

# Messes Welcome

**Forget the mess.  
Find the joy.**

Life is messy. And that's OK. Let the Scentsy Air Purifier clean the mess you can't see, so you can focus on enjoying life's everyday moments.



**This month only**

Enjoy clean air longer with a  
free replacement filter!

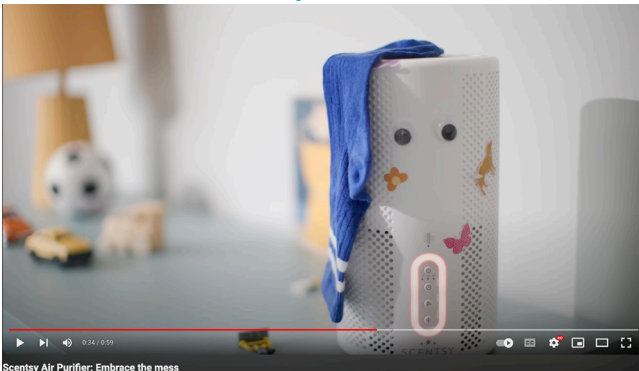
★★★  
**SCENTSY**  
Fill your life with fragrance®



# THE CAMPAIGN: May 2023

In the chaos of life, mess often comes with the territory. We used National Clean Air Month to amplify our Scentsy Air Purifier, which doesn't just quietly clean the air — it also fills it with signature Scentsy fragrance. We invited customers to embrace the mess and find joy in everyday moments.

Watch the fun on *YouTube!*



<https://www.youtube.com/watch?v=4G4rafuMnTY>

## Target audience

Anyone craving a breath of *fresh air*... without leaving the chaos and comfort of home.

## Campaign goal: Stop the scroll with fun, disruptive visuals

Most companies promote air purifiers with sterile imagery, scientific jargon and scary statistics that shame customers into making the purchase. We created a fun and engaging campaign, embracing life in full color and capturing real families at home — including messy kids, stinky pets and dirty dishes!

## Enjoy clean air longer

The Scentsy Air Purifier typically includes one HEPA H13 filter. During the month of May, every purchase included an additional replacement filter (a \$35 USD value) for free. By including the bonus filter, we created a timely need to purchase ... but our core campaign goal was to increase our air purifier market share long-term with a relatable story for every family — that messes are welcome here!

## Real people. Real mess.

We started with customer testimonials to inform the visuals for stories, ads and videos across our social media channels and websites — YouTube, Facebook, Instagram and display ads on scentsy.com and our Consultants' personal websites (managed by Scentsy; customized by Consultants). We also designed beautifully messy assets for Consultants to use in their own marketing and sent direct-to-customer emails that linked back to their Consultants' websites for easy purchasing.

The Scentsy Air Purifier cleans the mess you can't see, so you can focus on the fun!



# Clean the **mess you can't see.**

Our “messes welcome” stories were hard to miss and easy to love!



**1.078.102** total impressions

**206%** YOY increase in month of May



**31.204** engagements

**91%** YOY increase in month of May



**7.523** likes

**149%** YOY increase in month of May



**2.919** shares

**20%** YOY increase in month of May



**147.000** views of YouTube hero video

One of the **top-10** most popular videos on our channel. Ever.