

Bath & Body Works

Scent

**YOUR NEW ROOMMATE
JUST MOVED IN.**

Bath
& Body
Works



YOUR NEW SCENT JUST MOVED IN

Meet the Team

MEET THE TEAM



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THE INTEGRATED PLAN SUITE

24'-0" HALLWAY

18'-24"-0"

Let's lay it all out

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YOUR NEW SCENT JUST MOVED IN



INTRODUCTION

Introduction

In August 2024, Bath & Body Works approached MOJO Ad to keep youth and young adults engaged with the brand as they transition from their teen years to adulthood.

With our challenge defined, we began by researching the personal care, fragrance and specialty retail industries. We conducted 30 qualitative in-depth interviews and fielded a nationally-representative survey with nearly 400 respondents. This research led us to the insight that became the foundation of our campaign: **Scent grounds YAYA consumers in the rituals they already practice, enabling them to step into their full potential.**

From there, we developed an integrated campaign to address the evolving aspirations, challenges and lifestyle shifts that shape YAYA culture. By taking the brand from one that is seen to one that is felt we will make Bath & Body Works a “must” in the daily lives of YAYA consumers.



TARGET PROFILE

EVERYDAY CURATORS 18 - 24 YEARS

18 - 24 YEARS



Everyday Curators

Our target audience is 18- to 24-year-olds with their eyes set on their future. They take agency over their academic and career goals, working day-by-day to achieve them. They try to balance their responsibilities with self-care to help themselves feel prepared for whatever each day might bring. They have well-established, unique and comprehensive personal care routines where each product is thoughtfully selected to help them feel clear-headed, a necessary state to reach their goals. If these routines are disrupted, it breaks their rhythm.

RATIONALE

We estimate there are approximately 11 million Everyday Curators in the United States (Adult Population by Age Group Statistics, 2025; Johnson, 2025; U.S. consumers will prioritize beauty and wellness in 2025, 2025; Yardi, 2025).

56% say shopping for personal care products is part of their self-care routine (MOJO Ad, 2025).

As Gen Z spending power increases, personal care becomes increasingly important to them as they drive more than 41% of annual wellness spending (McKinsey & Company, 2024).

Gen Z self-reports higher levels of burnout and worse overall health compared to older generations (McKinsey & Company, 2024).

Fragrance and body care goes beyond hygiene and is tied to mood, ritual and emotional regulation, supporting consumer confidence and wellness (Mintel, 2024).

PROBLEM

Research indicated that Everyday Curators feel they've outgrown Bath & Body Works. Once a symbol of tween belonging, the brand is now seen as nostalgic and seasonal rather than part of daily habits. Current promotions don't resonate with them in this life stage.

NEW INFORMATION

Our target is figuring out life under pressure and have the highest levels of anxiety of any generation. They are making important decisions about their future while trying to find balance in their everyday lives. They engage in personal care activities to promote their well-being.

By supporting YAYAs' daily self-care rituals, Bath & Body Works can set them up to achieve their goals and navigate life's inevitable challenges.



"...there's something so nice about...lighting a candle, putting on a face mask ... it's a reset ... a moment that you put all other worries aside, and you can just focus on yourself and not worry about the schoolwork or the other things that are happening in your life. That's kind of what makes me excited, just, really prioritizing me time, and being like, okay, nothing else matters right now except for me, because that's the only thing that I can do."





CREATIVE STRATEGY

GET: Everyday Curators

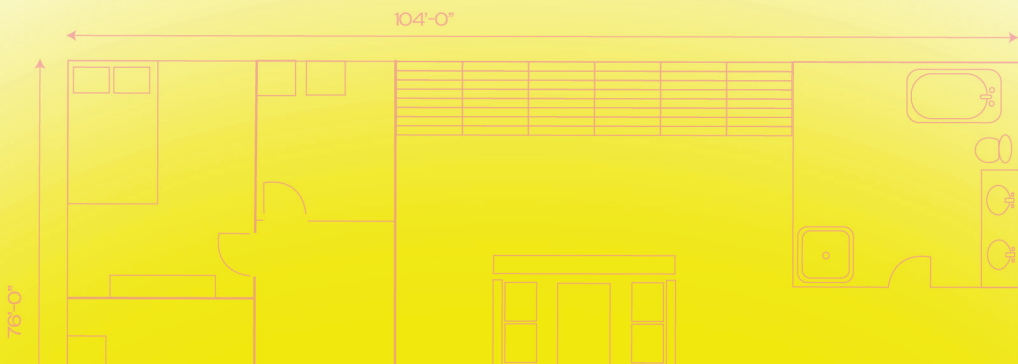
WHO: Are focused on managing daily responsibilities to achieve their future goals, yet feel caught between the need to accomplish everything and the need to slow down and care for themselves in the present moment

