

TRAPP FRAGRANCES®

Consumer Brand Persona

Fragrance First® · Full of Life™

BRAND CONTEXT

Trapp Fragrances® has been crafting luxury home fragrance for nearly three decades. The brand offers candles, wax melts, reed diffusers, fragrance mists, and ultrasonic diffuser oils across a broad library of everyday and seasonal fragrances. Sold through independent retailers and direct-to-consumer at trappfragrances.com, Trapp is positioned as a mid-to-upper-tier brand defined by one uncompromising promise: fragrance that fills the room.

Tag Lines: *"Full of Life™" / "Fragrance First®"*

Legacy Promise: *"A bottle of perfume in every candle"*

Brand Refresh Goal: Modernize the visual identity, broaden demographic appeal without losing loyal heritage consumers

27

Years in Business

85%

Female Audience

8–12×

Purchases Per Year

Premium

Price Tier

PRIMARY PERSONA

The Heritage Enthusiast

Meet Margaret

Age	52 years old
Location	Suburban or small-city USA — near boutique retail corridors
Household	Empty nester or near-empty; established household
Income	Upper-middle to high income; significant discretionary spending
Occupation	Professional, small business owner, or affluent homemaker
Education	College-educated or beyond
Relationship	Married or partnered; strong social circle
Shopping Style	Loyal, intentional; shops where she trusts the curation

Her World

Margaret has been burning Trapp candles for years — she may not remember exactly when she discovered them, but she remembers the moment a candle actually filled her living room with fragrance and she thought, finally. She shops at the boutiques, garden stores, gift shops, and spas she trusts. She doesn't impulse-buy; she invests in things she knows work. Her home is her sanctuary, and fragrance is how she sets the tone for every room.

Her Relationship with Fragrance

Fragrance is not decorative for Margaret — it's functional and emotional. She burns candles daily, not just for company. She has a "house fragrance" that guests always comment on. She cycles through Trapp's seasonal collection each year and has two or three year-round favorites she replenishes without hesitation. She gifts Trapp candles because she believes in them personally and knows they won't disappoint.

What She Buys & How Often

- | | |
|---|---|
| <ul style="list-style-type: none"> • Core products • 7 oz. candle in signature house box • Seasonal collection — never misses a year • Reed diffusers for bathrooms & entryway • Fragrance mists for her car and office • Wax melts as a lower-commitment option | <ul style="list-style-type: none"> • Purchase cadence • 8–12 purchases per year for herself • Buys multiples when restocking favorites • Gifts 3–6 times per year (holidays, birthdays) • Rarely experiments online — prefers to smell first • Will travel slightly further for her preferred retailer |
|---|---|

What She Wants

- A candle that delivers on its promise — warm throw that matches the cold throw in store
- Confidence that a gift she gives will impress, because it reflects her taste
- Reliable access to her favorite fragrances — consistent stock at her local retailers

- A wide fragrance library so she can have a different scent in every room
- To feel like the brand understands her — not just a transaction

What Frustrates Her

- Her favorite fragrance is out of stock when she visits the boutique
- A new fragrance smells beautiful on the shelf but underperforms at home
- Feeling like she "only got half a candle" when performance disappoints
- Brands that prioritize beautiful packaging over actual fragrance delivery
- Having to explain to a gift recipient why a candle didn't perform — it reflects on her

What She Believes

"If a candle smells amazing on the shelf and then barely throws any fragrance at home, I feel cheated. With Trapp, what you smell is what you get — every time."

What She Deserves

Margaret deserves a brand that performs exactly as promised: a warm throw that matches the in-store cold throw, consistent stock of her favorites, and the quiet confidence that comes from gifting something she trusts. She has spent years sorting through disappointing products. Trapp is her answer.

Why She Trusts Trapp

Trapp guarantees that if any product fails to fill a room with fragrance, they will replace it. For Margaret, this isn't just a return policy — it's a signal that the brand stands behind a standard most competitors won't commit to. Combined with nearly 30 years of consistency, it's why she doesn't look anywhere else.

