

TENZIN I CAMILA I DAISY I ALESHA

conscience. PARFUMERIE ENGAGÉE
STRATEGY DECK
CAMPAIGN PROTOCOL & ENGAGEMENT GROWTH

NOVEMBER 13, 2024



TABLE OF CONTENTS

1.OVERVIEW- CONSCIENCE	
2.SWOT ANALYSIS	
3.CHALLENGES & PROPOSED SOLUTIONS	
4.TARGET MARKET/AUDIENCE	
5.CONSUMER PROFILE	
6.COMPETITORS	
7.TARGET COMPETITORS	
8.IN DEPTH - COMPETITOR PLATFORMS	
9.CONSCIENCE MEDIA PLATFORMS	
10. CONTENT CREATION	
11.CONTENT CREATION	
12.PROPOSED INSTAGRAM FEED	
	13. DIAGNOSIS SUGGESTION
	14.MOCK-UP DIAGNOSIS
	15.MOCK-UP DIAGNOSIS
	16.MOCK-UP DIAGNOSIS
	17.CAMPAIGN OVERVIEW
	18.LUXE ESSENCE
	19.CAMPAIGN IMAGES
	20.CAMPAIGN IMAGES
	21.CAMPAIGN OVERVIEW
	22.CONTENT STRATEGY
	23.FIRST MOODBOARD
	24.SECOND MOODBOARD
	25.PLAN TABLE
	26.RECAP



OVERVIEW – CONSCIENCE



Conscience, founded in 2022 in Paris positioned as an eco-responsible perfumery, dedicated to offering clean, natural, and sustainable fragrance products. This unique boutique provides customers with an immersive experience of natural scents, including a selection of refillable, eco-friendly detergents, reinforcing the brand's commitment to sustainability.

At Conscience, the products are selected based on specific eco-responsibility criteria that the store has curated. Each brand featured must demonstrate a commitment to sustainability, and environmental responsibility, and use natural ingredients, (and many are transparent about the product composition). The result is a high-quality selection of captivating, natural fragrances from niche French brands that might otherwise be overlooked in traditional retail spaces.

Conscience offers personalized consultations to help customers explore and select products that suit their preferences. When you visit the store you are participating in more than a shopping experience. You are given the opportunity to engage with different fragrances on a deeper level, learning about the compositions and the history behind the brands.

STRENGTHS

- **Unique Selling Proposition (USP):** Focused on clean, natural, and sustainable ingredients, perfumery stands out in an industry dominated by synthetic products
- **Exclusive Market Position:** The only niche perfume store in the area
- **Craftsmanship and Storytelling:** Ability to talk about the fragrances and ingredients in detail

WEAKNESS

- **Limited Visibility Due to Location:** The store's location is not near a subway station, making it less convenient for potential customers to find or easily access, which could deter foot traffic.
- **Lack of Brand Recognition:** As a small niche brand it is up against large, established fragrance brands.

OPPORTUNITIES

- **Growing Demand for Eco-Friendly Products:** The clean beauty market is expanding rapidly, with consumers increasingly seeking non-toxic products
- **Collaborations with Eco-Friendly influencers:** Partnering with sustainable influencers can enhance visibility and build credibility within the green beauty community
- **Storytelling through Social Media:** Can strengthen the emotional connection with consumers via video on platforms like TikTok, Youtube and Instagram

THREATS

- **Competitive Market:** Many emerging competitors have a similar formula to Conscience
- **Limited Consumer Connection:** Being a one-woman show, the brand faces challenges in building and maintaining strong consumer relationships and brand loyalty
- **Seasonal Demand Fluctuations:** Inconsistency in sales patterns

CHALLENGES & PROPOSED SOLUTIONS

SOLUTIONS

PROVIDE A HOW TO GET TO THE BOUTIQUE

UPDATE WEEKLY SOCIAL MEDIA

CURATED HOLIDAY PACKAGES & DEALS

INNOVATIVE CONTENT

CHALLENGES

Location of the store is not close enough to the metro and non Parisians may have difficulties finding it.

Who is Conscience? There is not a consistent media presence and people are not aware of the brand. Brand awareness is needed.

When the Holidays come people like to have a quick fix, and search for deals to buy gifts for loved ones. Currently there are no store curated gift boxes.

There is a lack of a social media presence on key platforms like TikTok.



TARGET MARKET

AUDIENCE



The target market of the perfume world contains a varied range of ages, studies confirm that the revenue in the Fragrance market amounts to US\$18.43bn (2024) in Europe and in France US\$2.67.bn (2024) confirming that it is a market with a high level of buyers.

When it comes to the market, users with heavy use of perfumes are between 18-34 and older consumers (55+) prefer fewer and more selective choices. When we talk about the interest in sustainable products, a study conducted in 2021 by the consulting firm Simon-Kucher & Partners, 85% of millennial shoppers, have changed their behaviour to prioritize environmental awareness and 73% of Generation Z consumers are willing to pay 10% more for green products. This change in mindset from the consumers between 25 - 42 will benefit Conscience, as it offers products focused on sustainability, aligning with current market preference. The consumer profile of this target market is based on the gender with the highest percentage of interest in this case women with 85%, followed by 15% of men.

CUSTOMER PROFILE

Name - Lucie

Age - 28

Occupation - Freelance Designer

Status - Single

Location - Marseille, France

Income - Middle to high income, willing to invest in sustainable products.

Shop - Muji, Veja, local flea market where she finds unique pieces that align with her minimalist and eco-conscious values.

Interest - Practicing yoga and mindfulness daily, dedicated to a balanced and conscious lifestyle, cozy gatherings where she shares her latest sustainable finds.



12.11.24
brancusi

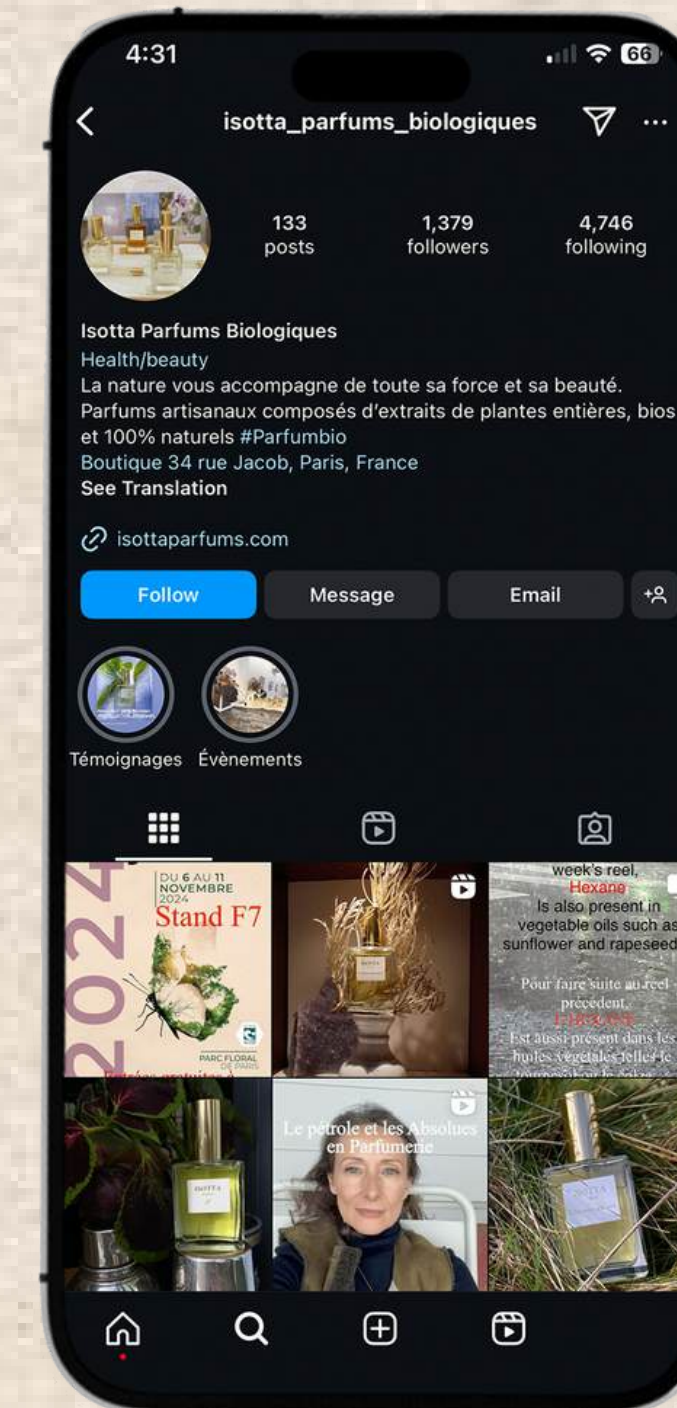
COMPETITORS - ISOTTA - BAUMÉA

When looking for competitors we focused on the main bases of Conscience, the importance of sustainable products and the value behind them.

There are two potential competitors with their headquarters in Franc, Isotta, founded in 2022 by aromatherapist Véronique Remblière and focuses on natural material perfumes and Bauméa which opened in 2024 and is a retail brand that focuses on selling sustainable products in the same way as Conscience does.

