

Warm, Enliven, Inspire

“When we are together, it reinforces what we have in common rather than our differences. The world is full of conflicting opinions, division and cancel culture right now. And our deepest desire at the home office is that we can all set our differences aside and focus on what we have in common and the things that bring us joy.”

— Dan Orchard, Scentsy President and Interim CEO

Situation

In 2020 and 2021, 243,000 new Consultants joined Scentsy during an unprecedented and phenomenal phase of hypergrowth — more than doubling the size of our salesforce. This growth introduced two unique challenges to address in 2022:

1. Expand the Scentsy business opportunity.

We needed to expand beyond our biannual catalog model to remain an innovative and industry-leading business opportunity. To serve our Consultants best, we would have to respond to a massive shift in consumer behavior to increase sales and offer consistent ways to boost Consultants' businesses throughout the year.

2. Maintain and strengthen Scentsy culture.

We needed to welcome so many new members into the Scentsy family in a way that invited them to contribute to our community, so we could maintain the strength of our company culture. Because when every Consultant brings their unique talents to the table and has a chance to develop them, and when they feel connected to the company and inspired to bring their best, the Scentsy opportunity grows even stronger for the entire Scentsy community.

Warm the Heart, Enliven the Senses, Inspire the Soul

To answer both calls, we redesigned our annual sales and engagement strategy to include a regular cadence of limited-time offers, training opportunities and marketing campaigns woven through the fabric of our Scentsy story, our company values and our mission “to bring value to the world” as a means to empower each individual contributor.

Strategy & Tactics

EXPAND THE SCENTSY BUSINESS OPPORTUNITY —

Scentsy lives its motto to “Contribute more than you take”

We always study sales trends and gather Consultant feedback to inform new product decisions. In 2022, based on our research, we were able to sharpen our focus to offer the *best* products at the *right* times.

1. Offer a strategic cadence of new products and promotions.

We expanded our traditional biannual catalog model, plus additional product promotions, to a dynamic annual plan that included **63 new product promotions** strategically placed throughout the year. There was something new every month — and nearly every week: Scent and Warmer of the Month, new limited-time offer wax collections, Enliven the Senses bundles inspired by the Scentsy Mission, new licensed product collections with partners like Disney, Marvel and Warner Bros., new catalogs, new seasonal and holiday collections, flash sales and more!

Desired outcome: Help Consultants increase their bread-and-butter catalog sales by offering strategic limited-time offers throughout the year.

2. Offer tools and training to promote Consultant success.

To ensure Consultants would have everything they needed to make the most of each promotion, we launched a few new resources:

♦ Monthly Planning Ahead

In June 2022, we began posting a comprehensive Monthly Planning Ahead document on the first day of each month. It includes everything happening at Scentsy during a given month, plus training content and tools Consultants can use to maximize their efforts. It's a quick, easy resource to help Consultants find new customers and get consistent sales.

♦ New Season Sales Kits

In January and July, we launched New Season Sales Kits to allow Consultants to purchase a variety of new catalog products a full month early, so they could see and experience new products first, bring them to parties and begin sharing them with customers.

Warm, Enliven, Inspire

Scentsy Mission

To bring value to the world by providing an industry-leading, family-friendly business opportunity selling creative, artistic, high-quality products what Warm the Heart, Enliven the Senses and Inspire the Soul.

Scentsy Values

Simplicity
 Authenticity
 Generosity

Scentsy Motto

Contribute more than you take.



Early Access

Scentsy fragrances must be experienced! So, we offered early access to certain limited-time offers that included new fragrances, like Bring Back My Bar or Holiday Bricks, so Consultants could try the new scents, create samples and begin sharing them with customers.

Desired outcome: Create resources that Consultants would use regularly, measured by downloads and increases in product sales and campaign engagement.

3. Creatively bundle and promote products in new ways.

Fully stocking our shelves and staying light on our feet allowed us to launch additional product bundles, promotions and flash sales as needed to keep Consultant sales going strong despite external factors — like economic uncertainty and inflation that impacted everything from rising energy costs to the price of eggs.

Desired outcome: Live our motto to “contribute more than you take” with our Consultants, bolstering them with sales opportunities and new revenue in traditionally slower months.