Where to Find Her

- | | |
|---|--|
| <ul style="list-style-type: none">• Retail channels• Independent boutiques & gift shops• Garden centers & floral shops• Specialty apparel & lifestyle stores• Spas & salons• Direct-to-consumer (trappfragrances.com) | <ul style="list-style-type: none">• Digital touchpoints• Instagram (discovery & aesthetic inspiration)• Pinterest (home décor, seasonal tablescape)• Facebook (community & brand updates)• Email (Fragrance Fan Club promotions)• Word-of-mouth from trusted friends & retailers |
|---|--|

How to Message Margaret

- Lead with performance, not just beauty — she has been let down before
- Reinforce the guarantee: replace it if it doesn't fill the room
- Celebrate the ritual of fragrance: she lights a candle with intention
- Speak to gifting confidence — she gives what she loves because she knows it works
- Honor loyalty: acknowledge her years with the brand, reward returning customers
- Seasonal urgency works — she doesn't want to miss a limited fragrance

GROWTH PERSONA

The Elevated Discoverer*Meet Lauren*

Age	32–44 years old
Location	Urban or inner suburban; walkable mixed-use neighborhoods
Household	Dual income; may have young children; building her home aesthetic
Income	Mid-to-high income; willing to spend on quality when she understands the value
Occupation	Professional, creative, or entrepreneur
Education	College-educated; research-oriented shopper
Relationship	Married, partnered, or confidently single
Shopping Style	Exploratory but value-conscious; influenced by peer reviews & social proof

Her World

Lauren is building her home into the space she's always imagined. She cares about how rooms feel — not just look. She discovered Trapp through a boutique she loves, or through a friend who gifted her a candle that blew her away. She's newer to the brand but already impressed. She has one Trapp fragrance she's restocked twice. She wants to explore the full library but isn't sure she's ready to buy something online she can't smell first.

Her Relationship with Fragrance

Fragrance is part of Lauren's home aesthetic — as intentional as her furniture choices. She rotates fragrances by season and mood. She's burned through brands that looked great in the store but underwhelmed at home. Trapp caught her attention because it actually worked. She talks about it. She's the person who tells friends "you have to try this candle" and then shows up at their birthday with one.

What She Wants

- A brand she can graduate into — something she'd feel proud to have on her coffee table
- Enough fragrance variety to match her aesthetic through every season
- A reliable online experience that helps her discover new fragrances confidently
- A gift option that looks as good as it smells — the house box matters to her
- To feel like the brand is evolving alongside her, not targeting someone older

What Frustrates Her

- Beautiful candle packaging that doesn't back up the promise when burning
- No way to "test" a new fragrance online before committing to a full candle
- Brands that feel visually dated or skew too traditional
- Finding Trapp at her favorite boutique but discovering limited fragrance selection
- Not knowing about the Trapp guarantee — she assumed all candle brands were a gamble

What She Says

"I've wasted money on so many candles that barely smell like anything. I want something that actually works. When I found one that finally did, I became a little obsessed."

Why She'll Become Loyal

Lauren is at the beginning of a long relationship with Trapp. The brand's performance converts her. The guarantee removes the risk of trying something new. The refreshed identity makes her feel like the brand was made for her generation, not just her mother's. Once she discovers two or three signature fragrances she loves, she becomes exactly who Margaret is: loyal, consistent, and an evangelist.

How to Reach Lauren

• Discovery channels

- Instagram — visual aesthetic, candle styling
- TikTok — unboxing, scent reveals, real reactions
- Pinterest — seasonal home mood boards
- Friend & peer referral (most trusted)
- Boutique retail — where she first encounters the brand

• Conversion hooks

- Starter / sampler formats (votive, 3.75 oz petite)
- Fragrance category guides (floral, earthy, fresh, etc.)
- The performance guarantee — remove the risk
- Social proof: fan favorites, bestseller callouts
- Seasonal collection drops with limited availability cues

How to Message Lauren

- Lead with the lived experience of great fragrance — how it transforms a room
- Highlight the performance guarantee as permission to experiment without risk
- Make new fragrance discovery feel curated and approachable, not overwhelming
- Show the candle in beautiful, modern, aspirational home environments
- Lean into "Full of Life" — fragrance as an expression of who she is and how she lives
- The house box: reinforce that Trapp is the gift that looks as premium as it performs

SHARED BRAND MESSAGING FRAMEWORK

The Core Problem Trapp Solves

Consumers have been disappointed by home fragrance products that look and smell appealing in the store but fail to perform at home. The gap between a candle's cold throw (unlit, in-store) and its warm throw (when burning) is where brands lose trust — and where Trapp wins it.

