

A photograph of two women lying on their stomachs on a green lawn. They are wearing white, intricate lace dresses. The woman on the left has blonde hair and is looking towards the camera. The woman on the right has dark hair and is looking away. The text 'FOR LOVE & LEMONS X DIPTYQUE' is overlaid in white, serif font across the center of the image.

FOR LOVE & LEMONS
X
DIPTYQUE

LXMT 742 | Prof. Virk

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SWOT Analysis for Love & Lemons

Strength

- Social Media
- Brand Identity
- Consumer Loyalty

Weakness

- Heritage
- Limited Sizing
- Product Range

Opportunities

- Collaborations
- Price Range
- Expand to different markets
 - European & Asian

Threats

- Similar Brands
- Fast Fashion Companies
- CSR

SWOT Analysis for Diptyque

Strength

- Heritage
- Variety of Fragrances
- Extensive R&D

Weakness

- Brand Awareness
- Limited Target Audience
- Return Policy

Opportunities

- Collaborations
- Promotions/Advertising
- Product Expansion

Threats

- Similar Competitors
- Recession
- Dupes

Target Market for Love & Lemons

- Female
- Early 20s to mid 30s
- United States
- \$80,000+
- Interested in nature, supporting American businesses, hand stitched garments
- Appreciates quality pieces, fine details, being fun and youthful



Target Market for Diptyque

- Gender Neutral
- No age range
- European
- \$150,000+
- Interest in sophisticated fragrances, interior design, quiet luxury
- Appreciates high-quality, less 'mainstream' brands, Parisian companies, and brands with a strong heritage



Compatibility

- They have different target markets, For Love and Lemons is a newer American fashion company that targets GEN Z and Millennial women whereas Diptyque is a European fragrance company with an extensive brand history that targets those that prefer quiet luxury
- By collaborating together, these two companies are able to improve weaknesses that are seen in the respective companies



Key Success Factors

- By creating this collaboration, gaining an increase in profits is a key success factor, as well as this collaboration generates brand awareness for both companies
- for Love & Lemons is not well known in France, and Diptyque is not as well known to the overall American consumer. By utilizing for Love & Lemons' social media and the loyal consumers of Diptyque, brand awareness will increase
- An area for growth would be to increase the candle and fragrance line products, expand the scents, as well as go into bath and body products
- A potential challenge could be that consumers do not enjoy the collaboration, as well as the fragrance could be perceived as too poignant/chemical scented

Research Goals/Selection & Justification of Research Methodology




- **Research Goal** - Establish what consumers associate scent-wise with the photo and overall brand
- **Selection and justification of research methodology** - We needed to ensure that the product and fragrance match the consumer's thoughts. This survey was of benefit to our team to help with the decision on scents

Survey Questions

1. When you look at this photo, what scents come to mind?
2. What emotions do you associate with this photo?
3. When you think of the brand, for Love & Lemons, what scents do you associate with them?
4. If I told you that this photo was For Love & Lemons, what scents come to mind?





Analysis of Results

Question 1:

Overall, all the participants received a floral aesthetic from the photo

Question 2:

Overall, when participants looked at this photo they had peaceful and loving feelings

Question 3:

Overall, when the participants thought of, for Love and Lemons, floral and citrus stood out to them

Question 4:

For all Participants, they said that their original scents for the photos would still apply