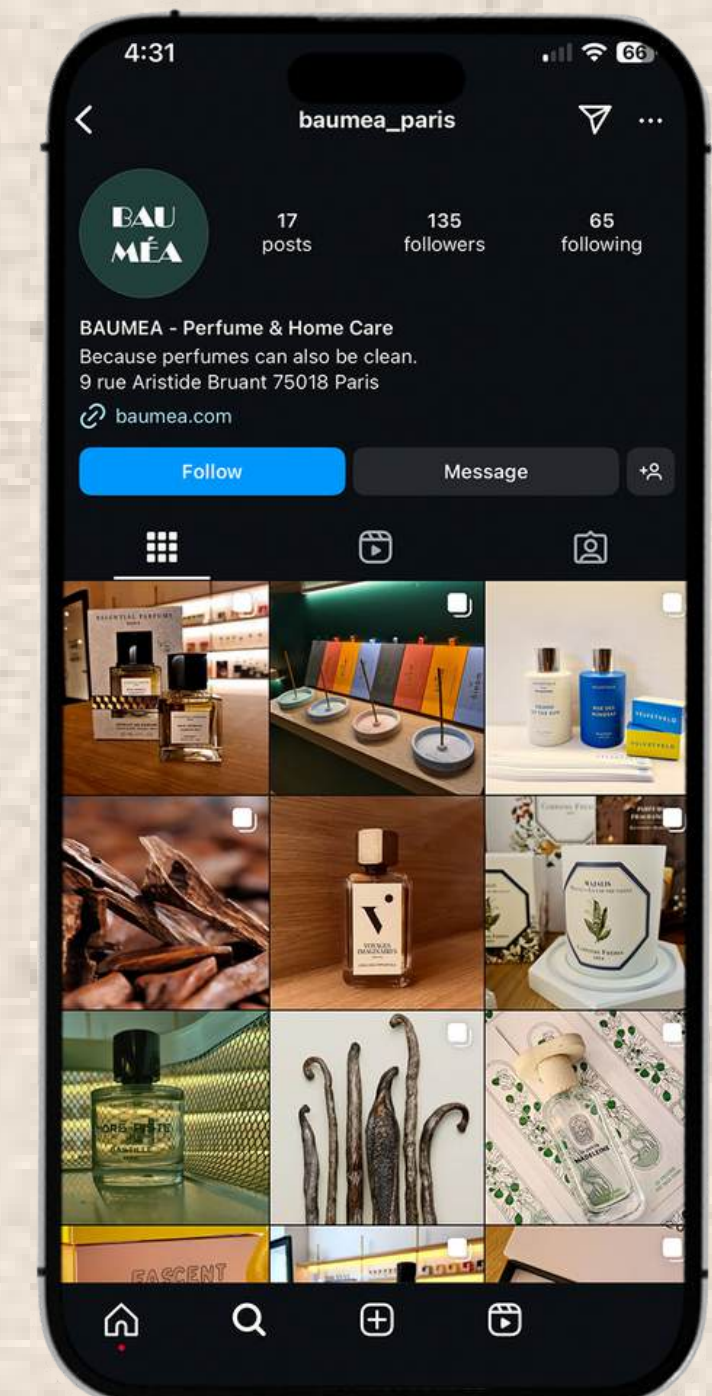
Both Isotta and Bauméa are strong competitors in the segment of sustainable luxury perfumes. They have campaigns focused on naturalness and exclusivity. The main difference lies in the fact that Isotta places special emphasis on exclusivity and luxury, positioning it as a premium option for a select audience in addition to the international sales option. While Bauméa appeals to a younger, environmentally-conscious audience in Paris, offering a luxury experience that prioritizes sustainability and accessibility without compromising on values.

ISOTTA
PARIS
Parfums Biologiques



START: MAY, 2022
1.3K Followers

BAU
MÉA



START: JUNE, 2024
135 Followers

TARGET COMPETITORS - LE LABO - NOSE - ECOCENTRIC - HONORÉ DES PRES

Creating a list of target competitors for Conscience is essential. Particularly when considering brands in the same industry with notable differences in recognition and internal factors, yet, sharing similar brand values or sales systems. Brands such as Le Labo, Nose, and Ecocentric exemplify this dynamic.

By analyzing the strategies of these competitors, Conscience can identify key trends, including a focus on natural ingredients, transparency in sourcing, and eco-friendly practices in both packaging and production. Studying the products and value propositions of these brands will enable Conscience to refine its offerings, positioning itself strategically in the market.

This approach will allow Conscience to adjust its communication strategy, enhance its product differentiation, and explore opportunities for partnerships or loyalty programs that resonate with its target audience. Ultimately, this will strengthen its brand identity, attract a loyal and conscious consumer base, and elevate its competitive positioning.

LE LABO: Founded in 2006, 60+ stores

NOSE: Founded in 2012, 1 physical store and shipping worldwide

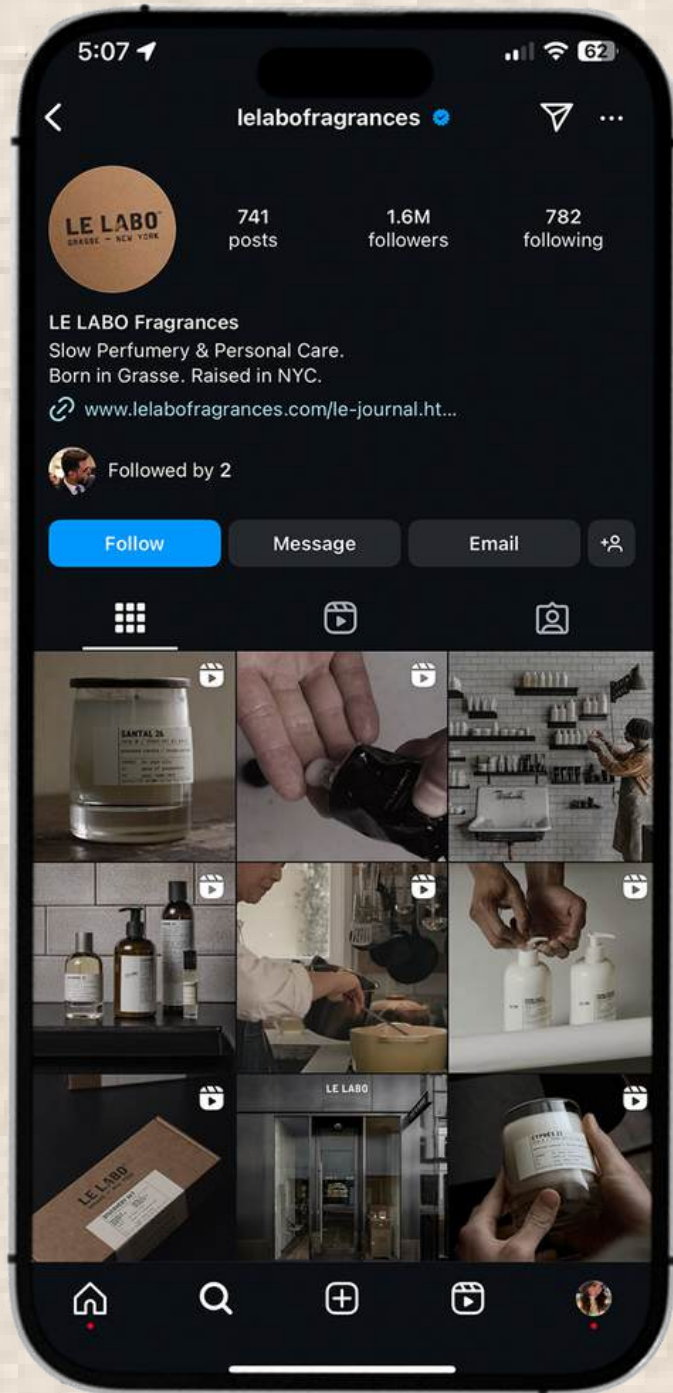
ECOCENTRIC: Founded in 2011, online marketplace & worldwide shipping