The Brand Promise

Trapp Fragrances® guarantees a home fragrance experience that fills your room — not just your expectations. If it doesn't, we replace it.

Tone of Voice

Confident	We know our product works. We say so without apology.
Warm	Fragrance is intimate and personal. We speak that way.
Knowledgeable	We understand the science of fragrance throw. We share it simply.
Inviting	We welcome new fans and honor the loyal ones equally.
Elevated	We don't shout. We speak to women who recognize quality.

Key Messages by Audience

- | | |
|---|--|
| <ul style="list-style-type: none">• For Margaret (Heritage Enthusiast)• "We've earned your loyalty — and we'll keep earning it."• You know what Trapp does. We're still doing it.• The fragrances you've loved for years, and new ones worth discovering.• Gift the brand you trust — because she deserves that too.• Seasonal collections she's been waiting for all year. | <ul style="list-style-type: none">• For Lauren (Elevated Discoverer)• "This is the candle that finally works."• Try any fragrance — we guarantee it performs or we replace it.• Bold, complex fragrances for a home that has a point of view.• The signature house box: a gift that looks as good as it smells.• Full of Life — fragrance that matches the energy of how you live. |
|---|--|

Fragrance Fan Club — Email Lead Magnet

The Fragrance Fan Club is the brand's consumer email capture vehicle. Currently underperforming its potential, the Fan Club should evolve from a sweepstakes entry point into a genuine community offering. Recommended enhancements:

- Lead with value-first positioning: early access to seasonal collections, exclusive fragrance launches, and members-only promotions
- Streamline enrollment to name + email only — remove friction
- Automate a welcome series introducing the brand story, performance guarantee, and top-rated fragrances
- Segment by persona: loyal reorder cadence for Margaret; discovery-focused content for Lauren

- Monthly "fragrance story" content — where a fragrance comes from, what mood it creates, how to use it across product formats

Retailer Considerations That Affect the Consumer Experience

Trapp sells through independent retailers — which means the consumer experience depends partly on retailer execution. The following factors directly affect persona satisfaction:

- Inventory depth: the right fragrances need to be in stock — not just one or two SKUs
- Staff education: retailers who understand and can communicate Trapp's performance story convert more confidently
- Display and gifting presentation: the iconic house box should be visible and positioned for gift discovery
- Fragrance range: both everyday and seasonal must be represented to serve both personas
- The brand's minimum opening order should be framed as an investment in a brand that supports sell-through with education and consumer-facing promotions

Website First Impression Priority

The first thing a visitor to trappfragrances.com should understand within seconds:

- What Trapp is: a performance-first luxury home fragrance brand with nearly 30 years of trust
- What's new: seasonal collection drops, new fragrances, new product formats (e.g., ultrasonic diffuser oils)
- Why Trapp is different: the room-filling guarantee — stated clearly and prominently
- How to explore: fragrance by category (Floral, Earthy, Fruity, Fresh, Seasonal, Gourmand) to reduce discovery friction
- The gift story: the house box, framed as the go-to confident gift

COMPETITIVE CONTEXT

The home fragrance category is crowded — an estimated 25–30 direct competitors operate in Trapp's price range targeting the same consumer. The majority compete on aesthetics: beautiful packaging, on-trend branding, or mass distribution. Very few match Trapp's actual fragrance throw performance.

This creates a clear strategic position: while competitors fight over shelf presence and visual identity, Trapp can own the performance category. Most consumers have experienced fragrance disappointment — they are primed to believe in a brand that guarantees the opposite.

The brand refresh represents an opportunity to pair Trapp's proven performance story with a modernized visual identity that speaks to Lauren without alienating Margaret. The brand's core differentiation — what you smell is what you get, guaranteed — remains unchanged.

PERSONA SUMMARY

	Margaret — The Heritage Enthusiast	Lauren — The Elevated Discoverer
Age	45–65	32–44
Priority	Primary	Growth
Motivation	Performance & loyalty	Discovery & aspiration
Gift Driver	Confidence — she knows it works	Impression — it looks and smells premium
Barrier	Stock availability at retailer	Uncertainty about new fragrances online
Channel	Boutique retail, email	Social media, boutique, DTC
Message Hook	Trusted for decades — still the best	Finally, a candle that actually works

Trapp Fragrances® · trappfragrances.com · *Fragrance First*® · *Full of Life*™