TO: Anchor themselves in the here and now

BY: Showing them that taking a deep inhale of a chosen scent enables them to step into their full potential

RATIONALE

Scent helps regulate mood and restore calm, reconnecting Everyday Curators to their surroundings and grounding them in the present. They already incorporate fragrance into their daily self-care rituals. When they were younger, they used scent to blend in. Now, they use it with intention, curating how they want to feel and how they want their spaces to feel. Nearly 70% of our survey respondents say scent can shift their mood, and half say their personal care routine reflects their overall vibe. Bath & Body Works turns those rituals into a steady, grounding reset, setting them up to take on the day and their next life stage.



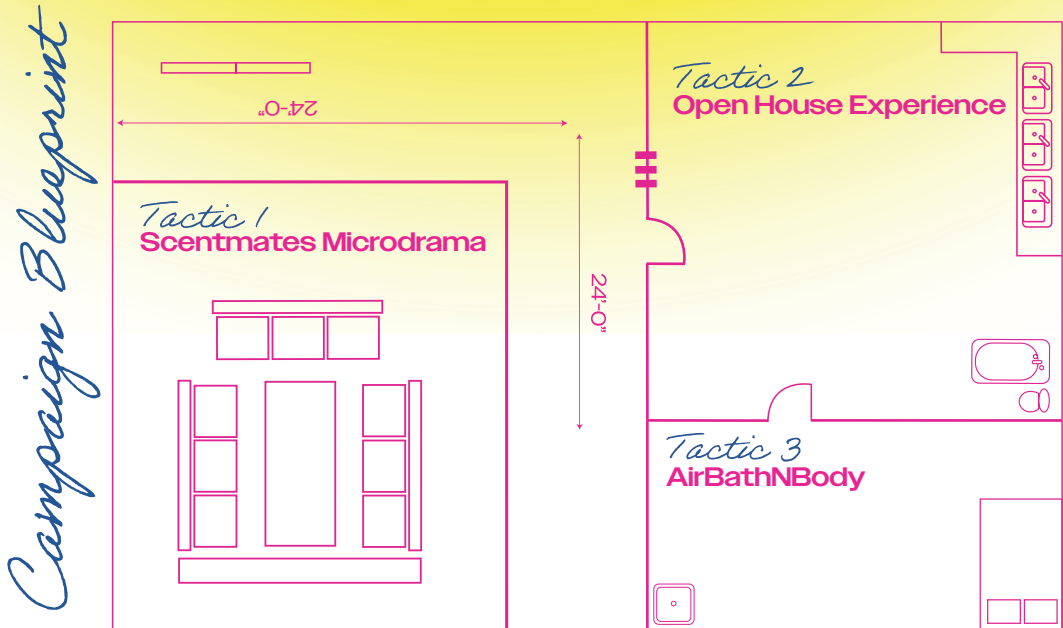


OUR BIG IDEA

Everyone has their own version of self-care. Some find comfort in silence, others in sound. Some go for a walk, others stay in bed. No matter how Everyday Curators reset, scent makes those moments feel complete. It fills the space around them, settling in like a new roommate. Scent doesn't steal their snacks or leave dishes in the sink. It gently eases them into the present moment. For Everyday Curators, fragrance is a consistent source of comfort in a world that's always changing. With this campaign, we invite Everyday Curators to take a deep breath and slow down, because **YOUR NEW SCENT JUST MOVED IN.**

TOUCHPOINTS

The campaign begins with a microdrama that introduces the scentmates message. Two weeks before a three-day, four-city pop-up experience designed to let people explore scents in a hands-on setting, digital displays appear, supported by promotional posts. When the first pop-up starts, we introduce a three-month travel-themed experiential event that includes an intensified influencer push and trip experiences to spark wider attention. This structure builds interest in steady steps and keeps the brand present long enough to generate sustained engagement even after the campaign ends.