HONORÉS DES PRES: Founded in 2008, more than 50+ stores



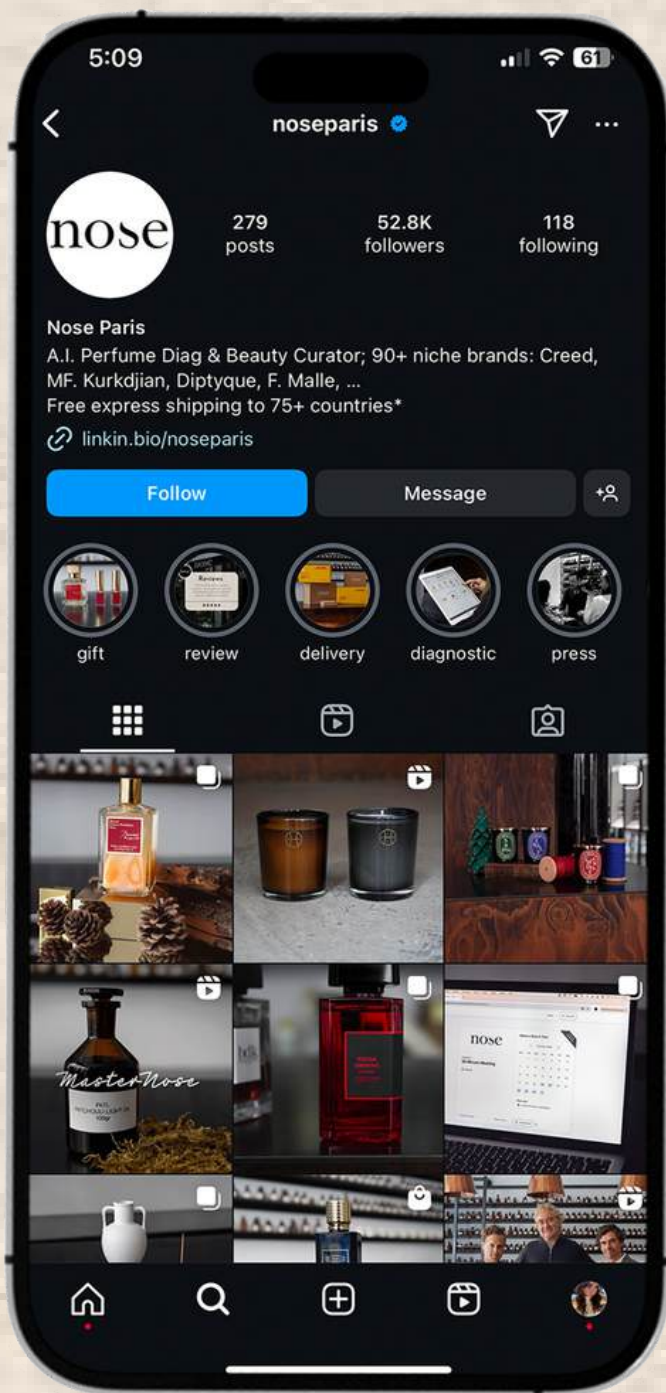
TARGET COMPETITORS

LE LABO[®]
GRASSE - NEW YORK



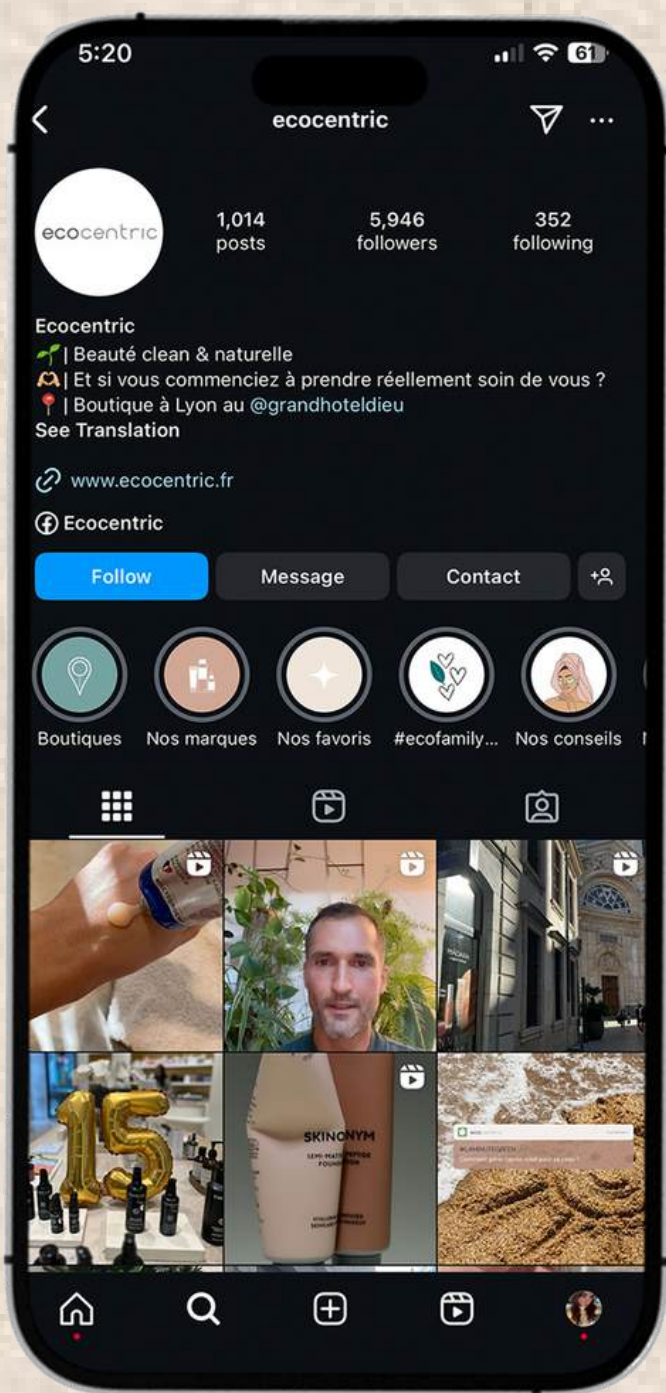
1.6M Followers

nose



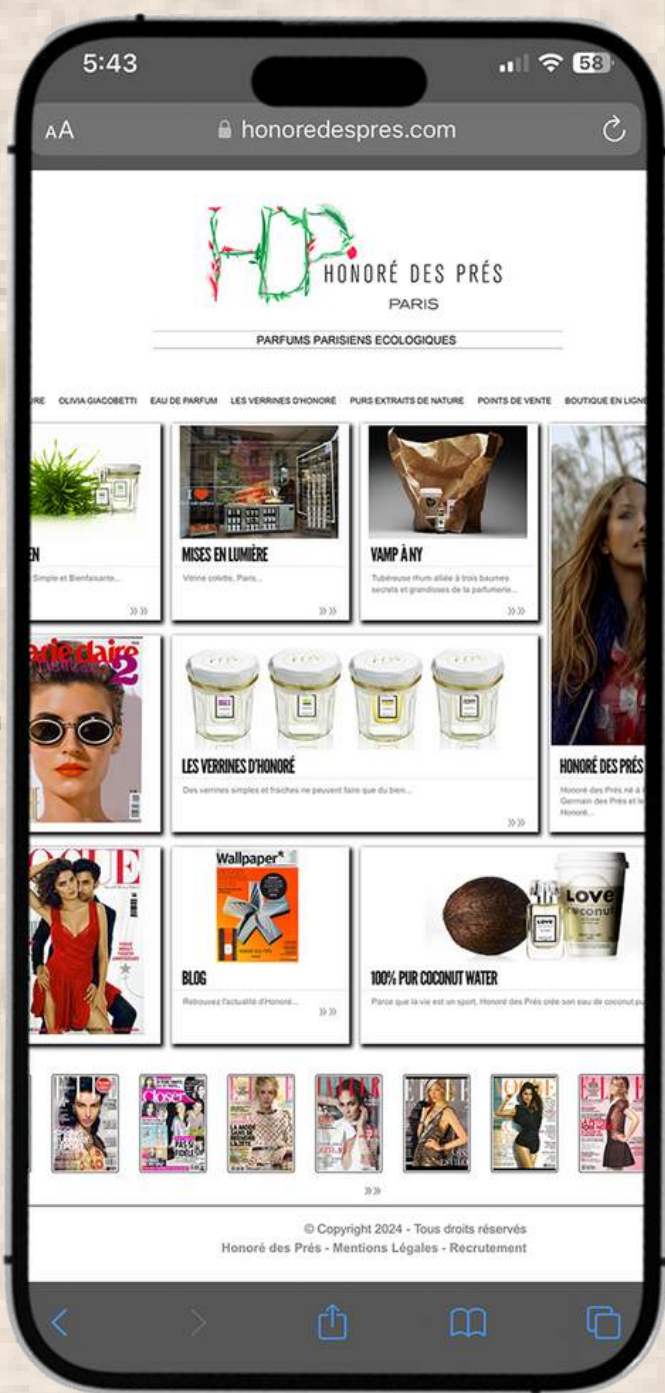
52.8K Followers

ecocentric



5.9K Followers

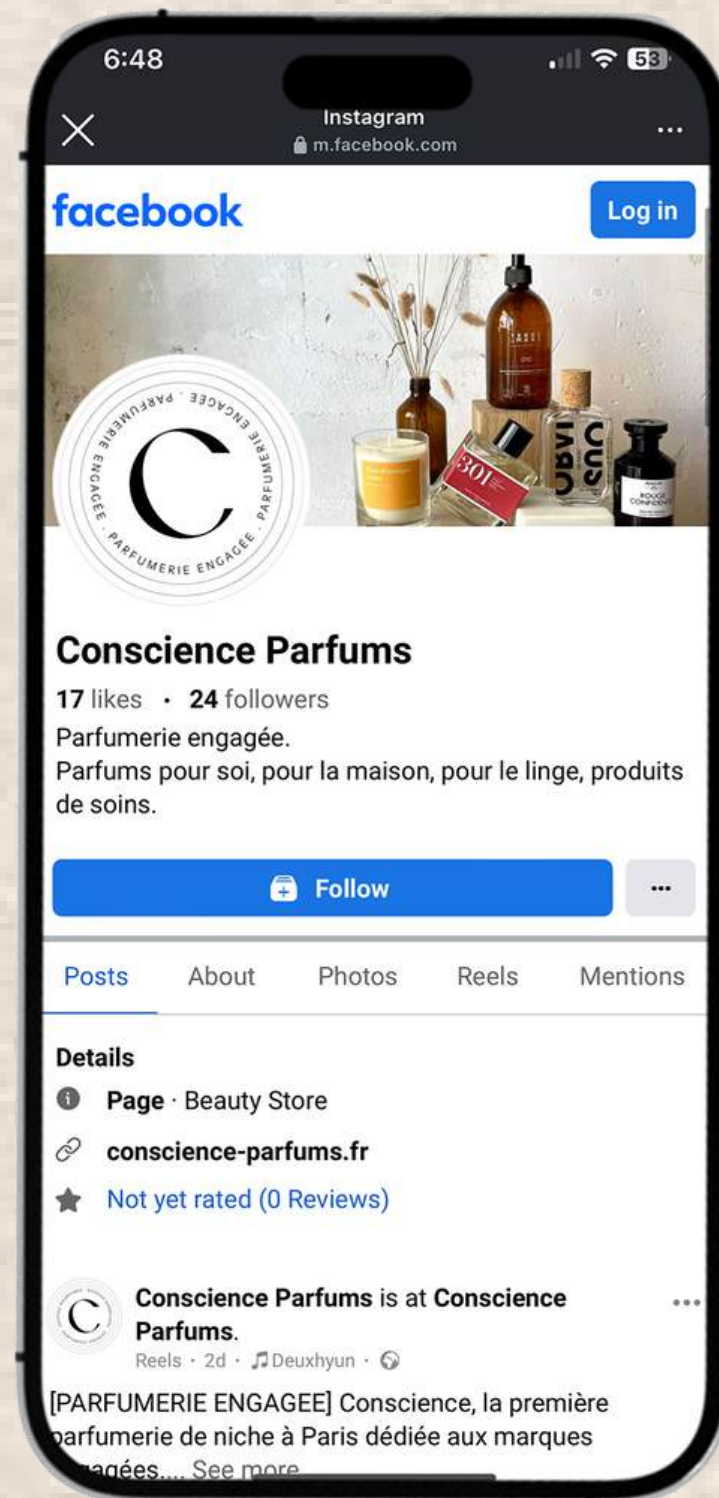
HOP
HONORÉ DES PRÉS
PARIS
PARFUMS PARISIENS ÉCOLOGIQUES



Weak Instagram
Sells in 50+ stores globally

PLATFORMS

Facebook



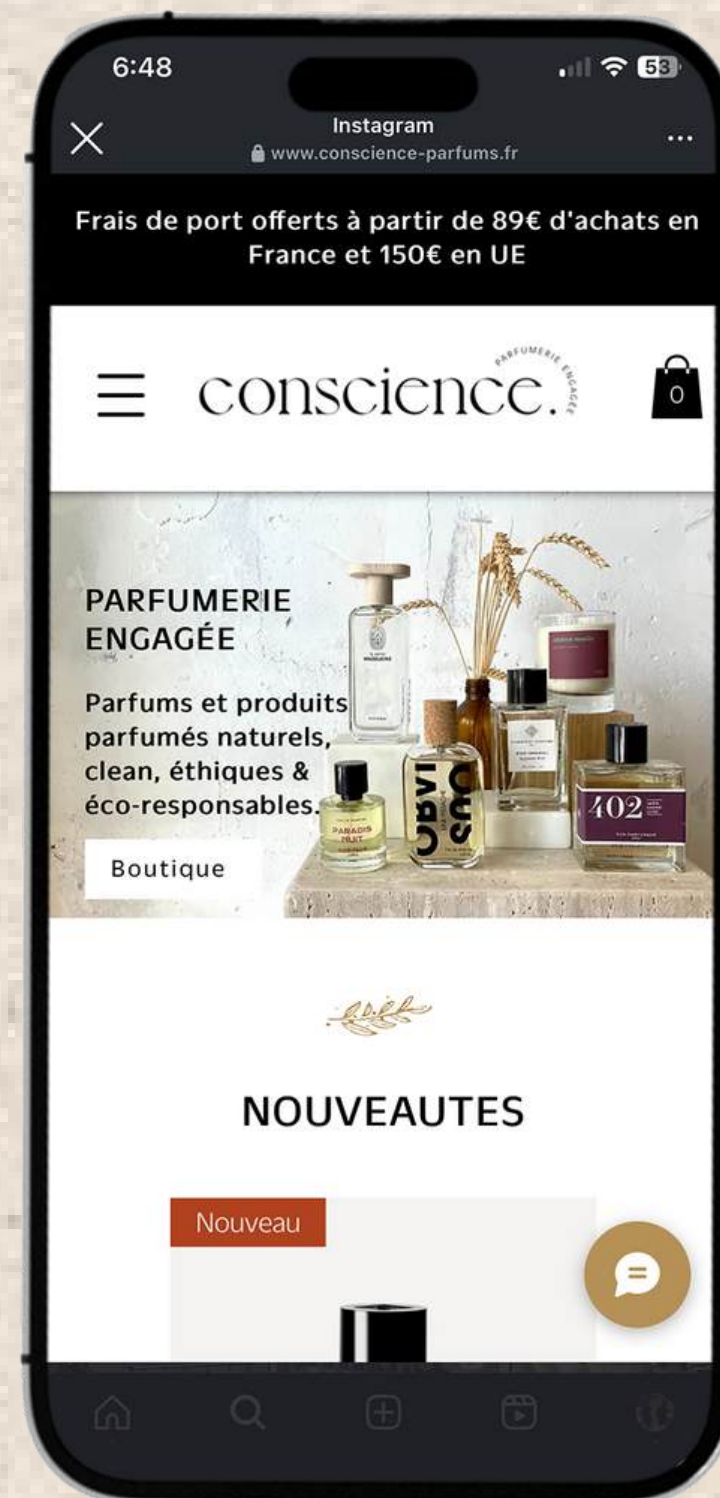
