

Life's a Garden

Situation



The pursuit of simple pleasures

In the spring of 2021, as most families continued spending their time at home, the world experienced a trend toward simpler times. People began returning to their kitchens, and returning to their gardens, with a renewed focus on fresh, whole foods and the serenity of nature.

As a result, the demand for indoor gardens grew dramatically. Home gardening kits began selling out as people wanted to feel connected to nature and to slow down through activities like baking and gardening.

By this time, we already knew that Scentsy had a unique opportunity to bring beauty and joy to people in uncertain times, whether that meant giving home-bound families a new source of income or simply filling their spaces with safe, beautiful fragrance.



To expand on both opportunities, we designed the limited-edition **Life's a Garden Collection**. Not only would it give Consultants something new and exciting to share with customers to increase their sales during traditionally slower months. But it would also embrace the global trend toward simple ingredients, more meaningful experiences and the celebration of nature's bounty — like spending time in your very own kitchen garden.

Strategy & Tactics

The fragrances: Available as a bundle or individually

Apple Parsley

Fresh-picked parsley brings a subtle crispness to tart apple and a luscious layer of juicy pear.

Chamomile Daisy

Bright lemon zest warms to a tranquil, tea-inspired blend of chamomile flowers and fresh-picked daisy.

Lavender Violet

A swirl of sweet spun sugar takes garden-grown lavender and violet to alluring marshmallow depths.

Pineapple Mint

Juicy pineapple, fresh orange and refreshing spearmint offer a crisp twist on tropical.

Strawberry Basil

Fresh, green basil garnishes strawberry and raspberry for a dreamy, on-the-vine vibe.

Connect with nature to feel inspired

As people began growing more vegetables, flowers and herbs at home, we saw that trend reflected in the use of herbal ingredients in fine and home fragrance. We were excited to give a distinctive Scentsy spin to this trend toward herbal notes, while also staying true to the fragrances our customers love most: namely, our fruity and citrus fragrances.

We paired herbal ingredients like basil, parsley and mint with juicy, vibrant fruity and citrus ingredients. The juiciness of the fruit notes brought out the freshness of the herbs. And the herbal notes made the fruity notes even more delicious.

A new opportunity to grow

Limited-edition collections, like *Life's a Garden*, provide Consultants with compelling new products to share with customers throughout the year. We strategically launch them to align with seasonal or holiday trends, or to help bolster Consultant sales during traditionally slower months. Plus, they're so much fun!

Any time we can present imaginative new fragrances in unique ways, we do. The success of our fragrance collections show that Consultants and customers love these new opportunities for creativity and storytelling, to build upon a cultural trend or even to set new trends in the industry, which invites more engagement, customer loyalty and a deeper appreciation for the power of fragrance.

Creating the perfect pairings

We uniquely marketed a new, garden-inspired Scentsy Warmer for each region with new *Life's a Garden* fragrances, to complete the trend story and as a means for customers to experience each scent to the fullest.



The fragrances were offered as Scentsy Bars and sold individually or as a bundle. Each bundle included a packet of mixed herb seeds to extend the experience — customers were invited to grow their own indoor herb gardens to further create an earthy, grounded atmosphere to complement their new fragrances.

This simple-yet-impactful addition came with unique difficulties as we struggled to source seeds that could be shipped internationally. Despite the challenge, we knew the inclusion of the seed packets would be worthwhile.

Life's a Garden



It would allow the collection to not just delight the senses but also inspire real, beneficial action — the actual planting of herbs as an extension of the fragrance experience, which could carry on throughout the phases of plant growth, harvest and even use in family dinners, herb-muddled drinks or pressed as botanical art. In each phase, Scentsy would be there.

Targeted marketing

We emailed past Scentsy customers, particularly those who had recently purchased fragrances from our floral and fruity categories, to invite them to shop *Life's a Garden*. Sending targeted emails allowed us to gather essential customer data to inform future products and campaigns.



Our goal

We launched the *Life's a Garden* Wax & Warmer Collection in all Scentsy markets — North America, Europe, Australia and New Zealand — with a primary revenue goal of \$1.5-1.8 million, based on historical sales data from similar limited-time offers.

Results

Life's a Garden, so #DigItScentsy!

Life's a Garden was a hit among Consultants and customers. After a hugely successful launch, we had to rush to order more materials so we could continue pouring Scentsy Bars to meet demand.

Ultimately, *Life's a Garden* sales brought in **\$3.42 million in new revenue** globally — roughly double our forecasted revenue!

Always Get My Bar

We launched this collection on March 15, 2022, and by April, **22,684 Life's a Garden Scentsy Bars** were added to Scentsy Club orders, ensuring we'd continue making them exclusively for Club subscribers even after the collection was discontinued. We launch limited-time offers that include Scentsy Bars, like *Life's a Garden*, as a natural entry point for new Scentsy Club subscriptions because customers fall in love with the fragrances and don't want to lose them!

With the Always Get My Bar perk, we continue making discontinued Scentsy Bar fragrances for Club subscribers as long as they remain in their subscription.



Even more to celebrate
 Each time we launch a limited-time offer, we not only generate new revenue through direct sales of the product or collection, but catalog sales also increase alongside it, magnifying the income-generating opportunity for Scentsy Consultants.