

SPRING 2022



DEDCOOL
GUERRILLA MARKETING SOCIETY

PROJECT

05/06

SPRING 2022

DEDCOOL GOALS



GO VIRAL ON SOCIAL MEDIA
BUILD COMMUNITY
TARGET GEN-Z

WWW.DEDCOOL.COM



"For GenZ who want to smell and express themselves the best, DedCool provides more than just a traditional fragrance. They provide unique scents that layer and align with values of transparency and sustainability."

AGENDA

TOP

KEY FINDINGS

TARGET MARKET

CONSUMER PROFILE

DATA ANALYSIS

INDUSTRY RESEARCH

TACTICS

MIDDLE

BOTTOM

TAKEAWAYS

DEDWHO?

SOME KEY FINDINGS

92%

Do not know about DedCool

87%

Sample a fragrance before buying

57%

Are willing to purchase a sample set of DedCool



THE DATA SAYS: THERE'S A HUGE POTENTIAL FOR DEDCOOL HERE.

DEDCOOL'S *TARGET MARKET*

18-24 years
old
in high school
or college



Behavioral:

1. Peer Recommendation
2. Affordability
3. Coupons and Discounts

Demographics:

1. Racially and Ethnically Diverse (76% demand for D&I for brands)
2. Digital Natives: mobile-savvy with TikTok and Instagram

A woman with long blonde hair is looking down at a smartphone in her hands. The background is a dark, moody landscape with mountains and a body of water under a twilight sky. The text 'HELLO I AM MARLIE' is overlaid on the left side of the image in a large, white, serif font.

HELLO I AM MARLIE

19, Film & TV Student at UCLA

NEEDS

- A scent that smells good and shows off her personality
- Be presentable when she is out

WANTS

- Try scents first before committing
- Boost confidence
- Curate aesthetics as part of lifestyle

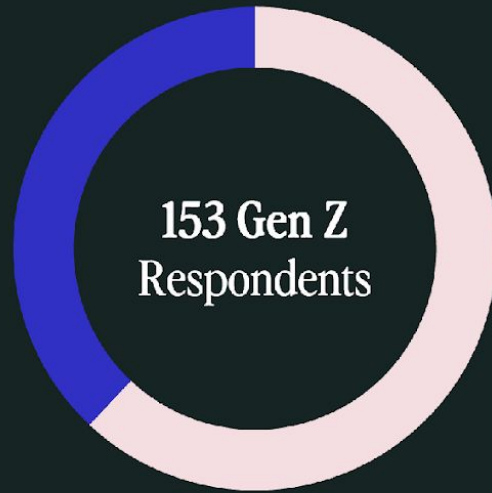
“I want to find a signature scent that is unlike others and represent who I am while also allowing me to feel presentable without breaking the bank”

PAINS

- Vague descriptions complicate decision-making process
- Unfamiliar what notes smell like
- Wants to find an affordable perfume worth its price point

DATA ANALYSIS

WHO, WHAT, WHERE?



61% Female
37% Male
2% Other

75% age 19-25
24% age <18

Despite having more females than males, we've found that female-identifying respondents are more likely to purchase Dedcool tins compared to males ($p < 0.05$)

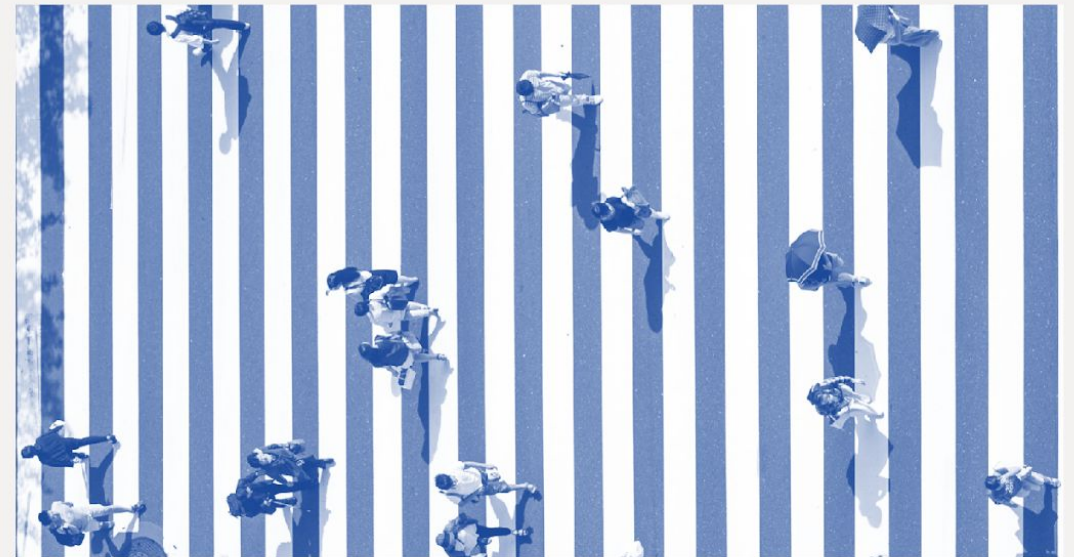
GenZ appreciates motivational quotes from brands on social media