CONTENT PILLARS

- 1 Drive loyalty through fostering a personal connection with YAYA consumers.
- 2 Seamlessly fit Bath & Body Works products into YAYA consumers' daily rituals.
- 3 Invite YAYA consumers to share their personal rituals and scentmates.

YOUR NEW SCENT JUST MOVED IN

Now Presenting

SCENTMATES

The scentmates microdrama brings the brand's most beloved scents to life through a playful, roommate-style series. Each fragrance becomes a personified character whose personality embodies its unique scent profile.

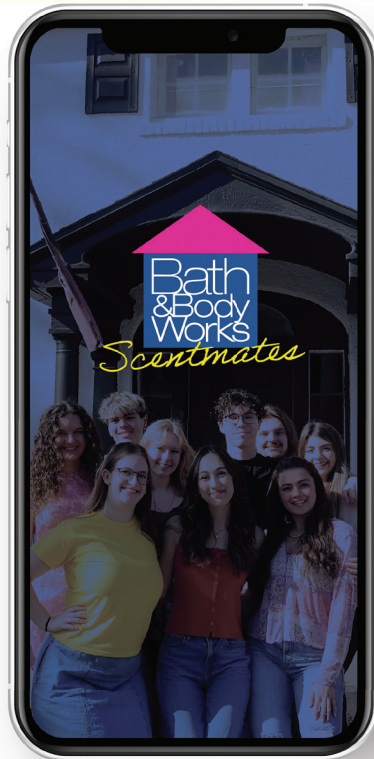
Across seven episodes, viewers will meet different "roommates," each representing a signature Bath & Body Works scent. The series follows how their distinct personalities intertwine with the small rituals that ground them. The characters interact like real roommates, helping one another navigate moments of stress, excitement and everyday routine. Each episode ends with a lighthearted reminder: **YOUR NEW SCENT JUST MOVED IN.**

The microdrama will live across Instagram Reels, TikTok and YouTube Shorts, meeting Everyday Curators where they already consume content.

RATIONALE

- 73% of Gen Z discover new brands on TikTok (Rand, 2024).
- 60% say they connect more deeply when brands show "real people in real moments" (Rand, 2024).
- 37% of Uber users are aged 16-24 (WallStreetZen, 2025)
- 49% of Lyft users are aged 18-34 (Campbell, 2023)

Watch the videos here!



Episode One

A WARM WIND-DOWN

In this episode, we meet Vanilla Bean, or, as her roommates call her, Vani. When her stressed-out roommate walks in, she's ready with cookies, a blanket and her favorite candle. This episode is a reminder that Vanilla Bean can make any space feel warm and cozy.

Duration: 0:50



Episode Two

TOASTY & TOTALLY DOWN

Champagne Toast, also known as Champagne, is the life of the party - and she knows it. In this episode, Champagne is on a mission to get her roommate out of the house to have fun with friends. This episode shows that Champagne Toast gives you the confidence to have a fun night out.

Duration: 0:55



Episode Three

DREAMY BY DESIGN

Lavender Vanilla, fondly known as Lani, is the roommate who makes unwinding feel effortless. In this episode, she hosts an impromptu sleepover with her roommate who's had a tough week. With warm lighting, soft music and her calming Wallflower blend drifting through the room, Lani reminds viewers that slowing down with friends is a relaxing reset.

Duration: 0:49

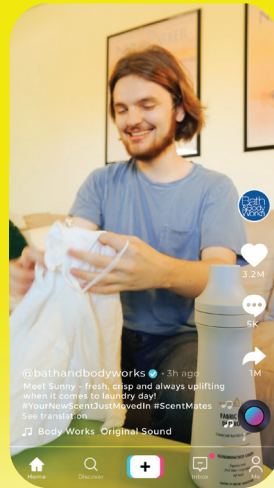


Episode Four

LAUNDRY DAY, THE SUNNY WAY

Meet Sunny, the Sun-Drenched Linen detergent with a can-do attitude and a scent that feels like crisp sheets on a bright morning. When his roommates struggle through a mountain of laundry, Sunny steps in with a breezy fix. This episode highlights how Sun-Drenched Linen turns a mundane chore into something easy.