STRENGTHS:

- PROVIDES AN ADDITIONAL SOCIAL MEDIA PRESENCE.
- OFFERS BRIEF PRODUCT AND BRAND DESCRIPTIONS.

WEAKNESSES:

- VERY LOW FOLLOWER COUNT AND ENGAGEMENT
- INDICATING LIMITED REACH ON THIS PLATFORM.
- NEEDS MORE FREQUENT UPDATES AND ENGAGING POSTS TO ATTRACT AND RETAIN FOLLOWERS.

Website



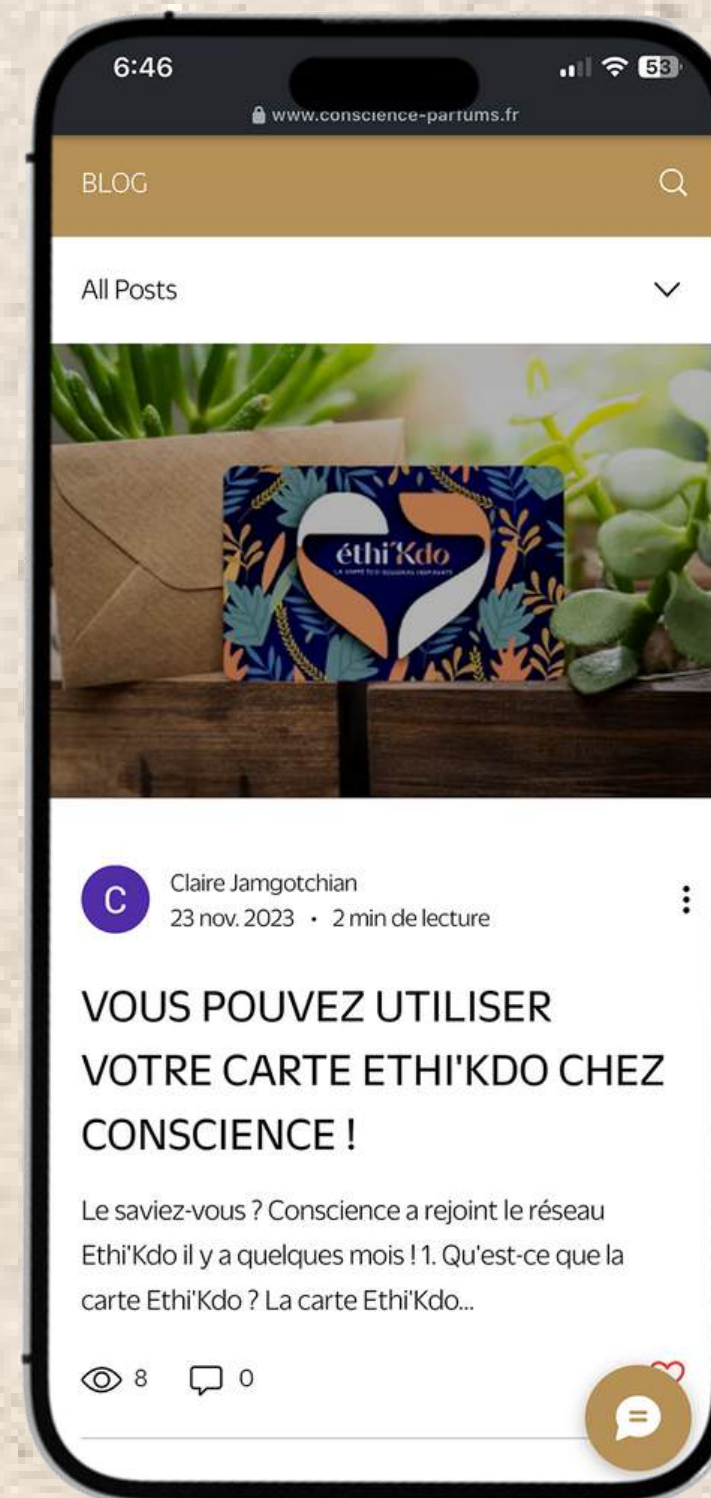
STRENGTHS:

- PROFESSIONAL DESIGN WITH EASY NAVIGATION
- FOCUSING ON ETHICAL, AND ECO-RESPONSIBLE VALUES.
- PROVIDES A DIRECT SHOPPING EXPERIENCE.