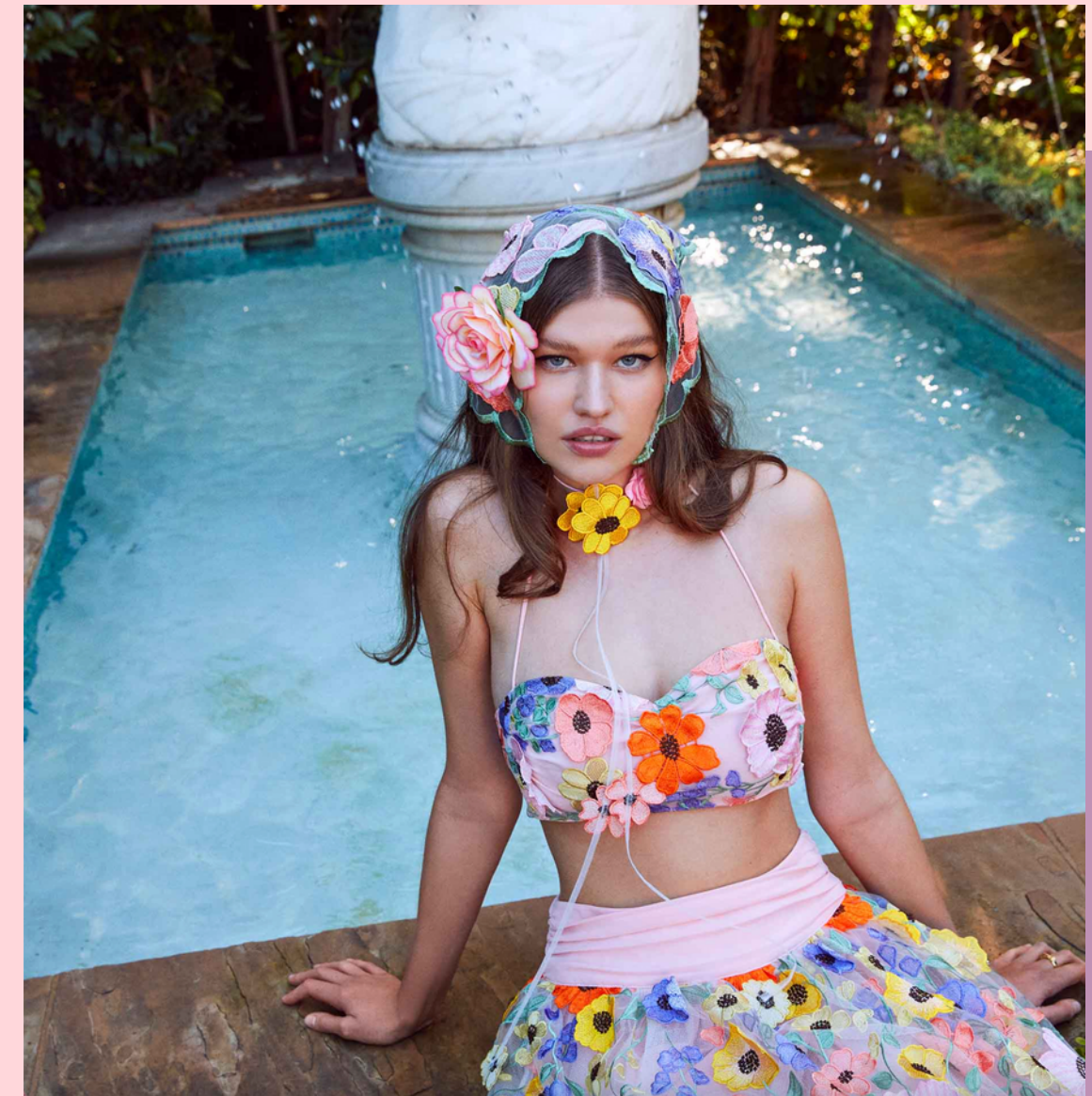
Analysis of Results

- The participants that were surveyed were knowledgeable in both brands, for Love and Lemons and Diptyque
- They ranged from 22-30 years old
- All were females
- Living in the U.S.
- All were well-versed in social media, enjoyed luxury shopping, and strived for high quality products
- All participants prefer higher-end products that bring them enjoyment



Communication Objectives

- Promote the new **products** - Candle and Fragrance
- Generate brand **awareness** for both for Love & Lemons and Diptyque
- Boost **consumer engagement** through the use of bought, owned, and earned media
- Increase **brand loyalty**
- Generate **more traffic** to the social media of both the brands