Duration: 0:55



Episode Five

MINT-ALLY THERE

In this episode, we meet Eucalyptus Spearmint, or, as his friends call him, Minty. He's the laid-back roommate who prioritizes relaxing over everything else. When we meet him, he's deep in steam. But when he notices his roommate in pain, he reaches for his go-to scent, Eucalyptus Spearmint, which is a reminder that the scent will help your mind and body unwind and heal.

Duration: 0:55



Episode Six

WHEN LIFE GIVES YOU LEMI

Kitchen Lemon, better known as Lemi, is the friend who makes even dish duty feel like a triumph. In this episode, she hangs out with her roommate as they tackle a sink full of plates together. With every fresh, citrusy pump, Lemi shows how a bright scent can turn small tasks into fun moments.

Duration: 0:55



"SCENTMATES" THE MICRODRAMA

Episode Seven

CALM IN FULL BLOOM

In this episode, we meet Cherry, the Japanese Cherry Blossom Candle whose light floral scent just makes the whole dining room feel calmer. She hangs out with her roommate, doing yoga, while he settles in with his book. With her steady, slightly sweet glow Blossom reminds viewers that some of the best rituals are the simple, low-pressure moments you share with friends.

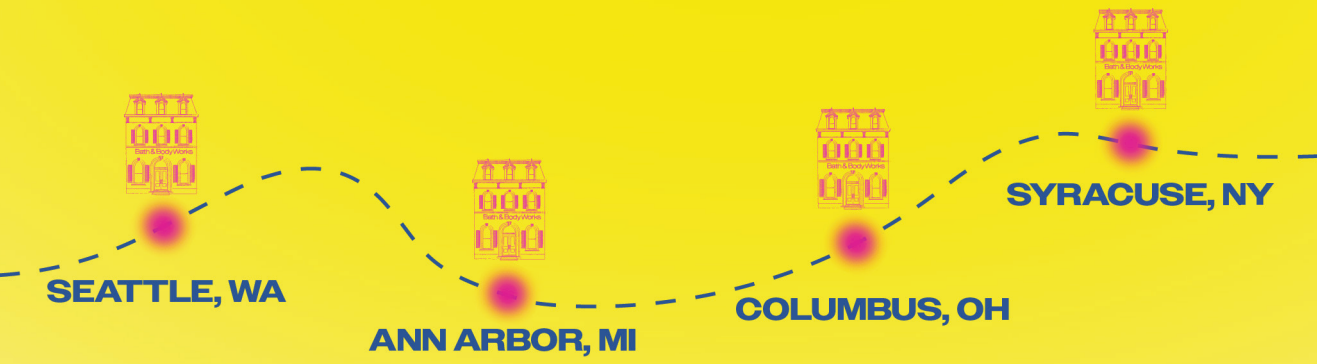
Duration: 0:55



RIDESHARE ADVERTISING



To extend the experience beyond social, rideshare advertising will bring the series into Uber and Lyft vehicles within a 25-mile radius of the Open House events in Columbus, Ohio; Ann Arbor, Michigan; Syracuse, New York, and Seattle. Short-form episodes will play on in-car passenger screens, ending with a soft teaser for the upcoming Open House and an invitation to explore more episodes on Bath & Body Works' social channels.



OPEN HOUSE EXPERIENCE

Invites consumers to step inside a home-inspired pop-up where every room, and every scent, tells its own story. Through immersive spaces, scent-layering moments and authentic creator content, guests will explore, connect and discover their ideal scentmates while being guided to visit their local Bath & Body Works store to complete the journey. To drive awareness and attendance, two digital out-of-home placements per market will run for two weeks prior to each pop-up.

Rationale

- 30% of Gen Z said they prefer in-store shopping for the ability to get products immediately.
- Nearly a third (28%) said being able to touch, feel, and try on items right away was a major perk for in-person shopping.
- 72% of Gen Z prefer brands that offer interactive or immersive events (Seeker, 2024).
- According to our quantitative research, 50% of YAYA consumers would be more motivated to go into Bath & Body Works if there were fun/immersive experiences (events, scent bar, etc.).