MAINTAIN AND STRENGTHEN SCENTSY CULTURE — Scentsy teaches its motto to “Contribute more than you take”

As our Scentsy family continued to grow in 2022, we offered several opportunities for Consultants and customers in every Scentsy market throughout North America, Europe, Australia and New Zealand to hear and embrace the Scentsy story and make a positive contribution to our culture.

Desired outcome: Encourage Consultants to learn about and contribute to Scentsy culture, measured by overall program engagement and promotional sales.

Warm the Heart, Enliven the Senses, Inspire the Soul

In 2022, we created three weeklong campaigns and one single-day campaign inspired by the Scentsy Mission. The campaigns included company announcements, sales promotions, marketing assets and training, shared through the lens of Scentsy culture.

- **Inspire the Soul Week: Jan. 4-7, 2022**
 Reflect on 2021 with the Year in Review Infographic, and create goals for 2022 with visualization training, a special Facebook Live with Scentsy leaders and goal-setting training to help Consultants turn their vision for the year into a plan to reach their goals in 2022.
- **Enliven the Senses Week: March 21-25, 2022**
 Celebrate the sensory magic of fragrance, beginning with a huge product giveaway on International Fragrance Day on March 21. To make the week extra special, we offered discounted bundles of select Spring/Summer 2022 Catalog products to increase sales, we shared fragrance stories on Facebook and we posted new training for Consultants.
- **Warm the Heart Week: June 27-July 1, 2022**
 Get back to our roots and celebrate how far we've all come together, with storytelling and videos on social media. We also launched our *Valley the Valais Blacknose Sheep* Scentsy Buddy — in honor of Scentsy's humble beginnings on an Idaho sheep farm.
- **International Pay It Forward Day: April 28, 2022**
 Every year on April 28, we rally our home office employees to perform an act of kindness for strangers, with the hopes that each gesture will prompt the receiver to “pay it forward.” For the first time in 2022, we invited Consultants to join us to spread Scentsy kindness in their communities! We created a card Consultants could print to include with their donations or gestures, and we invited everyone to share their stories with #ScentsyPIF.

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Results

“When we are together, it reinforces what we have in common rather than our differences.”

Many of the benefits our Consultants and customers and Scentsy as a whole experienced in 2022 are intangible — how do we measure the overwhelming sense of Scentsy Spirit that envelops our entire community? Luckily, engagement talks — and in 2022, it practically yelled! Here's what we can measure from our year-long initiative to Warm the Heart, Enliven the Senses and Inspire the Soul:

RESULTS: EXPAND THE SCENTSY BUSINESS OPPORTUNITY

- Our Consultants had more sales opportunities in 2022 thanks to our dynamic promotions. Limited-time offers (LTOs) created a sense of urgency and provided new reasons to engage with customers throughout the year.
 - ◊ **64.66%** of customer orders for LTOs also included products from the seasonal catalog!
- Our Consultants used the new resources we offered to help them be more prepared each month and grow their businesses in 2022.
 - ◊ In the first three months after posting the Monthly Planning Ahead document, we had a **32%** increase in Training center visits!
 - ◊ **47,990** New Season Sales Kits were purchased by Consultants in January and July 2022.
 - ◊ **752,047** Scentsy Bars and **60,007** Scentsy Bricks were purchased as Early Access products in 2022, allowing Consultants to make samples and collect orders before the launch of new LTOs.
- With a desire to “contribute more than you take,” we helped Consultants generate more than **\$45 million in new revenue** with strategically launched sales, promotions and product bundles throughout the year, bolstering their businesses during difficult seasons:

RESULTS: MAINTAIN AND STRENGTHEN SCENTSY CULTURE

“How will you contribute to the Scentsy community?”

- “Enliven the Senses” bundles generated **\$6.15 million** in new revenue!
- “Warm the Heart” early launch of *Valley the Valais Blacknose Sheep* Scentsy Buddy generated **\$104,561** in new revenue!
- **16,785** training resource views promoted through Warm, Enliven, Inspire!
- **3,359,986** impressions (likes, comments and shares) on social media in response to Warm, Enliven, Inspire!
- **89,244** impressions for Pay It Forward Day with #ScentsyPIF!

Thanks to our efforts to expand the Scentsy business opportunity and strengthen Scentsy culture, Consultants were able to develop their unique talents, build their businesses with purpose-driven sales promotions and engagement opportunities, learn more about Scentsy's story and contribute to the Scentsy community at large in 2022. Scentsy Spirit!