WEAKNESSES:

- LIMITED INTERACTIVE FEATURES OR ENGAGING VISUALS.
- NO DISCOUNTS, QUIZZES, EXPERIMENTAL MARKETING.

Blog



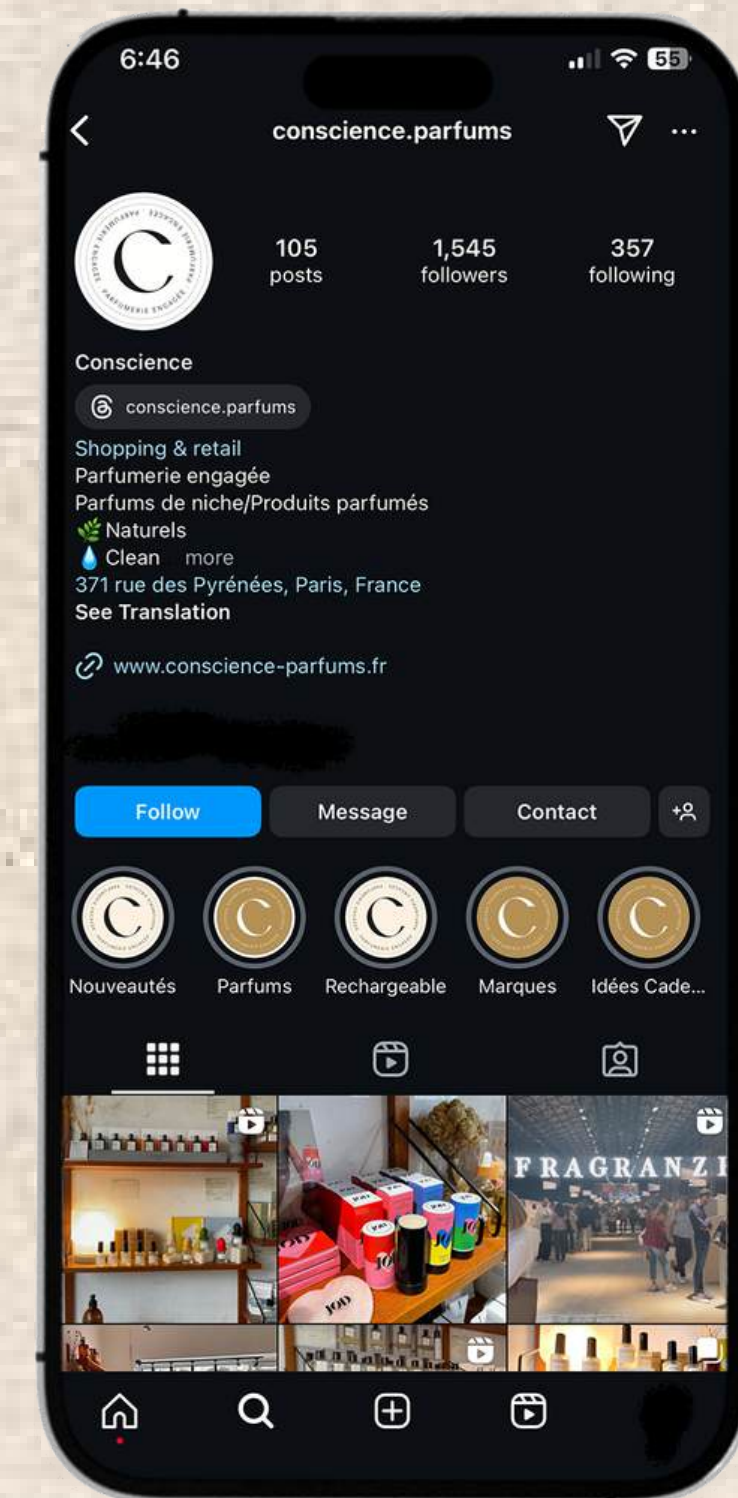
STRENGTHS:

- PROVIDES INFORMATIVE ARTICLES THAT ENHANCE CUSTOMER KNOWLEDGE ABOUT THE BRAND.
- ADDS CREDIBILITY AND POSITIONS.

WEAKNESSES:

- COULD USE A MORE DIVERSE CONTENT STRATEGY TO ATTRACT DIFFERENT AUDIENCE SEGMENTS.
- LAST POST WAS MADE IN 2023.

Instagram



STRENGTHS:

- VISUALLY APPEALING WITH AN ORGANIZED HIGHLIGHT SECTION (NOUVEAUTÉS, PARFUMS, RECHARGEABLE, ETC.).
- DECENT FOLLOWER COUNT.

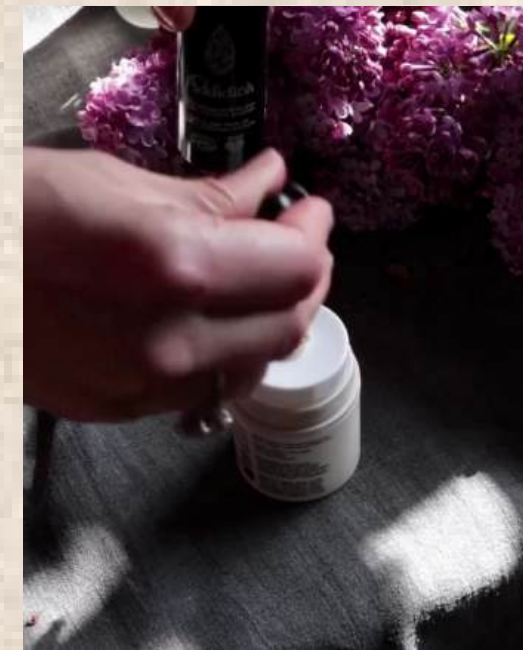
WEAKNESSES:

- BENEFIT FROM MORE INTERACTION OR ENGAGEMENT.
- LIMITED REACH DUE TO RELATIVELY LOW FOLLOWER COUNT
- INCONSISTENT POSTING, SHOWCASING PRODUCTS AND EVENTS.