Locations

Four pop-ups — in **Columbus, Ohio; Ann Arbor, Michigan; Syracuse, New York and Seattle**— will be transformed into cozy homes featuring bold gingham walls, soft lighting and playful décor that mirrors the campaign's tone. These cities were selected for their high concentrations of 18- to 24-year-olds due to proximity to major universities.

THE BEDROOM

Silent disco headphones let guests blend scent and sound while creating shared memories with friends, family and new connections.

THE LIVING ROOM

Couch photo opportunity using a selfie studio. This room will encourage guests to share online. We will also stream the mini series on the television to

LAUNDRY ROOM

Trial-size scented laundry beads to inspire product discovery.

BATHROOM

“Freshen up” station featuring guests favorite Bath & Body Works products.

KITCHEN

The Signature Scent Lab testing station is where guests layer fragrances and explore recommended pairings to find their signature scent.



The Bedroom



The Living Room



The Laundry Room



The Bathroom



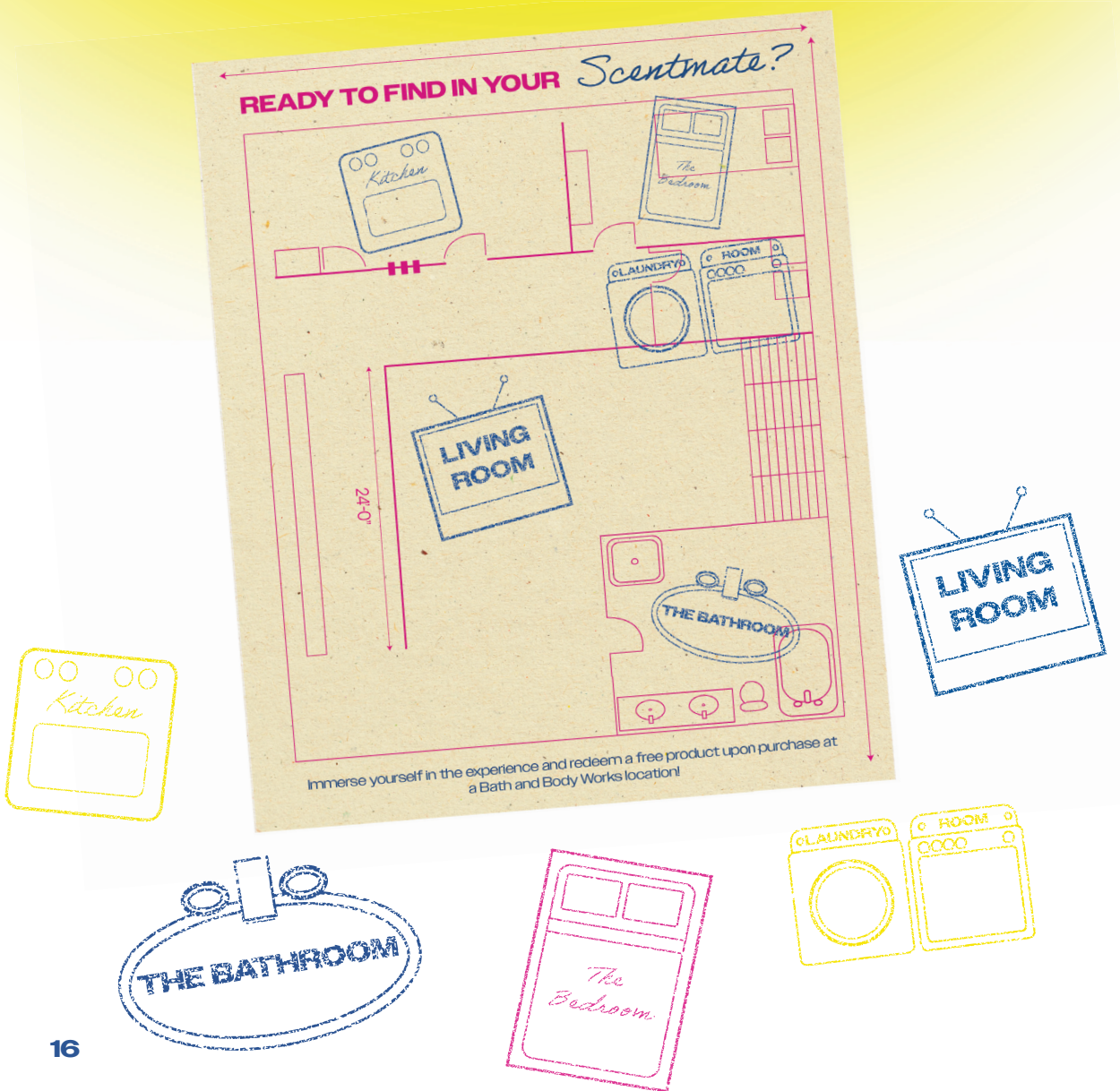
The Kitchen

YOUR NEW SCENT JUST MOVED IN

Open House Experience

BOGO OFFER

Upon arrival, each guest receives a stamp card representing their scent-discovery journey. After visiting all rooms, guests can bring their completed card to a Bath & Body Works store to receive a one-time BOGO offer redeemable only before that pop-up ends.



Open House Experience

INFLUENCER ACTIVATION

To expand reach and authenticity, 12 micro- and mid-tier influencers — plus two guests each — will be flown in to experience the activation and create content. Influencers will invite followers to attend and will be encouraged to film alongside their followers, tagging @bathandbodyworks and using #YourNewScentJustMovedIn. Guests will also be encouraged to post their experience with the same tag for a chance to be reposted by the brand.



BERGEN FLOM
@berg_ilicious

Bergen shares her personalized take on home decor and interior design with a nod to thrift-find styling tips and chic DIY touches. She shows how thoughtful decor can turn a space into a personal story and offers accessible design inspo.

Instagram: 20.2k followers
Tiktok: 54k followers



JACK NORMAN
@jacknormaan

Jack is a lifestyle and wellness creator who shares college life, cooking content and mental health reflections. His easygoing and honest approach makes healthy living feel attainable.

Instagram: 62.2k followers
Tiktok: 38.1k followers
Youtube: 17k subscribers



BREANNA XINYI HO
@lifewithbre__