Timeline

Bought Media

Print Media	June				July					
	Pre-Launch				Launch					
Magazine Ads										
Vogue US										
Harpers Bazaar US										
Vanity Fair										



Timeline

Bought Media

Digital Media	June				July			
	Pre-Launch				Launch			
Vogue.com								
Harpersbazaar.com								
Vanityfair.com								
TikTok								
Instagram								
Promotional								
Events							7/21/23	



Timeline

Owned Media

Digital Media	June			July				August				
		Pre-Launch			Launch				Post -Launch			
Brand Website												
Emailer Campaign												
Social Media Instagram												
Social Media-Tiktok												
Direct												
Tangible Mail												

Key Dates:

Pre-Launch: 21st July
2023

Launch: 24th July 2023

Timeline

Bought Media

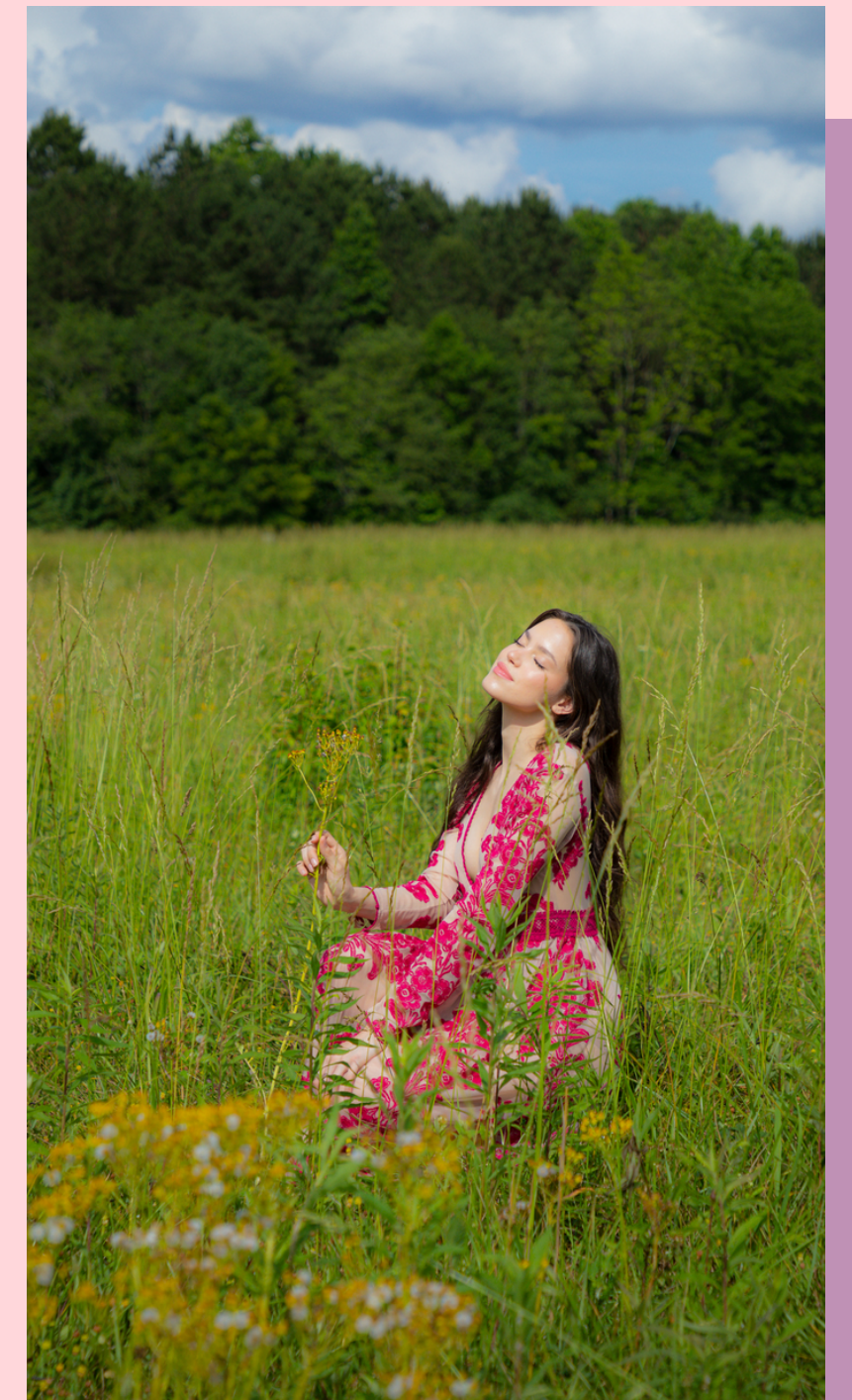
Print	June			July			August		
		Pre-Launch		Launch		Post -Launch			
Magazine Ads									
Vogue US									
Harpers Bazaar US									
Vanity Fair									