Respondents care most Scent, Quality of Ingredients, and Longevity

Sustainability does not increase WTP, it's only an added plus

Respondents are most likely to purchase products through TikTok and finds TikTok more genuine and authentic

Retailers & Influencer reviews are the most influential to purchasing decisions



FACTOR

ANALYSIS

Grouped positive and negative variables together
highest factor loadings

Segmented respondents with similar perceptions

"To what extent do you agree with the following statements?"
"I care about having sustainable perfumes"



Factor 1: Self-Expression

I like to express mood, identity,
and self through perfume. Oh, and
it makes me feel confident too.

Factor 2: Social Perceptions

I want to smell good, be
presentable, and feel professional
with the perfume I use

Factor 3: Functional Needs

I'm obligated to use perfume because
I have it and I don't care about
sustainability in perfumes too much.



CLUSTER ANALYSIS



Target Cluster 2 with future tactics

Gathered characteristics of each cluster through looking at the top 2 largest absolute values with the analysis



Cluster 1: The Bare Minimum

Use fragrance as a function.
Getting rid of odor and
looking presentable is not important.



Cluster 2: Boosting the Mood

Don't want to smell bad. Wants to smell good.
Want to be presentable and professional.
Express mood, identity, and self to feel confident.



Cluster 3: Potato Couches

Doesn't use fragrances out of function.
Doesn't care about presentability and smelling good.

INDUSTRY ANALYSIS

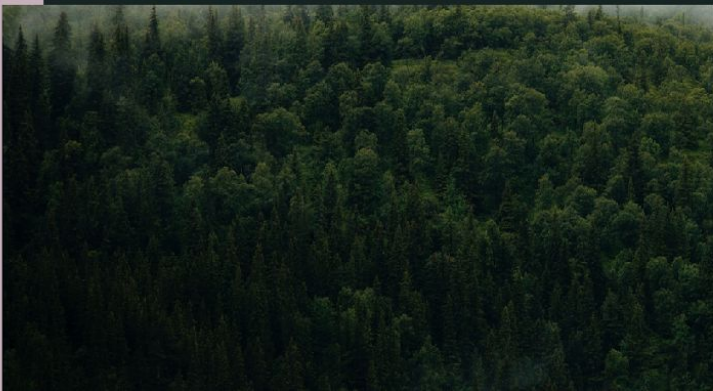
Five Years in Review

- Niche & premium designer fragrance boost industry revenue
- Mid-tier manufacturers invest in premium packaging (higher perceived quality)
- High price competition from departments and e-tailers put downward pressure on margins

Products & Market

- Rise in ethical consumerism
- 28% willing to purchase new fragrances if described as "light"
- Male market expanding partly due to social media
- 63% purchase goes to candles or homecare products that match their favorite fragrance or scent

Where do you see DedCool?





COMPETITOR

SOCIAL MEDIA ANALYSIS

Fan Behavior:

We followed Le Labo, Maison Margiela, Goutal, Jo Malone, Ellis Brooklyn, Clean Beauty Collective, Viktor Rolf, Dossier, Boismells, and Diptyque on **Instagram** and **TikTok** and found:
for a week on Instagram and TikTok

- #hashtags_andconsistency_help_content_reach
- Clear brand identity and consistent visual aesthetics
- Story-telling and social media presence keeping a pulse on culture
 - Special Promotions on trending and cultural events
- Keep it casual on IG stories but plan grid posts



DEDCOOL SWOT

Strength:

- Emphasis on unisex fragrance, self-confidence, natural ingredients, and sustainability
- Unique brand identity with fragrances that can be layered
- Risk-free fragrance trial program & Build Your Sample Tin

Weakness:

- Affordability to target consumer
- Wide variety of perfume options on website makes differentiating between perfumes difficult
- Credo as main retailer – people performing sampling

Opportunities:

- Capitalize on wellness trends
- Rising trends on wellness and supporting lifestyle needs
- Tap into expanding male market via social media
- Utilize TikTok more to reach Gen Z market (gifting, partnerships, ads)

Threats:

- High level of market concentration
- Moderate level of consumer distrust of brands on social media (cancel culture and “fakeness” of sponsorships)

GUERRILLA *TACTICS*



LEVERAGING DATA INSIGHTS
TO ACTIONABLE CAMPAIGNS

DedCool in Motion



A lab on wheels allows customers to see the fragrance production process, as well as sample and purchase fragrances

~\$2,500 for 10,000 Impressions per Week

How it Works:

- Set up a DedCool truck to be parked around college campuses
- Have a fresh batch of DedCool goodies
- Emphasizing on "Smelling good all-day long"

Why we think it'll work:

- An intriguing in-person demo on DedCool's most viral products
- Showcases DedCool's versatility in a high-traffic event
- Promotes (good smells) and idea of selling "fresh batch"

Los Angeles (UCLA, USC, LMU, CalArts)



DedCool Pop-Ups



SCENTED SAMPLE CARDS

Using nostalgia-based sampling campaign, scratch & sniff DedCool fragrance cards with candy-heart messages are a callback to when magazines used fragrance samples, and the valentine's day candygram that never came from your crush

SCENTED SAMPLE CARDS

College
Campuses &
Major Cities

"Tag someone who
made you smile today"

"Take a Break"



How it Works:

- Inspirational message on sticker (front) fragrance sample (back)
- Distribute sample cards around university campuses, stoplights, and high traffic areas in major cities

Why we think it'll work:

- Helps resolve consumer hesitation over purchasing online
- Appeals to the nostalgia occupying cultural imagination
- Promotes positivity: appreciated by target market, initiative emphasized by industry in 2021

\$900 with 5000+ Impressions per week



DATE WITH DEDCOOL

\$75 with 50 Impressions per day

COLLEGE CAMPUSES IN TABLING AREAS

Forget B.O., let's talk green flags instead. What if you let DedCool (and scent preferences) play matchmaker?



How it Works:

- College speed-dating booth offering scent samples in glass jars
- Participants choose their favorites and leave their contact information in said jar
- Following participants with the same preference... find themselves a new friend or score a date!

Why we think it'll work:

- Specifically targets Gen Z audience
- Unique and memorable way to meet new people
- Creates easy and entertaining fragrance selection process as well as introducing Dedcool to them
- Consumers will have a memory associated with brand

NON-GUERRILLA TACTICS

Social Media Campaign

Community-Building Initiatives





A Social Media Campaign

MY DEDCOOL STORY

CAMPAIGN GOALS & BENEFITS

- Increase online reach, build brand presence
- Engage community in creative process
- Generate virality on TikTok

tone

- Offbeat, humorous, lighthearted, capturing the DedCool brand

metrics

- Raising Engagement Rate
 - Increasing organic account mentions
 - Post engagement
 - Account Reach and Impression
 - Website visits





*MORE THAN JUST A
TRADITIONAL FRAGRANCE.*

Scents that last all-day long.
Authenticity and Connection.

MY DEDCOOL STORY

Envisions a lifestyle of layered scents and knowledge coming together to promote long-lasting scents, mental health awareness, and education