CONTENT CREATION

ABSOLUTION – 48.5K INSTAGRAM

CLICK ON ICONS TO BE REDIRECTED TO THE VIDEO INSPIRATION



LOEWE – 194K INSTAGRAM



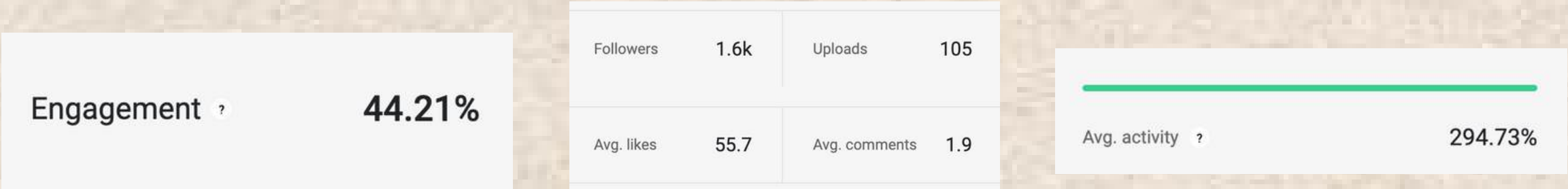
CONTENT CREATION

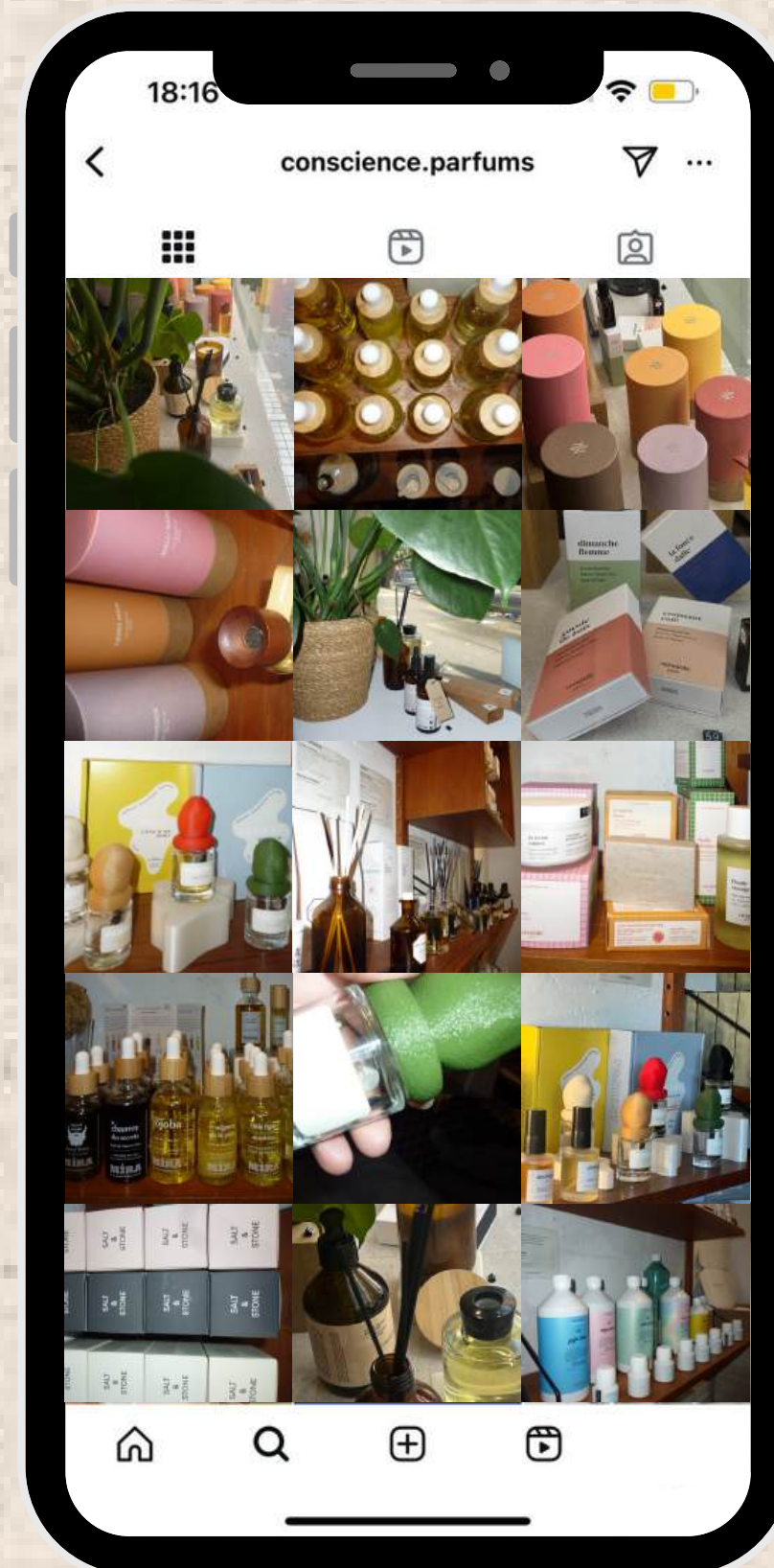
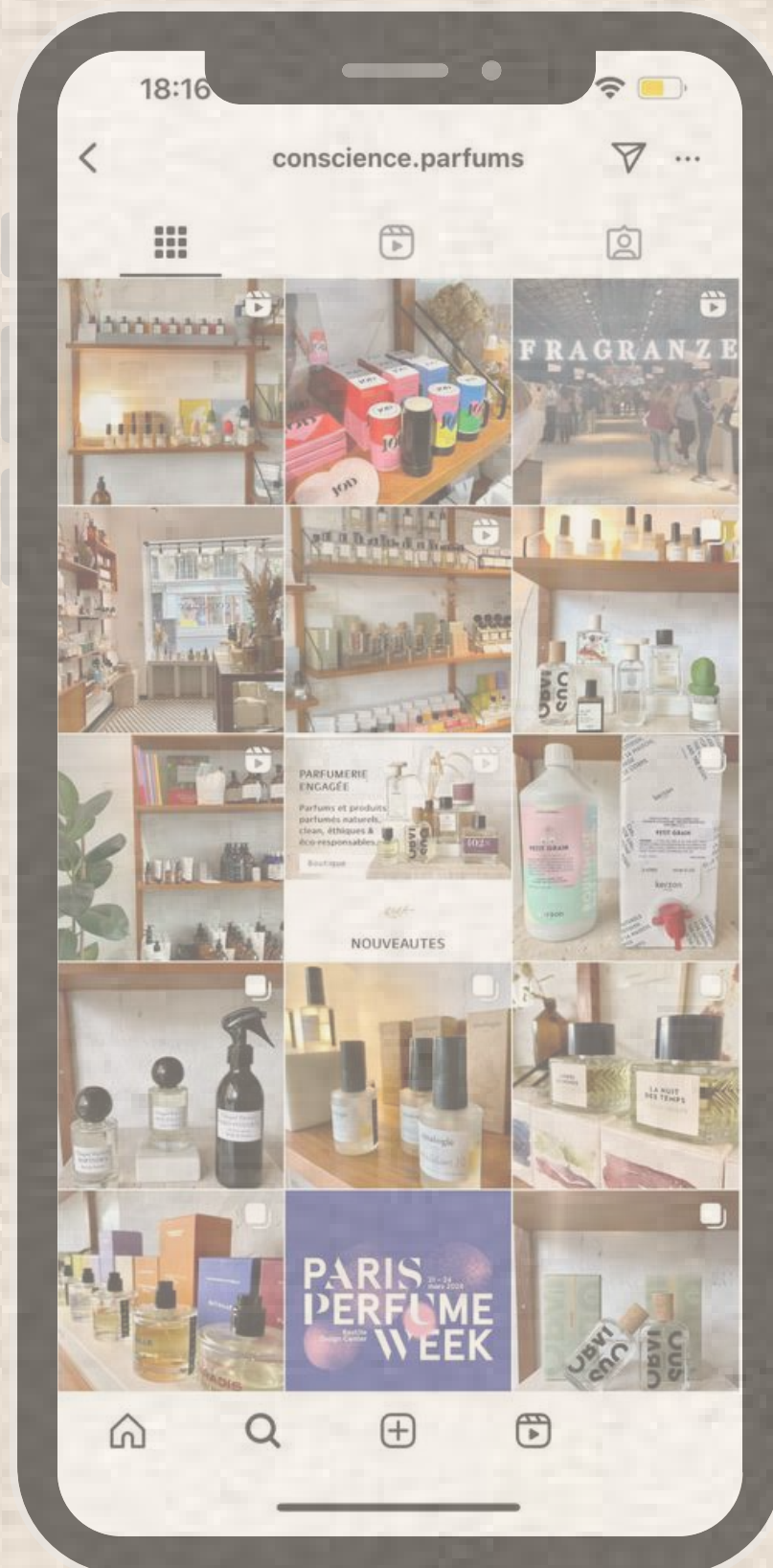
ORMAIE - 44,1K INSTAGRAM



ONE OF THE BIGGEST FACTORS IN BRAND PROMOTION IS THE IMAGE AND ITS PRESENCE ON SOCIAL NETWORKS. A GOOD BASE FOR INSTAGRAM CONTENT, WHICH IN THIS CASE IS ONE OF THE MAIN PLATFORMS OF THE BRAND, CAN GENERATE ITS FOLLOWERS TO PARTICIPATE MORE WITH THE BRAND AND BECOME FAMILIAR WITH THE PRODUCTS IT OFFERS (THE MEDIA PROPOSED FOCUS ON SCENT). THROUGH STORIES, CONSCIENCE NEEDS TO CREATE A STRONG IMAGE TO PROMOTE THE PRODUCTS OFFERED IN THE STORE. THE CONTENT WE HAVE SELECTED FOLLOWS THE BASIS OF CONSCIENCE AS A COMPANY AND WHAT IS TRENDING IN TERMS OF BEAUTY AND PERFUMERY PRODUCTS.

CURRENT ACTIVITY OF CONSCIENCE IN INSTAGRAM





As of 2022, Instagram and TikTok lead the industry in-app value and exposure. TikTok achieved 672 million downloads, securing the top spot, while Instagram followed closely in second place with 548 million downloads. These figures placed both apps among the top three most downloaded consumer apps.

For Instagram, 90% of its users follow at least one brand and it is the number one media platform for creating relationships with businesses.

The age range goes from 10 - 65+ but we are focusing on the population of 25 - 42 which accounts for 60.6% of users in the application.

For TikTok, the platform has male (54.8%) and female (45.2%) users, and users spend an average of 95 minutes a day on the application. Our target market 25 - 42 is part of the 68% of female users on the platform.

DIAGNOSIS SUGGESTIONS

Offering a diagnostic tool can be beneficial, as it enables a personalized shopping experience that improves customer satisfaction and engagement.

Such a tool can guide customers through questions about their preferences, lifestyle and olfactory history, which helps recommend perfumes tailored to individual tastes.

This approach makes it easier for customers to navigate the wide range of products offered by conscience, improving the decision-making process and reducing returns.

This experience will have questions that can be answered in less than 5 minutes and the result can be received by the consumer after entering their email on the conscience website.

BRANDS THAT TAILOR PERFUME DIAGNOSIS

Atelier Cologne
Maison de Parfum
PARIS

Juliette
has a gun

BYRIEBO

PARFUMS



LE LABO[®]
GRASSE - NEW YORK



PRODUCTS

BRANDS

ABOUT

BLOG



FIND YOUR SIGNATURE SCENT!

LET’S MATCH YOU WITH THE PERFECT FRAGRANCE TO SUIT YOUR STYLE AND SPIRIT. TICK THE BOXES THAT BEST DESCRIBE YOU!

