

## Homesick: Brand Story and New Feature Proposal

### **Company Overview:**

Founded in 2016, Homesick Candles defines itself as a home fragrance and lifestyle brand. Through brick-and-mortar locations and an online website, the company offers several collections of carefully crafted soy wax blend candles with 100% organic cotton wicks. They also provide car fresheners and reed diffusers. It is a company that does all of its manufacturing in the U.S. and prides itself on being non-toxic, cruelty-free, and using reusable glass jars.

Currently, Homesick has three main collections known as 'moments.' These are memories, holidays, and celebrations. Aside from these collections, they have a separate line of fifty candles where each one is representing the signature scent of every state in the United States..

### **Proposal:**

After thorough research of Homesick's products and services, it has become evident that there is a need for a high-end personalized candle feature. The only customized option the website offers is a handwritten message. I have created a four-step service that elevates Homesick's brand story.

Customers will be able to pick several options for their candles, such as:

- **Scent combinations:** Choose up to three scents from seven popular, pre-selected essential oils. Suggestions will be available.
- **Glass jar color:** Off-white/Dark Grey/Silver/Gold/ Light Pink/Light Blue/Red/Clear
- **Ribbon option:** Off-white/Dark Grey/Silver/Gold/ Light Pink/Light Blue/Red
- **Message on the box:** sticker with space for personalized message ( 150 character count).

\*All personalized candles will come in an industry standard size of 8.1 oz.\*

### **Pricing: Fixed Prices**

Homesick's standard pricing for a 13.75oz candle is \$34. High-end or prestigious paraffin wax candle prices range from \$15-\$22 for approximately 8.01-10.5oz. specialty and soy candles have an increase of almost 50% in price due to the high end materials and longer burn rates.

However, compared to competitors, Homesick gives more product for the price. An example is competitor Brooklinen, that sells 10.5oz candles for \$35 + tax.

Because Homesick candles are considered non-essential luxury items, the new customizable feature will reduce the size of each candle by 5.74 oz reducing production costs for each single batch of candles made.

The starting price for a personalized candle is \$27. Each customization will add approximately \$5-\$20 to the total price.

### **Pricing: Scent Combinations:**

These seven scents were picked based on the most popular luxury essential oils available in candles.

<b>Scent Options</b>	<b>Price</b>	<b>Description + Where it's used</b>
Citrus Cassis	\$6	Slightly masculine. Floral and dewy. Common in hotel rooms and high-end restaurants.
Beachwood Vetiver	\$8	Beachy and exotic. Sweet smelling coconut and jasmine. Common in spas, beauty salons, and massage parlors.
Vanilla Bean	\$5	Feminine and dessert-like. Common in bakeries and confectionary shops.
Patchouli	\$6	unisex. Minty, woody and with hints of frankincense. Common in specialty stores, skin care products, and men's toiletries.
Sea Musk	\$7	Musky and spicy with earthy touches. Common in marina-related businesses.
Wolfberry	\$8	Simliar to grapefruit. Light, tropical and fruity. Common in specialty and stationery stores.

A candle with one scent will have the fixed price of the scent. If the customer picks two scents the fixed price for both of them is \$15. For candles with three scent combinations, the fixed price is \$20.



A fragrance wheel will be provided for the customer as well as suggested combinations.

Examples:

“ Beachwood Vetiver and Citrus Cassis make the perfect blend for a light yet luxurious feel.”

“ Sea Musk and Patchouli will fill your home with a forest of comforting scents and an earthy feel.”

“ Vanilla Bean, Wolfberry and Beachwood Vetiver will take your home experience to the next level giving a relaxing ambient and brightly sweet tones”

**Pricing: Glass Jar Colors:**

Clear jars: \$5

All other color jars: \$7

**Pricing: Ribbons**

Adding a ribbon of any color: \$3

**Pricing: Message on the Box:**

Standard eco-friendly off-white boxes with message: \$6

Standard eco-friendly box of any color: \$8

\*Both boxes allow a message with 150 maximum characters.\*

\* shipping and handling will vary on the rates/location/ and weight of each purchase\*

**Sample Purchases:****Client #1:** Dinner party gift for the host.

Features	Price
1 scent: Sea Musk	\$7
Jar: Dark Grey	\$7
No ribbon	-
Box: Dark Grey	\$8
Standard Shipping	\$5
Personalized 8.01oz candle	\$27
Estimated Total:	\$54 + Tax

**Client #2:** A man purchases a candle for his wife for their anniversary.

Features	Price
3 scents	\$20
Jar: Red	\$7
Ribbon	\$3
Box: Red	\$8
Standard Shipping	\$7
Personalized 8.01oz candle	\$27
Estimated Total:	\$72 + Tax

**Competitors:**

None of these brands have an extensive personalization feature.

Brand: D.S. and Durga  
 Sold at: online/Nordstrom  
 Average price: \$65 for 7oz

Brand: Dyptique  
 Sold at: online/department stores  
 Average Price: \$98 for 10.2oz

Brand: Jo Malone London  
 Sold at: online/Nordstrom  
 Average price: \$69 for 7oz

Brand: Voluspa Anthropologie Collection  
 Sold at: Anthropologie  
 Average price: \$40 for 10oz

### **Social Media Presence:**

To promote the new feature we will post a series of posts on Instagram and several short videos to Tik Tok. According to the National Candle Association, 35% of candle sales in the U.S. happen during the Christmas/Holiday season.

Research also showed that candle purchasers view candles as appropriate gifts for the following occasions:

- Holidays ( 76%)
- Housewarming gift ( 74%)
- Hostess/dinner party gift (66%)
- Thank you gift (61%)
- Adult birthday gift (58%)

A social media strategy for the Christmas/Holiday season will be set in motion. On average, business pay between \$0.20 to \$6.70 for ads. However, the pricing varies on the bidding model such as Cost per click (CPC) and Cost per thousand (CPM). Cost per clicks usually costs between \$0.20 to \$2 and Cost per thousand costs \$6.70 for every thousand impressions. Ad prices increase based on seasonality and days of the week. A further analysis will be required.

We have chosen Instagram as a main source of social media presence because other platforms such as Facebook have higher ad costs and a more saturated market. For example, CPC on Facebook costs \$0.97 and CPM costs \$7.19.

Besides higher ad costs, Instagram excels with demographics of 25 to 29 year-olds. Instagram also allows companies to tailor their targeting options and narrow interests. With automatic bidding and precise targeting, Instagram ads will be an effective form of marketing.

Another reason an investment in Instagram ads is better, is the double click-through rates (CTRs) performance Instagram has compared to other platforms. For example, CTRs determine the ratio of the number of clicks on a specific link.

Shopify also discovered in a recent study that the average Instagram order value is \$65. This is \$10 higher than Facebook's average order value. With an average order value close to our price range, Instagram is the perfect fit.

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