Timeline

Bought Media

Digital Media	June		July				August					
			Pre-Launch			Launch		Post -Launch				
Vogue.com												
Harpersbazaar.com												
Vanityfair.com												
TikTok												
Instagram												
Promotional												
Events							7/21/23					



Timeline

Bought Media

Digital Media	June				July				August			
				Pre-Launch		Launch			Post -Launch			
Brand Website												
Emailer Campaign												
Social Media - Instagram												
Social Media- Tiktok												
Direct												
Mailers												

Key Dates:

Pre-Launch: 21st July
2023

Launch: 24th July 2023

Timeline

Earned Media

PR	June				July				August				
						Launch				Post-Launch			
Uncover LA							7/21/23						
Lamag							7/21/23						
LA weekly							7/21/23						
Los Angeles Times							7/21/23						
Who What Wear							7/21/23						
WWD							7/21/23						
Promotional													
Sophia Richie							7/21/23	7/24/23					

- These publications will be invited for the pre-launch event which will help the brand get positive coverage in renowned publications and create buzz among the potential customers.
- The main endorser will be Sophia Richie and she will be posting on TikTok (2.1M) & Instagram (9.9M) during the launch event and post launch as well.
- Her strong social media presence will allow the brands to attract right consumers.

Activity Map

CAMPAIGN for FL&LxDiptque	2023														
	June					July					August				
	wk 1	wk 2	wk 3	wk 4	COSTS (\$)	wk 1	wk 2	wk 3	wk 4	COSTS (\$)	wk 1	wk 2	wk 3	wk 4	COSTS (\$)
Key Moments (Event for Launch Party, Global Launch)								Event for Launch Party	Global Launch						
Global Campaigns									Monday, July 24, 2023						
Exclusive Access for VIP clientele for Diptque stores nationwide								July 22-23, 2023							
Pre/Launch/Post	Pre-Launch					Launch					Post-Launch				
BOUGHT MEDIA															
Magazine Ads															
Vogue US															\$187,609.00
Harpers Bazaar US															\$177,805.00
Vanity Fair US															\$84,920.00
Digital Media															
Vogue.com										\$165,070.00					\$165,070.00
Harpersbazaar.com										\$153,120.00					\$153,120.00
VanityFair.com										\$61,311.00					\$61,311.00
TikTok					\$80,000.00					\$80,000.00					
Instagram					\$3,900.00					\$3,900.00					
Events															
Launch Event, LFW								Friday, July 21, 2023		\$211,000.00					
OWNED MEDIA															
Digital Media															
Forloveandlemons.com/ brand website								Friday, July 21, 2023	Monday, July 24, 2023						
Emailer campaign								Friday, July 21, 2023	Monday, July 24, 2023						
Social Media- Instagram								Friday, July 21, 2023	Monday, July 24, 2023						
Social Media- Tiktok								Friday, July 21, 2023	Monday, July 24, 2023						
Mailers										\$150,000.00					
EARNED MEDIA															
PR															
UncoverLA								Friday, July 21, 2023							
Lamag								Friday, July 21, 2023							
LA Weekly								Friday, July 21, 2023							
Los Angeles Times								Friday, July 21, 2023							
Who What Wear								Friday, July 21, 2023							
WWD								Friday, July 21, 2023							
Celebrity Engagements															
Sophia Richie								Friday, July 21, 2023	Monday, July 24, 2023	\$800,000.00					\$700,000.00
TOTAL					\$83,900.00					\$1,624,401.00					\$700,000.00
OVERALL TOTAL															\$2,408,301.00

