add to their collection.

Geographically, Scentsy Buddies are particularly popular in our European, Australian and New Zealand markets, and we knew Bring Back My Buddy would generate an increased awareness and enthusiasm in those markets. And this would be our first opportunity to offer a "bring back" campaign for our Mexican market, which would also generate fresh excitement.

Bring Back My Buddy

Measurable objective: Build on the success of the Scentsy Buddy program to increase engagement and sales; invigorate international markets with a campaign suited to their customer interests and purchase history.

Targeted marketing

We emailed past Scentsy Buddy customers and those who had previously voted for Bring Back My Bar, a similar limited-time-offer campaign, to invite them to vote for the returning Buddies and to let them know when they could make a purchase. Sending targeted emails allowed us to gather essential customer data to inform future products and campaigns.

Measurable objective: Generate a list of Buddy contacts for marketing purposes.

Overarching sales goal: Generate at least \$1 million in new revenue through the sales of the three winning buddies.

Results

From voting to purchasing, Bring Back My Buddy had very successful engagement and results!

The winners: *Eliza the Elephant, Stella the Unicorn and Suzie the Sloth*

- **532,317** votes were cast by Scentsy Buddy fans during the three-day window in February 2020!

Globally, first-day sales for the 10th Anniversary Editions of each winning Buddy were dramatically higher than the sales from each Buddy's initial offering, speaking to the success of our marketing strategy and the resources we offered to Consultants:

- *Eliza the Elephant* had a **557%** increase in units sold!
- *Stella the Unicorn* had a **476%** increase in units sold!
- *Suzie the Sloth* had a **713%** increase in units sold!

Globally, sales of 10th Anniversary Editions of each winning Buddy for the duration of the campaign were dramatically higher than the season-long sales from each Buddy's initial offering:

- *Eliza the Elephant* had a **25%** increase in units sold!
- *Stella the Unicorn* had a **35%** increase in units sold!
- *Suzie the Sloth* had a **79%** increase in units sold!



Our \$1 million goal for new revenue was dramatically achieved: 10th Anniversary Edition Scentsy Buddies brought in more than \$3.5 million in actual new revenue globally!