Breanna is a STEM and college lifestyle creator who shares academic routines, study vlogs and productivity tips. Her content inspires and provides relatable guidance for balancing school and self-care.

Instagram: 69k followers
Tiktok: 13.8k followers



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AirBathNBody

In partnership with Airbnb, Bath & Body Works will host an “AirBathNBody” experience in Columbus, Ohio. The activation showcases how Bath & Body Works fits seamlessly into everyday rituals, even when away from home. After making a purchase at a Bath & Body Works store, loyalty members will be invited to complete a short questionnaire to determine their eligibility for entry into a raffle for the AirBathNBody experience. Across three months, there will be a total of 26 winners, each staying in a fully decorated Airbnb for three days and two nights, creating the Scentmates Villa. Raffle winners will be able to list eight people they want to invite, allowing them to personalize their AirBathNBody experience. A shuttle, branded with a vinyl wrap, will pick guests up from the airport.

RATIONALE

- 15% of Airbnb guests are aged 18-to-24 years (Kumar, 2025).
- 63% of Gen Z consumers have made travel purchases in the past 12 months (Kumar, 2025).
- Gen Z are frequent travelers, taking an average of three leisure trips every year. (TravelPerk, 2024).



AirBathNBody

THE ITINERARY

When guests arrive, they will receive branded gingham pajamas, robes, slippers and full-size Bath & Body Works products. Guests will engage in rituals like **mocktail making, yoga, cooking, candle pouring, movie and game nights, and stained glass workshops**, booked through Airbnb Experiences where applicable.

Each experience integrates Bath & Body Works products into the environment, grounding guests in their rituals. A photographer will be on-site to capture moments throughout the stay, and the photos will be digitally available for guests to share on social media using **#AirBathNBody** and **#Scentmates**.

#AIRBATHNBODY #SCENTMATES



YOUR NEW SCENT JUST MOVED IN

76"

24'-0"

INFLUENCER ACTIVATION

To amplify reach and authenticity, macro influencers will lead the first two trips (one influencer per trip). Through immersive storytelling, they'll bring Bath & Body Works scent-driven narrative to life and inspire others to join the experience.



ISSA OKAMOTO

@issaokamoto

Issa is a lifestyle and wellness creator who balances humor with honesty. Through aesthetic visuals and candidness, she shares her approach to self-care and growth, resonating deeply with her Gen Z audience.