INSTAGRAM PRESENCE

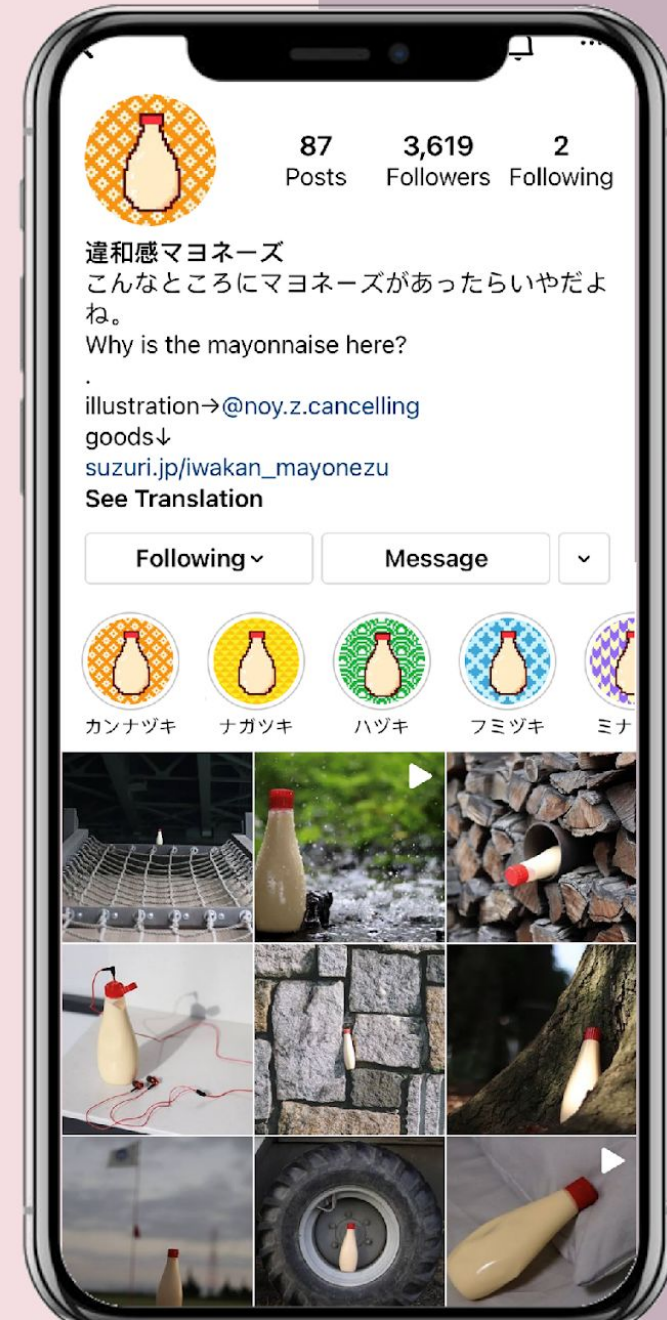
FOCUS ON AESTHETICS & COMMUNICATING BRAND VOICE TO TELL STORIES

- Maintaining aesthetic: main grid & content
- Educational, trending posts and reels
- Product Promotion
- Employee Content
- UGC for Lifestyle Shots in Instagram Shop
- Face Filters (e.g., quizzes, filters to make shots look good)

TIKTOK FAMOUS

FOCUS ON AUTHENTICITY, INTERACTIVE CONTENT FOR AWARENESS

- Videos that entertain customers
- Aesthetic TikToks
- Product Lifecycle content
- Educational posts about DedCool Initiatives
- Engaging with audio trends



DEDCOOL CLUB

Creating a Community Initiative for Gen Z in college to engage the DedCool Community

HOW IT WORKS

Initiative to recruit ambassadors to post on social about DedCool and collaboration with event organizations on campus

Ambassador perks: insight into DedCool operations, feedback to product development process, and access to industry events

THE PILLARS

College Program

Engaging Community & Influencers



CAMPAIGN GOALS.

- Increase Direct Interaction between DedCool and target audience
- Receive invaluable and consistent source of feedback from target audience
- Create opportunities for students to engage with DedCool, Social Media, and Event Organization

Approaching People.

How it Works:

- Bring #DedCooler, #DedCoolClub to life
- PR Persuasion
 - Gifting program without guaranteed post
 - Ask for feedback on how they like the product and if they want to grow into a partnership
 - Specs: 1.5K Instagram, 2K TikTok Followers
- Community Engagement
 - New Product with customers by asking for their feedback and opinions

Benefits:

- Increase brand awareness and recognition among target demographic
- Involving customers with the brand makes them feel important
- Grow following on Social Media

COMMUNITY



COMMUNITY

College Program.

BACK TO SCHOOL SZN.

- Work with student influencers to create mini-vlogs for the first day of school while incorporating DedCool products
- Laundry day with college students

CARE PACKAGES.

- Provide DedCool-themed care packages to student influencers and partner with brands

RUSH SZN.

- Reach out to sororities on LA college campuses which houses a sizeable amount of influencers



DIRECT EXPOSURE TO GEN-Z

INNOVATIVE WAY TO MARKET ON
MULTIPLE PLATFORMS

INCREASE BRAND AWARENESS

BENEFITS

Strength in Numbers.

Consistent short-form content
TikTok for virality



Social Brand.

Targeting Gen Z
Building a strong community.



TAKEAWAYS



Brand Recognition.

Gain DedCool Traction
More than a product: a lifestyle

