

Scent-Spirations

At a glance

OUR GOAL: To offer a fun and nostalgic seasonal collection to increase holiday sales in all Scentsy markets.

OUR RESULTS: We sold out of the Scent-Spirations bundle in less than 30 minutes in North America, and in less than 90 minutes in Australia and New Zealand!

Thanks to inventive pre-launch marketing and incredible Consultant engagement, anticipation for the Scent-Spirations Collection resulted in a race to purchase on launch day!



Situation

Build on the success of a Scentsy bestseller.

Our sales team explored ways to create the same excitement we feel when Starbucks® or McDonald's® drops their holiday cups — which hold the same beverages we consume all year but feel extra-special in red and green! — with a holiday collection that felt new and compelling, yet familiar to Scentsy fans.

Vanilla Bean Buttercream, a popular Scentsy fragrance for 8 years with 4,466,633 Scentsy Bars sold, was the perfect base for a new holiday fragrance collection.

In November 2022, we launched the new limited-time Scent-Spirations Collection as a *Vanilla Bean Buttercream* Holiday Edition in every Scentsy market, to the delight of Consultants and customers throughout North America, Europe, Australia and New Zealand.

Strategy & Tactics

Give Consultants in every Scentsy market a new opportunity to increase their holiday sales with a fun, nostalgic fragrance collection.

PRE-LAUNCH

1. Announce Scent-Spirations at our largest annual events — three months before launch.

Every Consultant and guest who attended a Scentsy Family Reunion received the Scent-Spirations bundle as a gift! We also shared the inspiration behind the limited-time offer and launch details from stage. As a result, more than 4,500 attendees had the collection in hand three months before customer sales began — and thousands more heard the news through a live virtual broadcast — to kick off the promotion and anticipation phase. We used this opportunity to gather Consultant UGC to use in our own marketing efforts!

2. Give all Scentsy Consultants early access to Scent-Spirations, for planning and prep.

Consultants were invited to purchase the Scent-Spirations Collection up to three weeks before we opened customer sales, to give them a chance to experience the new fragrances, prepare marketing videos and other materials, and make samples to share at parties or in outgoing orders. We even provided Consultants with exclusive training on how to make the most of early access. Consultants loved the opportunity to prepare: We sold out of early access bundles within a couple of hours in several markets!

3. Provide promotional resources to give Consultants the tools they needed to share.

In addition to early access, we posted sharable images and new limited-time offer training to the Consultant Workstation, the online hub where they run their businesses each day, so Consultants would have the tools they needed successfully share Scent-Spirations with their customers and followers.

Thanks to our expansive pre-launch marketing efforts, Consultant buy-in was incredibly high long before customers could purchase the collection. Consultants were able to run with their own promotions, share samples at parties and collect orders prior to launch day.



"I told my friends at Reunion when we were given the set of bars, I said 'I am going to get back Director numbers on just these bars!!!!' They are amazing!! Soooooooo excited!!!"
— Lori S., Scentsy Consultant

Scent-Spirations

"It's incredible! I had an open house yesterday, and instead of using my bars for samples, I decided to let my open house attendees feel super special and I let them do a 'first sniff' of these. They ALL went crazy over <Candy Cane> Buttercream!"
— Sarah C., Scentsy Consultant

LAUNCH

Introducing the new Scent-Spirations Collection: *Vanilla Bean Buttercream* – Holiday Edition!

Holiday spins on a classic fragrance

Vanilla Bean Buttercream is coming home for the holidays, and it's not alone: Three new Scent-Spirations add holly-jolly notes to this beloved fragrance! The limited-time bundle includes these Scentsy Bars, wrapped in a holiday gift box:

New! Candy Cane Buttercream: A forest of peppermint candy cane and vanilla bean, frosted with buttercream.

New! Caramel Buttercream: Buttercream and vanilla bean wrapped in caramelized sugar.

New! Gingerbread Buttercream: Vanilla bean and buttercream warmed with ground ginger and nutmeg.

Vanilla Bean Buttercream: Decadent buttercream frosting made with the freshest butter whipped with cane sugar and vanilla extract.

Bonus: An exclusive *Candy Cane Buttercream* 3D Scent Circle!



1. Offer Consultants and customers multiple ways to save.

In addition to the bundles, we offered individual sales on each Scentsy Bar fragrance, and they could also be purchased at a discount in 3-pack or 6-pack Bundle & Save offers. The bundles and individual Scentsy Bars were all eligible for Host Rewards — free or half-price products based on party sales.

2. Cancel planned promotions after a quick sellout!

We had developed additional marketing emails, including a targeted email to customers who had previously purchased a Scentsy product in *Vanilla Bean Buttercream*, inclusion in our monthly customer newsletter and social media posts to promote the collection, but had to cut them from the queue once the limited-time offer sold out ahead of forecast.

POST-LAUNCH

1. Add your favorite discontinued Scent-Spirations fragrances to Scentsy Club!

For 30 days after the promotion, Consultants and customers were invited to add their favorite Scent-Spiration fragrances to Scentsy Club subscriptions as part of our Always Get My Bar program, where we'll continue making a discontinued Scentsy Bar fragrance — even if it's just for one customer — as long as it stays in their subscription.

2. Turn Scent-Spirations into a biannual program.

The collection performed extremely well in all Scentsy markets, so we began developing follow-up promotions to build a biannual Scent-Spirations program, featuring new twists on a different bestselling fragrance each season.

Results

We sold out of the Scent-Spirations bundle in less than 30 minutes in North America, and in less than 90 minutes in Australia and New Zealand!

- During the limited-time offer, sales resulted in more than **\$1.8 million** USD in new revenue!
 - ◊ Thanks to our pre-launch efforts, Scent-Spirations outperformed Scents of the Season, another fragrance collection launched during Fall 2022, by 27%. It also had a significantly higher volume of Scentsy Club subscriptions — **44% more** Scent-Spirations fragrances were added to Club orders following the promotions.
- **30,247** Scent-Spirations fragrances were added as Scentsy Bars to Scentsy Club subscriptions, which means even more recurring revenue for Consultants!

Thanks to the success of Scent-Spirations, our sales team adapted it into a biannual program to create ongoing excitement, engagement and sales.