

Whiff Box

At a glance



OUR GOAL FOR CUSTOMERS: To surprise and delight!

We designed the Scentsy Whiff Box to help new and existing customers fill their lives with Scentsy fragrance by replacing common household consumables with better Scentsy alternatives from our Scent, Body, Clean and Laundry categories.

OUR GOAL FOR CONSULTANTS: To create the opportunity for consistent sales and recurring revenue.

Whiff Box is a unique product because it's also a system for building customer loyalty and engagement. 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 to increase order amounts and frequency in support of Scentsy Consultants.

OUR RESULTS: In 2022, Whiff Box sales increased by 9.5%!

Even amidst shifting consumer behavior and economic upheaval, Whiff Box sales increased in 2022. This proves Consultants can be confident in promoting the Whiff Box as a way to increase their sales and grow their businesses.



Situation

Most existing Scentsy customers — and our most consistent draw for new customers — is our flagship Simple System: Scentsy Warmers + Scentsy Wax Bars. These products are our brand differentiators, the products that stand out in the industry as authentically Scentsy.

In developing world-class fragrance for Scentsy Wax Bars, we learned a thing or two about how much power it has over our senses, our emotions — even our memories. Over the years, we've seen firsthand how much joy our fragrances bring, so naturally we expanded our lineup to include a multitude of products that invite you to "Fill your life with fragrance."

From there, we needed to provide an easy path to experience new Scentsy products like Body Wash, Laundry Liquid or Counter Clean. After all, if we were going to encourage consumers to replace their existing — and sometimes long-loved — products, we would need to prove they work.

Our solution was the Scentsy Whiff Box, a monthly assortment of new, trending and seasonal products for customers to discover — and what's inside is always a surprise!

Introducing ... Whiff Box!

A simple way to explore new scents and surprises every month.

Unbox an exciting surprise! Each month, we hand-pick new, trending products for you to enjoy. These curated collections arrive in a stylish package, topped with a note about what you'll find inside. With a different monthly theme, it's the perfect way to discover new fragrances, experience a variety of products or share Scentsy as a gift!

The monthly Whiff Box includes a variety of items, like Body, Clean and Laundry products, Scentsy Bars and more — all for less money than purchasing the products individually.

Get a Whiff Box on a regular basis, and at a discount, by adding it to a Scentsy Club subscription. You'll be delighted when your next box conveniently arrives at your door! Ask your Consultant for details.



Strategy & Tactics

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

Whiff Box

New Whiff Box packaging in 2022!

We redesigned the boxes to be kraft brown cardboard, which is easier to source locally, more sustainable and fully recyclable while still retaining our signature Scentsy style.

"I love Whiff Boxes and the new boxes are amazing! Especially now that they are made of recyclable material. I use mine to store wax, but it's good to know it can be recycled." — Amy P.



1. 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.

2. 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.

3. Create the opportunity for recurring revenue.

Whiff Box is a unique product because it's also a system for building customer loyalty and engagement. 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.

4. Create the opportunity for consistent sales — no matter the season.

After experiencing remarkable growth throughout 2020 and 2021, Scentsy hit a steady stride in 2022. As consumer behavior shifted, Whiff Box sales increased year over year by 9.5%, increasing Consultant income and customer engagement!

5. 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.

6. Get it through Scentsy Club!

By including Whiff Box as an option in Scentsy Club, our subscription program that encourages recurring orders of consumable products, we strengthened the value proposition of both programs. In fact, 54% of Whiff Box purchases were made through Scentsy Club subscriptions in 2022!

7. 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 hashtags, generating new customer interest and adding another touchpoint for Consultant interaction.

Results

"Completely in love with my first Whiff Box!"

In 2022, Whiff Box sales increased by 9.5%!

Even amidst shifting consumer behavior and economic upheaval, the Whiff Box program has been incredibly resilient — and continues to grow.

1. We got new products into the hands of Scentsy customers:

- Consultants sold an average of 83,029 Whiff Boxes per month in 2022. That's an average year-over-year increase of 9.49% per month!
- Consultants sold a record-smashing 144,488 Whiff Boxes in June 2022 alone — an incredible benefit during a typically slower summer sales month!

2. We established recurring, consistent income opportunities for Consultants:

Whiff Box sales increased year over year in 2022 by 9.5%, or \$2.59 million in new revenue!

3. We increased the number of Whiff Boxes in Scentsy Club subscriptions:

Of the nearly one million Whiff Boxes purchased in 2022, 54% were ordered in Scentsy Club subscriptions — that's an average of 44,714 Whiff Boxes per month in Scentsy Club, a year-over-year increase of 9.49% per month!

4. We created online buzz, generating new opportunities for customer engagement and acquisition:

About 22,000 user-generated images have been shared on Instagram with #HappyWhiffing or #ScentsyWhiffBox.