Budget

Vogue Print Ad:\$187,609

ROI-6 Million QR Scans

Harper's Bazar Print

Ad:\$177,805

ROI-1.5 Million QR Scans

Vanity Fair Print Ad:\$84,920

ROI-800K QR scan

Vogue Digital Ad:-\$165,070

ROI-20 Million views/10 Million clicks

Harper's Bazar Print

Ad:\$153,120

ROI-1 Million views/750k clicks

Vanity Fair Print Ad:-\$61,311

ROI-1 Million views/750k clicks

TikTok Ad: \$80,000

ROI-800K Impressions

Paid Instagram Ads:\$3,900

ROI- 1.3 Million Impressions

Social Media:Free

ROI-400K mentions of our hashtag #Fl&LxDiptyque

Email:100k=\$420

ROI-How many clicks on the website link

Celebrity Endorsement:1.5 Million

RIO- 11 Million click rate for Instagram stories

Tangible mail:\$3 per mail item

50,000x3=\$150,000

ROI-35K scans of QR code

Launch party

Location-\$15,000

Food & drink-\$30,000

Product-\$66,000: \$100 for candle x 300 \$120 for fragrance x300

Decoration-\$100,000

ROI-Expect 500 to post content from the launch party

Measurements

Campaign Tracking Techniques and Timing

- **Continuous Tracking** - Stay informed with live updates on essential factors that impact the campaigns. We will begin monitoring tracking immediately after the launch begins.
 - User Insights
 - Brand awareness, how in line we are with our target demographic, drive consideration and engagement, generate leads and conversions
 - It is important that we hit our target market, and looking at those analytics will be key

Ad Diagnostics and Metrics to Observe

Instagram

- Mentions of Hashtag #FL&LxDiptyque
- Impressions (likes, shares, comments)

TikTok

- Mentions of Hashtag #FL&LxDiptyque
- Impressions (likes, shares, comments, duets)


Website

- Clickrate
- QR scans

Instagram Mockups

3:50 LTE

< forloveandlemons

 **forloveandlemons**
9,963 Posts 3.5M Followers 1,417 Following


For Love & Lemons
Confidence. Femininity. Individuality.
#GIRLSinLOVE
Shop our Instagram
likeshop.me/forloveandlemons

Followed by __moyeet, sydneyking_ and 36 others

View shop

Follow Message Contact

Shop #GIRLSinLO... #FLLforVS RTW Artist Series



Sponsored Post

for @forloveandlemon




♥️ 💬 📍

@forloveandlemon
Introducing.....Meadow🌸🌿
#FL&LxDiptyque#Meadow

3:51 LTE

< diptyque

 **diptyque**
1,550 Posts 1M Followers 0 Following


diptyque
Creation is a frame of mind and a playground always dedicated to reimagining and expanding the world of scents. #diptyqueparis #diptyque
34 boulevard Saint-Germain, Paris, France
linktr.ee/leaupapier