1. WHAT’S YOUR VIBE?

- ☐ SOPHISTICATED & ELEGANT
- ☐ ADVENTUROUS & BOLD
- ☐ SOFT & ROMANTIC
- ☐ CALM & GROUNDED
- ☐ FRESH & ENERGETIC

2. WHICH SCENTS DRAW YOU IN?

- ☐ FLORAL (ROSE, JASMINE, LAVENDER)
- ☐ WOODY (CEDAR, SANDALWOOD, VETIVER)
- ☐ CITRUS (ORANGE, LEMON, GRAPEFRUIT)
- ☐ SPICY (CINNAMON, PEPPER, CLOVE)
- ☐ FRESH & CLEAN (MUSK, MARINE NOTES)

3. WHAT’S YOUR IDEAL SETTING?

- ☐ ELEGANT EVENING GALA
- ☐ COZY CABIN IN THE WOODS
- ☐ BEACHSIDE RETREAT
- ☐ CHIC CITY CAFÉ
- ☐ GARDEN PARTY

NEXT





PRODUCTS

BRANDS

ABOUT

BLOG



4. DESCRIBE YOUR PERFECT DAY:

- ☐ SIPPING COFFEE IN A PARISIAN CAFÉ
 - ☐ HIKING IN A LUSH FOREST
- ☐ SHOPPING IN A STYLISH BOUTIQUE
- ☐ ENJOYING A SERENE SPA DAY
- ☐ DANCING AT AN OUTDOOR FESTIVAL

5. HOW DO YOU WANT YOUR PERFUME TO FEEL?

- ☐ WARM & COMFORTING
- ☐ FRESH & UPLIFTING
- ☐ EXOTIC & UNIQUE
- ☐ LIGHT & CLEAN
- ☐ BOLD & MEMORABLE

6. HOW DO YOU USE PERFUME?

- ☐ 4 SEASONS
 - ☐ SPRING
 - ☐ SUMMER
 - ☐ AUTUMN
 - ☐ WINTER

READY FOR YOUR RESULTS?

ENTER YOUR EMAIL TO RECEIVE YOUR PERSONALIZED FRAGRANCE MATCH AND DISCOVER THE SCENTS CRAFTED JUST FOR YOU!

EMAIL

JOIN

THIS ARE OUR RECOMMENDATIONS FOR YOU



NISSABA
[DISCOVER](#)



CHAPEL FACTORY
[DISCOVER](#)



OBVIOUS
[DISCOVER](#)



FASCENT
[DISCOVER](#)



BON PARFUMEUR
[DISCOVER](#)

DISCOVER MORE

LUXE ESSENCE, SMARTER PRESENCE

CAMPAIGN OVERVIEW

Objective:

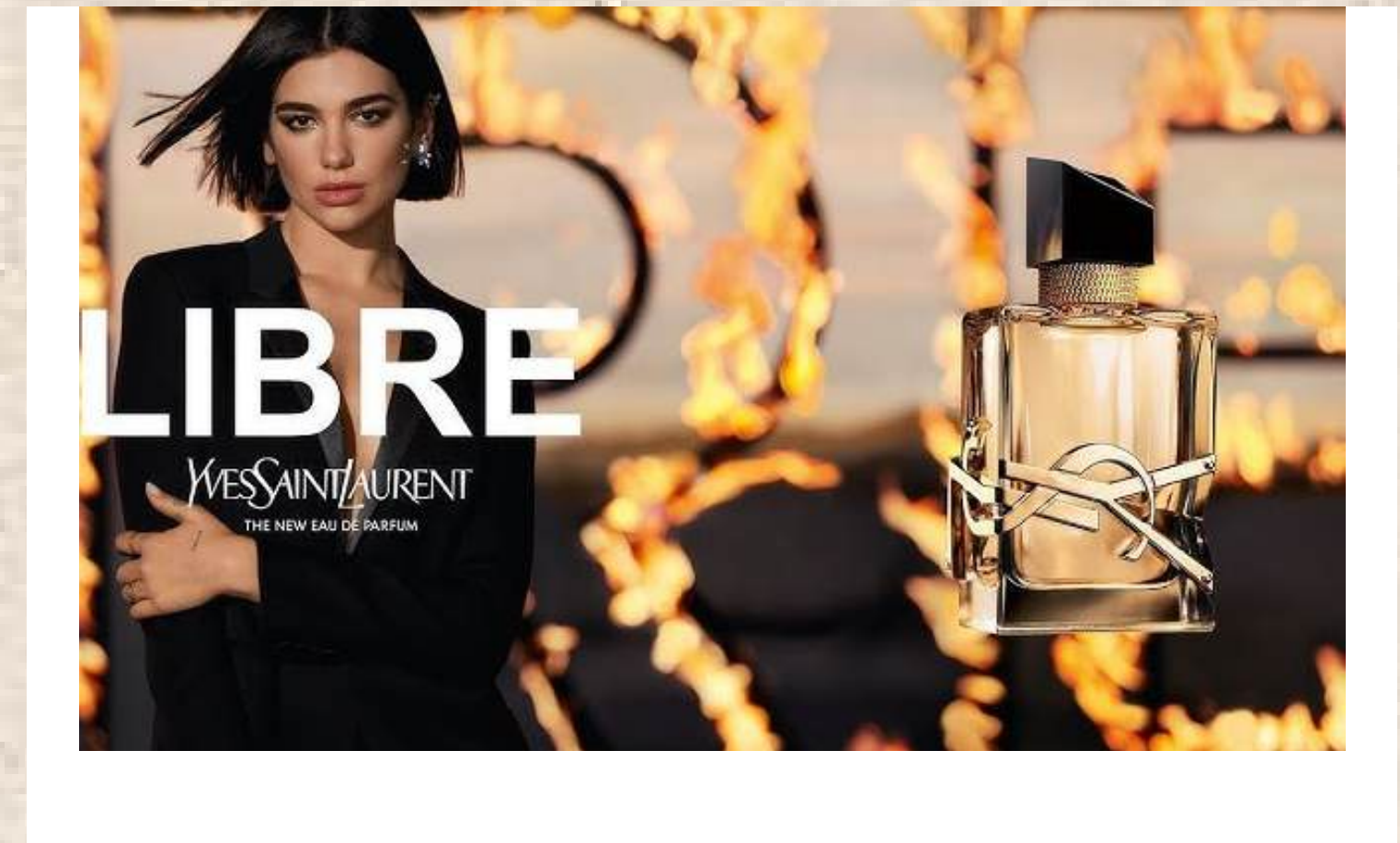
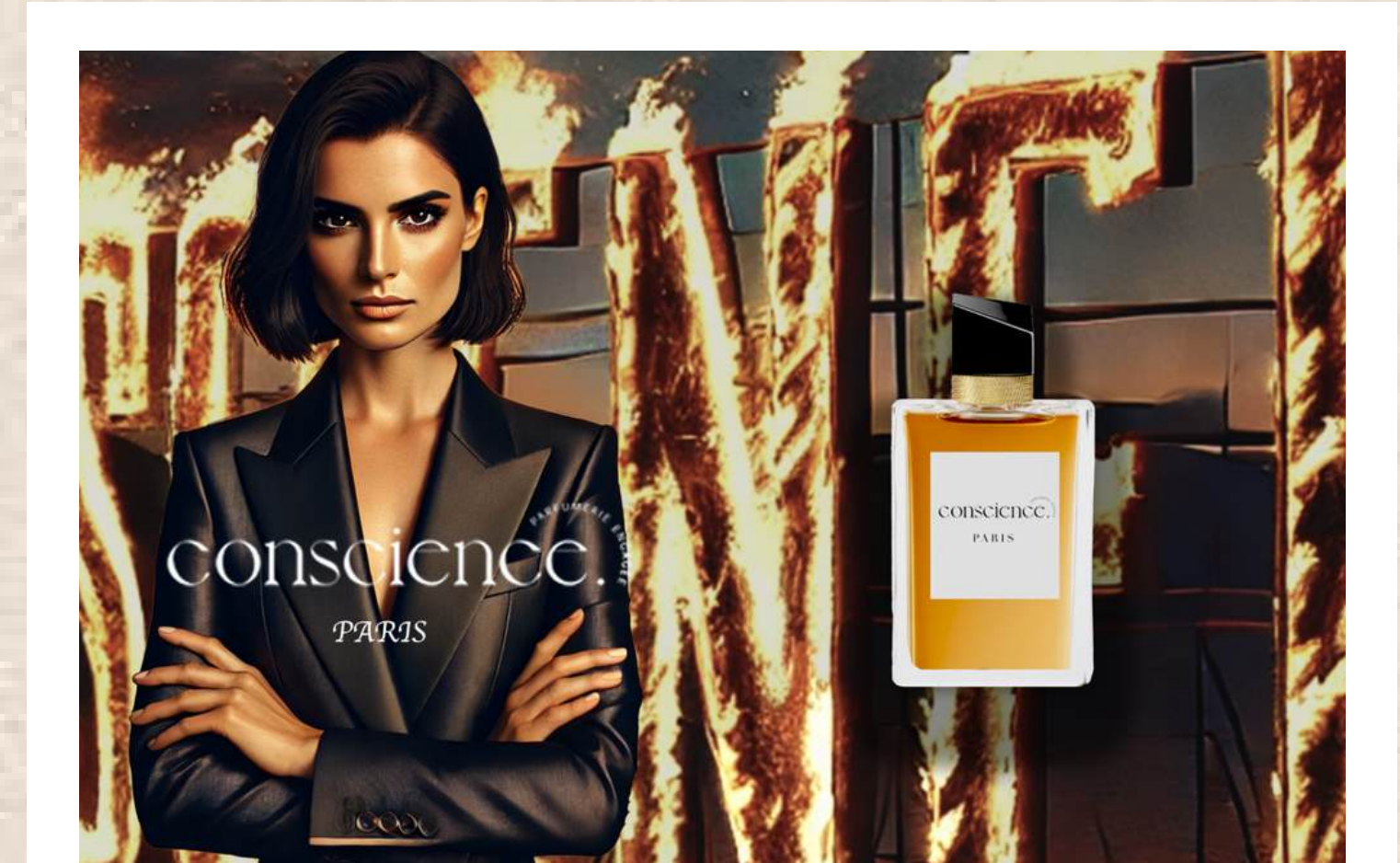
Use tongue-in-cheek marketing to gain traction and recognition through humour, reliability and creating memorable moments for the brand. We aim to reach new audiences by leveraging humorous, shareable content.

