

**T**  
**THE**  
**FRAG**  
**RANCE**  
**DAY**<sup>TM</sup>  
**MARCH 21**

**THE FRAGRANCE FOUNDATION**

**@FRAGRANCEFOUNDATION**  
**#FRAGRANCEDAY**

# CAMPAIGN RESULTS & HIGHLIGHTS

MARCH 1 – MARCH 21, 2018

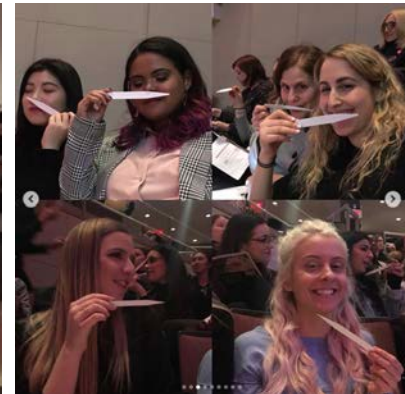


INK&ROSES



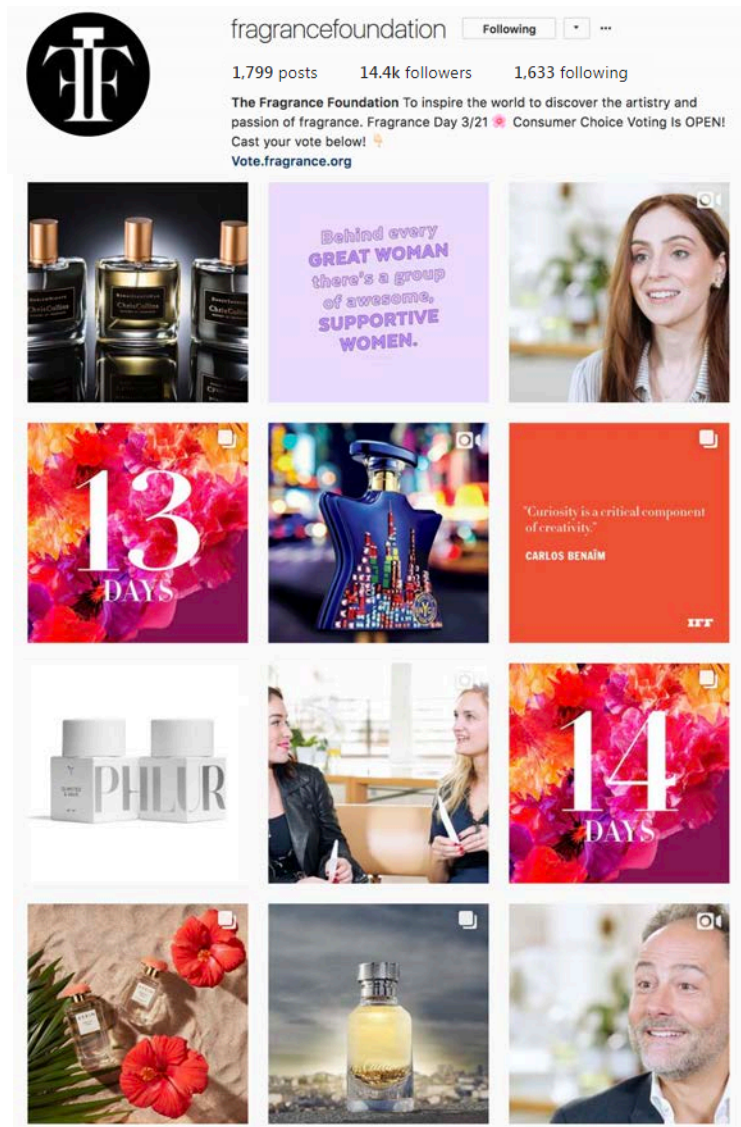
# FRAGRANCE DAY CAMPAIGN

- Social Media Countdown
- Fragrance Day Mural in Bushwick, Brooklyn
- March 14 Press Event at Perfumarie
- March 20 FIT Seminar





# FRAGRANCE DAY CAMPAIGN HIGHLIGHTS



From March 1 – 21...

- @fragrancefoundation Instagram account gained **2,000** followers, reaching over **15K** (not at 28K)
- @fragrancefoundation posts generated **30K** impressions, reaching **20K** unique users
- **80+** social posts on TFF member & Editor accounts on Fragrance Day, March 21 reached a combined following of **400M**