Followed by dragonfly_sc, aaryaa26 and 1 other

View shop

Follow Message Email

L'EAU PAPI... DO SON DECOR STORES EAU ROSE



Sponsored Post

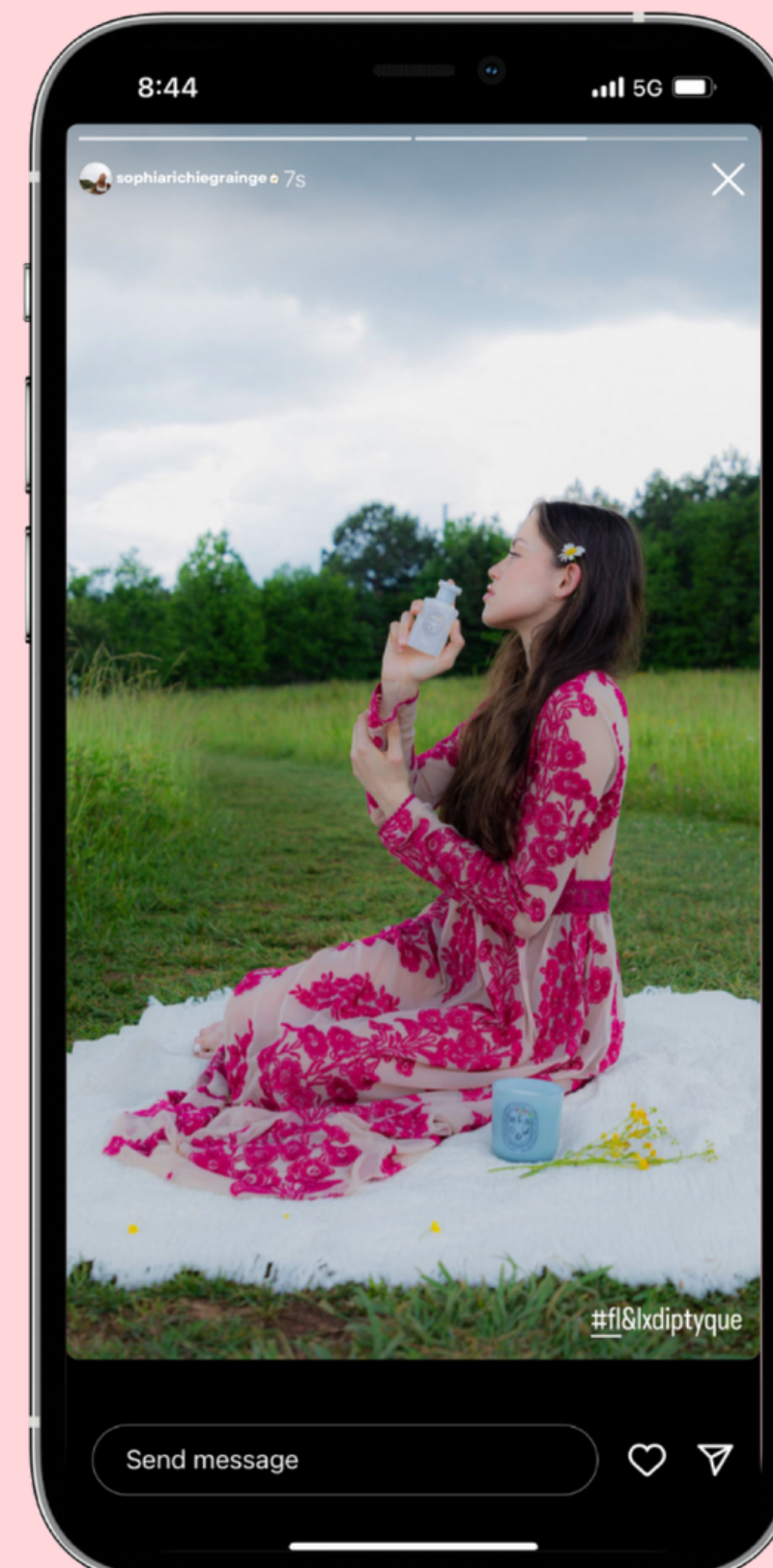
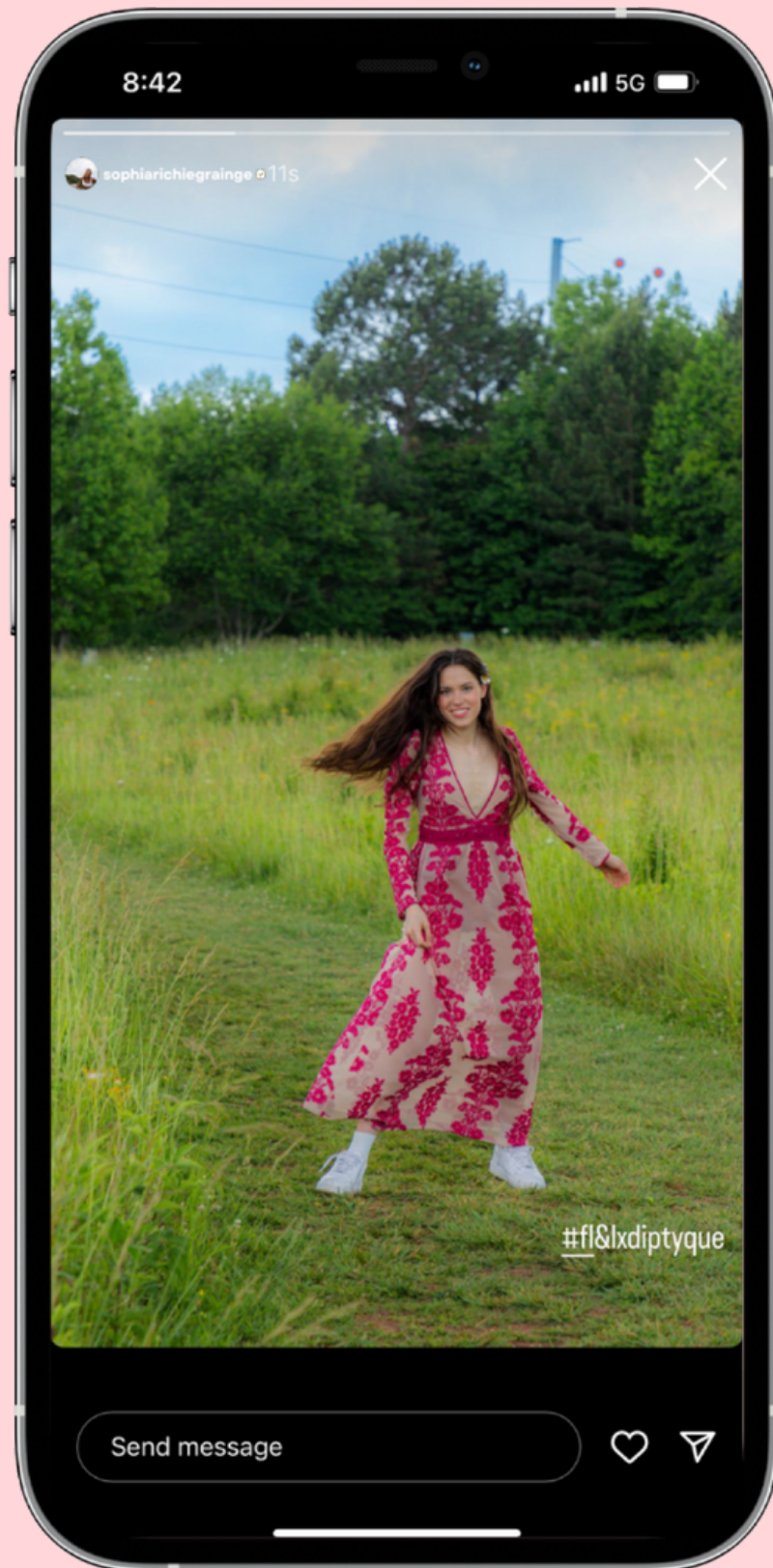
 @diptyque