Goal:

- Increase Brand Recognition: Make more people know about Conscience
- Organically reach customers who are eager to share their reactions to the content



LUXE ESSENCE, SMARTER PRESENCE



LUXE ESSENCE, SMARTER PRESENCE



SCENTS YOUR STORIES

CAMPAIGN OVERVIEW



Objective:

Generate relatability between the brand and the audience by evoking an emotional bond that connects customers to various scents. Everyone has a personal scent that they gravitate to and resonates with them. Conscience will become the connection that helps consumers reflect on their identity and provide a fragrance that leaves a lasting impression.

Goal:

- Boost brand awareness and presence amongst existing consumers, while capturing new customers
- Drive traffic to both in-store and online shopping

SCENTS YOUR STORIES

CONTENT STRATEGY

- Create a series of video campaigns on TikTok and Reels
 - There will be short 15s videos of a section of someone's day and at the end of the video will connect the person's personality or routine
 - Utilize different types of cameras or filters to match the personality of the fragrances (ie. a sweet candy-like fragrance would have a bright bubbly filter)
 - Engagement Strategy
 - We will also prompt users to create their own version and, by posting and tagging the store, Conscience will recommend a fragrance and provide a discount code as an incentive. This action will be a mandatory step for users to receive a discount.
 - Incorporate interactive elements (such as the online quiz “Your Scent Match”)
 - Provide Incentives like a discount code or an exclusive first chance to smell new fragrances before they hit the shelves

KPI:

- Completion Rate: the goal is to have a high completion rate indicating the content is compelling and maintains viewer retention

Campaign Duration: 6-10 weeks



VIDEO IDEA 1

Perfume elements include: beach, boat, honey etc..
Visuals show the components through the everyday life

Cannes Boat
scenes & Ocean.

Sunset scene
Arc Du Triumph

Videos of Jardin Luxembourg
People enjoying the park.

Play on senses , usage of
sound in video : Waves
crashing , dripping , birds
chirping , wind blowing.

Honey comb shots
dripping in sensuality.

Sunset scenes

Ending of
Video

Showcasing the
store name ,
Since we
can't Ad
for the
perfumes themselves.

We advertise for the stores concept.

conscience.

“Conscience Stories”

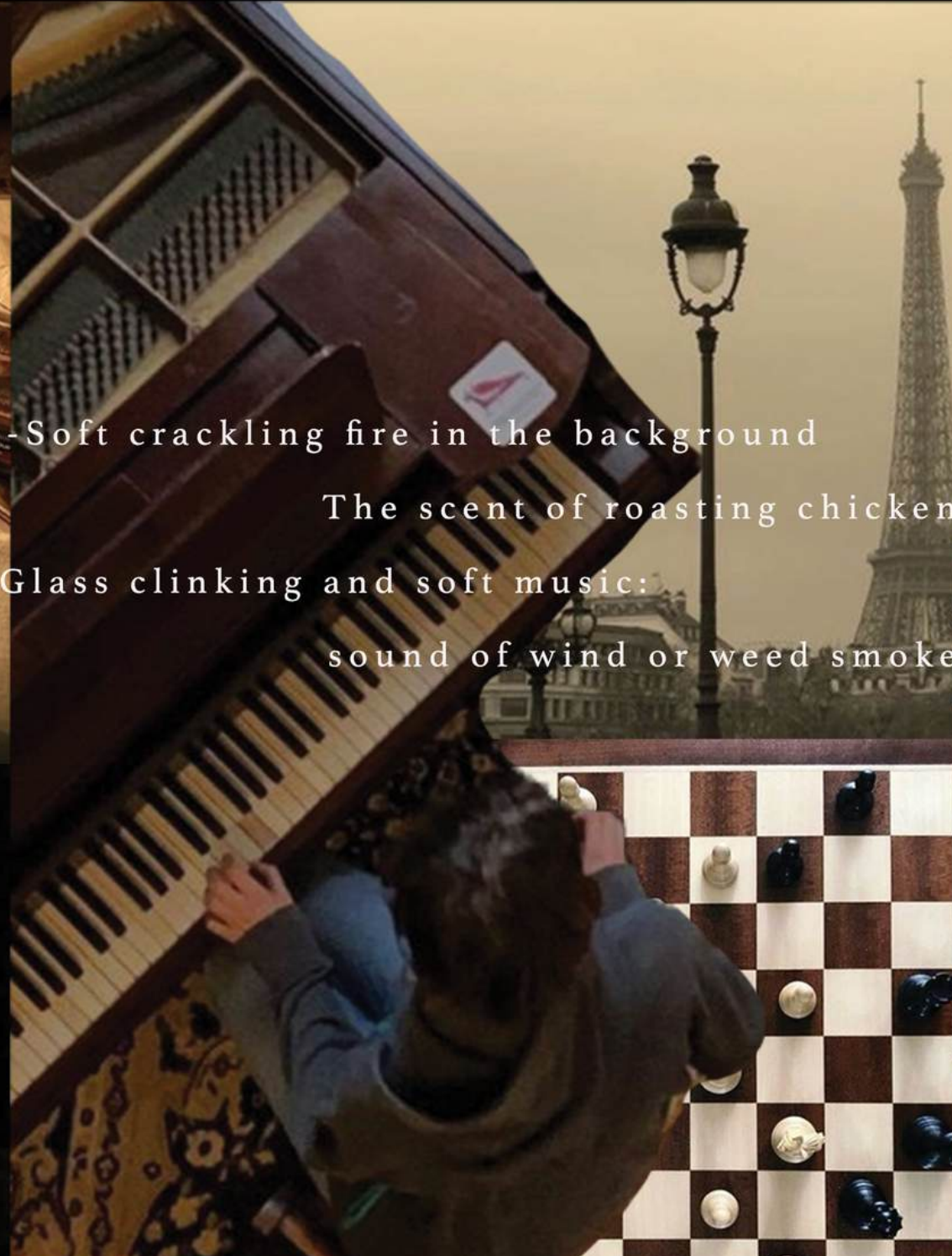
Find your story in our scents.

FOR THOSE WHO SAVOR
EVERY MOMENT;



conscience.
PARIS

Weed
Aromatic
Beer
Fresh
Sage
Chicken
Roasted
Buttery
Musky



SOUNDS-Soft crackling fire in the background
The scent of roasting chicken
Glass clinking and soft music:
sound of wind or weed smoke



Fading footsteps on cobblestone



PLAN TABLE

COMMUNICATION STRATEGY	MEDIUM/ PLATFORM	PURPOSE	DURATION
Efficient advertising and build a customer base	Instagram	Increase social media presence. Make it the main media.	1 post each 2 or 3 days 1,2 or + stories daily 1 or 2 reels per week
Sales promotion	Facebook	Drive traffic to the website.	3 posts per week
Store’s Aesthetic	Instagram	Use presence to create a clear vision about the aesthetic of Rivea and the importance of sustainability with a well-known artist.	1 post every 10 days for 6 months
Audience Interaction with product	Website	Make the customer experience more attractive and make it eyecatching.	Permanently

Content Strategy #1

Luxe Essence, Smarter Presence

- Using unconventional means to attract new customers by mimicking popular perfume ad campaigns
- 6 week - social media campaign on TikTok and Instagram

Content Strategy #2

Scents Your Stories

- Create an emotional connection between the brand and the audience
- 6-10 week ad campaign on Instagram

RECAP

Our Recommendation

- Increase brand recognition through engagement and becoming more relatable, and memorable
- Having a consistent social media presence will boost engagement and general brand awareness
- TikTok is one of the most used social media platforms, it can connect brands to their audiences in a more authentic and relatable way — Conscience should be present

BIBLIOGRAPHY

- <https://www.conscience-parfums.fr/>
- <https://www.fashiongonerogue.com/natalie-portman-miss-dior-rose-n-roses-campaign/>
- <https://honoredespres.com/en/olivia-giacobetti.html>
- <https://noseparis.com/fr/>
- <https://www.baumea.com/en?srsltid=AfmB0oq5G0Ln9sHHvyj7lp9brFnmXUuK6u00m5hNy2YgghR2XoAuD4WH>
- <https://isottaparfums.com/>
- <https://www.eurofragrance.com/press-room/perfumery-blog/the-best-perfume-ads-of-recent-times/>
- <https://www.tiktok.com/search?q=perfume%20stores%20in%20france&t=1731250033375>
- <https://www.baumea.com/en>
- <https://inflact.com/tools/profile-analyzer/?profile=conscience.parfums>
- <https://www.statista.com/outlook/cmo/beauty-personal-care/fragrances/europe>
- <https://www.circana.com/intelligence/press-releases/2023/gen-z-accounts-for-the-highest-bump-in-fragrance-usage-circana-reports/#:~:text=Consumers%20aged%2013%20through%2026,themselves%20multiple%20times%20per%20year.>
- <https://www.sciencedirect.com/science/article/pii/S095032932300188X>
- https://amplifyxl.com/fragrance-market-segmentation/?utm_content=cmp-true
- <https://the-ethos.co/sustainable-luxury-perfume-brands/>
- <https://nuoptima.com/instagram-statistics>