# FRAGRANCE DAY VIDEO HIGHLIGHTS

Fragrance Day videos accumulated **over 13,000** views on Instagram

**660** views



**Rodrigo Flores-Roux**, Givaudan  
Perfumer, Vice President of Perfumery

**547** views



**Carly Cardellino**, Cosmopolitan.com  
Beauty Director

**542** views



**Alexandra Hardymont**, AERIN Beauty  
Executive Director



# IN STORE ACTIVATIONS



BLOOMINGDALES



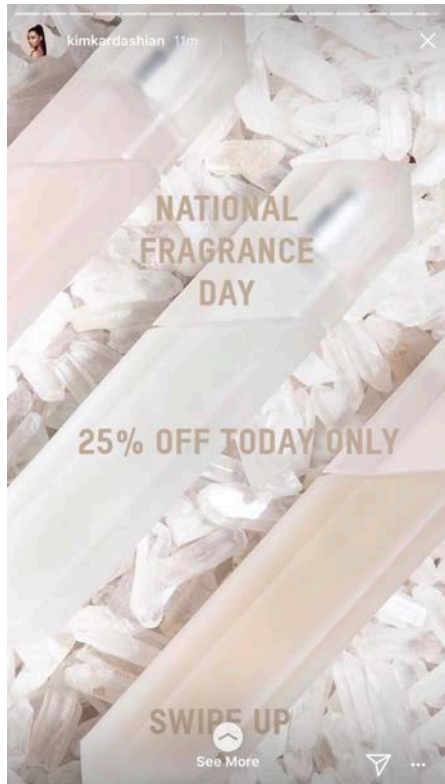
VICTORIA'S SECRET



CIRE TRUDON



# RETAILER INSTAGRAM HIGHLIGHTS



Kim Kardashian, 108M followers



Sephora, 14M followers



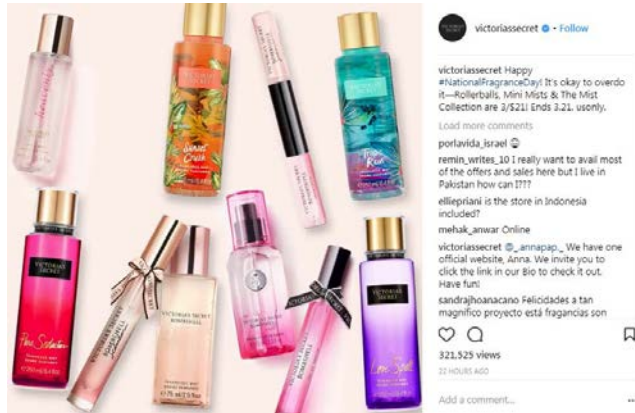
Ulta Beauty, 4.5M followers



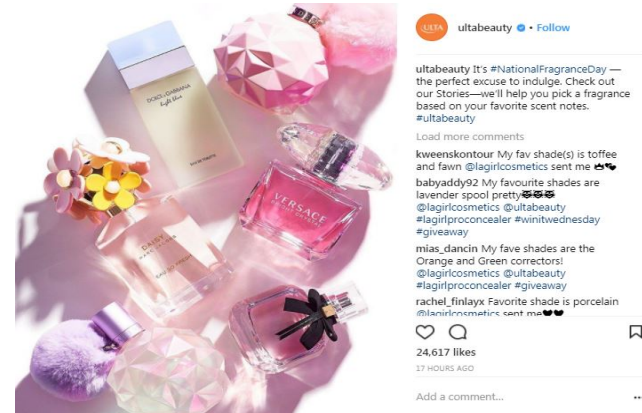
Macy's, 1.2M followers



# RETAILER INSTAGRAM HIGHLIGHTS



**Victoria's Secret, 58.9M followers**



**Ulta Beauty, 4.5M followers**



**Bath & Body Works, 3.4M followers**



**Saks, 1.2M followers**



## BRAND INSTAGRAM HIGHLIGHTS



**YSL Beauty**, 3.9M followers



**Tory Burch**, 1.7M followers



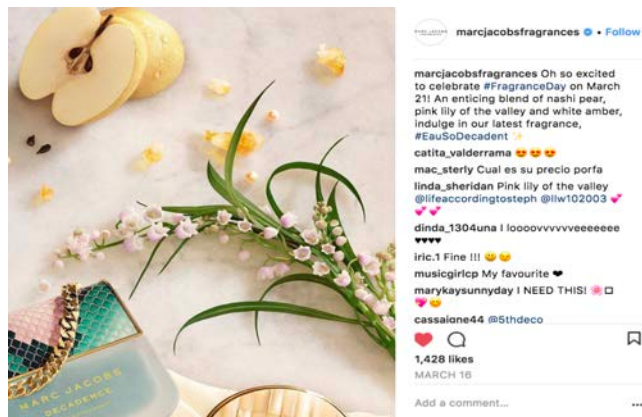
**Givenchy**, 672K followers



**Aerin**, 224K followers



## BRAND INSTAGRAM HIGHLIGHTS



**Marc Jacobs Fragrances**, 114K followers



**Elizabeth Arden**, 110K followers



### Bond No. 9, 49.5K followers



**Nest Fragrances**, 24.9K followers



# EDITOR INSTAGRAM HIGHLIGHTS



**April Franzino**, Hearst Women's Group  
Beauty Director



**Leah Wyar**, Hearst Women's Group  
Chief Beauty Director



**Deanna Utroske**, Cosmetics Design  
Editor



**Blake Newby**, Glamour  
Beauty Assistant



