Fragrance Day 2019
Campaign Results & Member Highlights
Fragrance Day
Media Launch Event

March 7th, 2019

• Hosted at The Italian Trade Commission
• Gallery event with perfumer portraits by photographer, Michael Avedon
• Attendees: TFF Board, Perfumers & Press
• Media coverage included: L’Officiel, Perfumer & Flavorist, Beauty Packaging Magazine, Beauty Influencer
  • 130,000 media impressions
Social Media Campaign Countdown
March 1-March 21 on @fragrancefoundation:

1. 15 portraits by Michael Avedon featuring Perfumers from Firmenich, Givaudan, IFF, MANE, Robertet, Symrise, & Takasago
2. 15 Perfumer Video Interviews
3. Featured TFF member assets of 2019 fragrance highlights
   - Partnered with 15 member brands for fragrance giveaways to drive reach and engagement
Fragrance Day
Instagram Results

During March 1-March 21, @fragrancefoundation:

- Doubled its average weekly followers and now has 33,000 followers
- Total Fragrance Day Instagram posts generated 320K total impressions VS 30K in 2018
- Total Fragrance Day Instagram posts generated 13K likes
- Total Fragrance Day Instagram engagement generated 10K comments
  - Giveaway posts generated 90% of total comments on @fragrancefoundation Fragrance Day posts
- Over 60 TFF brands and retailers celebrated Fragrance Day on Instagram, reaching a combined total of 200 million+ followers
Fragrance Day
Top performing giveaways – Driving reach & engagement

Dior
945 Comments
8K Impressions
377 Likes

Givenchy
921 Comments
9K Impressions
396 Likes

Marc Jacobs
866 Comments
9K Impressions
421 Likes

Carolina Herrera
653 Comments
10K Impressions
376 Likes

Mont Blanc
58 Comments
1K Impressions
469 Likes

Shalini
559 Comments
8K Impressions
327 Likes

Mugler
537 Comments
13K Impressions
478 Likes

Atelier Cologne
506 Comments
1K Impressions
408 Likes
Fragrance Day
Perfumer Portraits

• Michael Avedon captured portraits of perfumers, alongside meaningful objects.
• 70K total Instagram impressions
Fragrance Day
Brand Instagram Posts

- Over 60 TFF brands and retailers celebrated Fragrance Day on Instagram, reaching a combined total of **200 million+** followers
Fragrance Day
Retailer Posts – Social & Digital

Sephora
17M Followers

Ulta Beauty
6M followers

Dillards
200K Followers

Diptyque
Facebook

Saks
1.5M Followers

Ulta
Email
Fragrance Day
Instagram Highlights – IG Stories & IG Lives

Sephora 3M Followers
#IG LIVE!

Macy’s 2M Followers

Mona Kattan 2M Followers

KKW Fragrance 700K Followers

Paco Rabanne Parfums 200K Followers
Fragrance Day
In-Store Highlights

Bond No. 9
Heretic/Cosmo International
Bloomingdales
Frederic Malle
By Kilian
Macy’s
Tom Ford
Dior
Victoria’s Secret
Fragrance Day Media Coverage

Media Coverage - 71M total reach

L’OFFICIEL

Michael Aradon Makes the Offactory Visual for the Fragrance Foundation

Eight Experts Reveal The Next Big Perfume Trends

On National Fragrance Day, Shiseido Fragrances SVP Robin Mason Gives The Industry’s Inside Scoop

The word of perfum is doled out by experts. In honor of National Fragrance Day today, held annually on March 21, we asked Robin Mason, Senior Vice President, Marketing for Shiseido Fragrances, to give us a peek inside. It’s in great to have a day like National Fragrance Day, celebrated by the Fragrance Foundation, a way for people to become familiar with beauty and fragrance. It’s important to recognize the industry and educate consumers on the importance of scent. Scent is a personal and meaningful part of having a day to acknowledge the important role scent plays in creating the feminine and masculine side.

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10 New Scents In Honor Of National Fragrance Day

This "Visual Perfume" Infuses Body Art with Fine Fragrance

"Fragrance is not only the scent, but the experience. Shiseido Harper’s Bazaar and other must have Harpers Bazaar, make-up artist and fragrance" is the vision behind this special edition.

FORBES

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VOGUE

ALLURE

BEAUTY & PACKAGING MAGAZINE