

Creative Brief

Company: ArômeFrance

Brand: Le parfum

Product Category: Air Care

Creative Strategy Statement: To introduce experience seekers to the new air care product, Le parfum, that brings scents from dream destinations into the home because of the product's ability to recreate memories through smell.

1. Target:

- **Persona:** Jillian and Bryce live in the city center of Baltimore, MD. They don't have kids but they both have well paying jobs and like to occasionally splurge on the latest technology and trips. They visited Paris for their honeymoon where they went to the spas, indulged in expensive chocolate, and took private tours around the city. They met at Penn State and both graduated with finance degrees. Four years after they met, they got engaged at an expensive restaurant in downtown Baltimore.
- **Demographic:** The target is Brite Lites, Lil City. They are middle age couples, college educated with double income and no kids. They have money to spend on luxury items, trips and technology.
- **Geographic:** They live in the United States in metropolitan and satellite cities such as Richmond, VA, Baltimore, MD and Philadelphia, PA. They live in a nice house in the center of the city, near many of the shops and restaurants.
- **Psychographics:** They like to travel to new places and stay in nice hotels. They usually don't go on tightly budgeted trips. Instead, they like to indulge in the experience of their destinations.

2. Current mindset: The target has not been introduced to the brand, but they are aware of air care products such as aerosol sprays, candles, and scent diffusers. The target often sees air care advertisements presented in a problem-solution strategy where air care products are used to mask unpleasant odors.

3. Desired Mindset: The customer will be aware of ArômeFrance, Le parfum, and the product's app that allows control over the air diffuser. The scents will take users back to their adventures.

4. Competitors and their mindset: Air Essential, Aroma360, Scent Air, and other air care brands, stress discounts, lower costs, and disposable products. Other brands such as Febreze, Glade, and Lysol focus on a problem-solution approach. Trends in ads typically show a female, or mother, eliminating the bad odors of a room with an air care product. Ads directed toward male audiences show trends in sports stars removing odors from gym/sports gear. Competitors are low involvement and have their products in retail stores, casinos and hotel resorts.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise: To introduce experience seekers to the new air care product, Le parfum, that brings scents from dream destinations into the home because of the product's ability to recreate memories through smell.

6. Evidence:

- Traditionally, in commercials and ads for air care products the actor is usually a woman who is cleaning the house and trying to remove a bad odor. If the company intends to advertise to males, then the trend is directed around sports and smelly equipment.
- People with a white collar job in finance and double incomes have extra money because on average one kid costs \$14,000 annually (CBSNEWS.com), therefore they have more money to spend on non-necessities, such as vacation, technology, and home goods.
- Le parfum is a luxurious product because of the expensive price tag, refills, controllable app, and features such as a wider fragrance range. Other air care products are cheaper and disposable, therefore, not a high end product.

7. Tone:

- Adventurous
- Romantic
- Nostalgic

Copy

Headline: Love is in the Air

Tagline: Spark Your Memories

Body copy:

Let your romantic memories become a part of your everyday life with Le parfum. Imagine the scents of France: fresh coffee shops, sweet bakeries, and natural vineyards. You'll wake up everyday feeling like you're in your dream destination.

Bring the scents of all your favorite destinations into the comfort of your home with the newest addition to luxury air care. Originating in France, Le parfum is an innovative air diffuser by ArômeFrance. As your favorite destination changes, so can your home's scent with ArômeFrance's fragrance capsules. This home accessory can also be paired with an app that you can easily adjust to fit your needs. Discover more at aromefrance.fr.com.

Mandatories:

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Website: aromefrance.fr.com