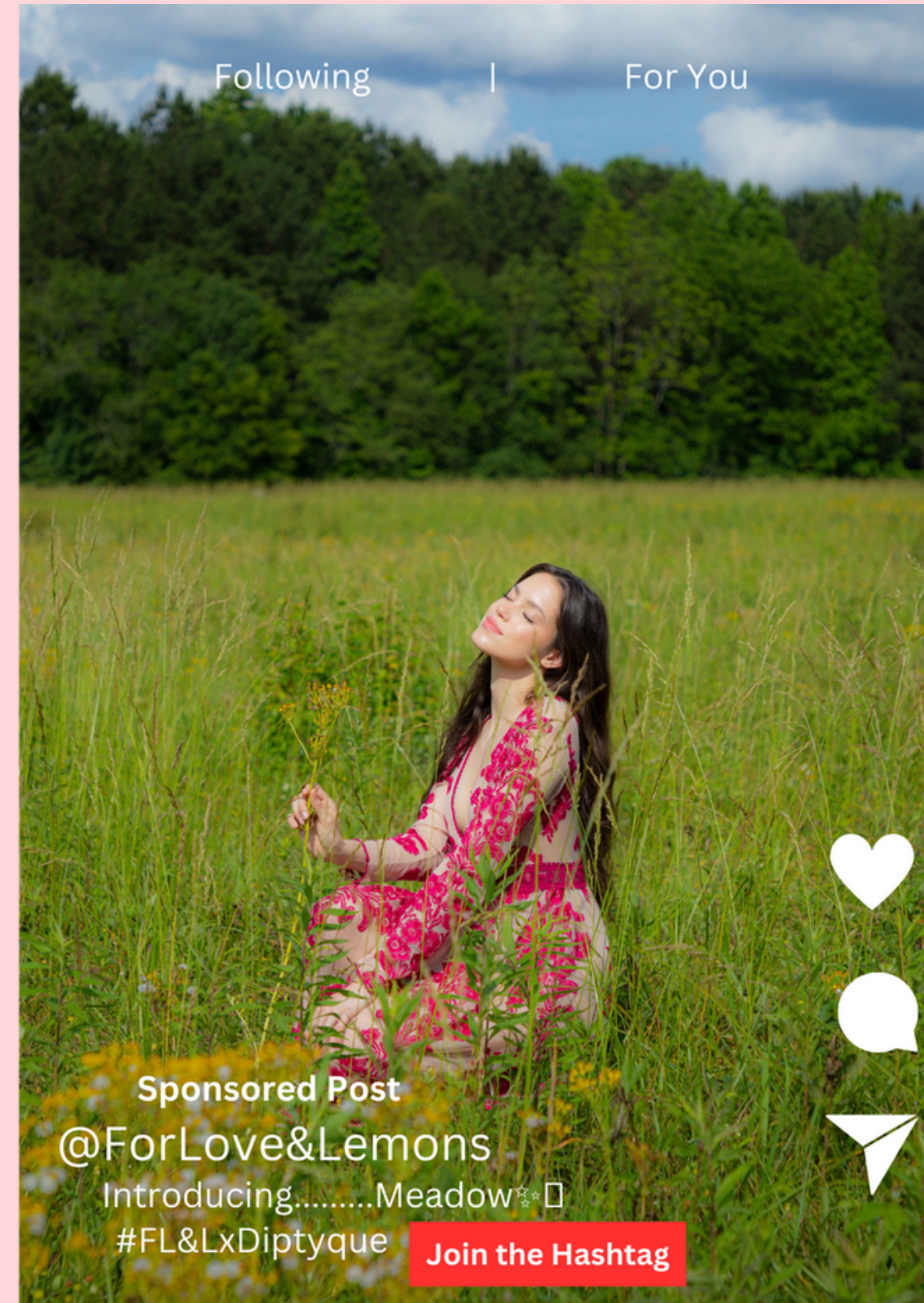
♥️ 💬 📍

@diptyque
Introducing.....Meadow🌸🌿
#FL&LxDiptyque#Meadow

Celebrity Mockups



TikTok Mockups



Mailer Mockup



Email Mockup





Thank You!

References

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