Instagram: 295k followers
TikTok: 1.7M followers
Youtube: 26.3k subscribers



EVA MELOCHE

@evameloché

Eva is a sustainability-focused lifestyle and beauty creator who curates calm content about mindful living. Her content highlights everyday rituals, from skincare and scent to travel and reflection.

Instagram: 329k followers
TikTok: 250.2k followers
Youtube: 548k subscribers

20

104'-0"

76"

BUDGET

The microdrama will be \$2,075,865. The Open House Experience will be \$1,436,468 and the AirBathNBody experience will be \$1,484,912. In all this campaign will be a total investment of \$4.99 million.

MICRODRAMA = \$2,075,865

Socials with paid amp: \$858,365

DOOH: \$156,000

Production costs: \$1,061,500

OPEN HOUSE EXPERIENCE = \$1,436,468

Socials with paid amp: \$136,400

Influencer: \$407,843

Experience & contingency costs: \$892,225

Per Location: \$223, 056

AIRBATHNBODY = \$1,484,912

Socials with paid amp: \$363, 750

Influencer: \$77,425

Experience: \$1,043,737

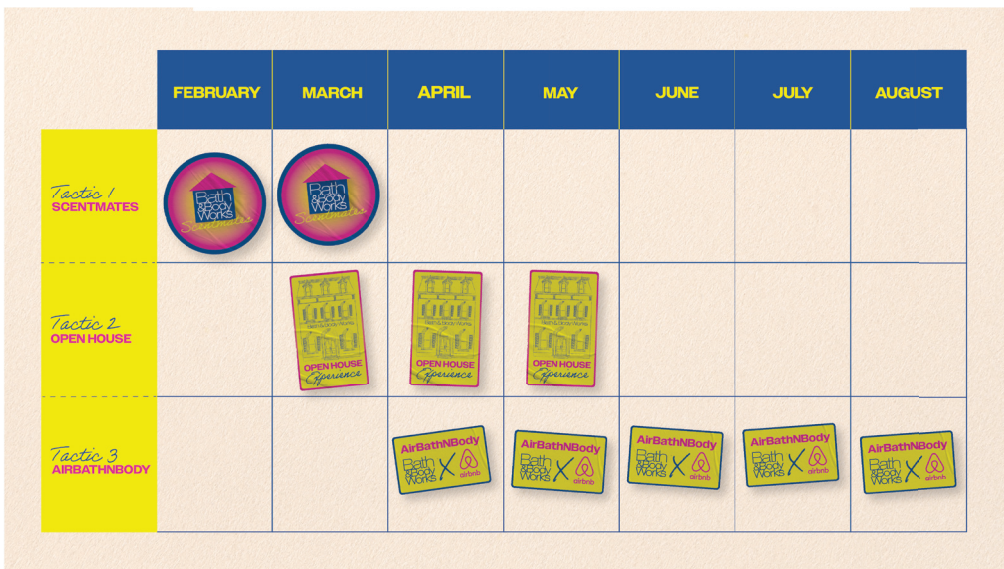
TIMELINE

The seven-month campaign begins with a microdrama series, releasing seven videos across the first two months. In addition to social media, the videos will also appear in select Uber and Lyft vehicles, concluding with a teaser for the upcoming Open House experience.

Two weeks before that experience, digital out-of-home ads begin and continue through the final Open House event. In the third month, the Open House is open for three days in four cities, with micro and mid-tier influencers helping drive attention and turnout.

The AirBathNBody experience also launches at this first Open House, marking the start of the next phase of the campaign.

At four-and-a-half months, a second influencer push adds momentum, with influencers creating content at the AirBathNBody house. Then, a total of 26 winners and their guests will each stay at the AirBathNBody house for three days and two nights.



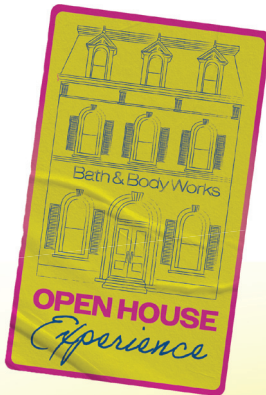
IMPRESSIONS

TOTAL IMPRESSIONS ≈ 220 MILLION



PAID SOCIAL, INFLUENCER CONTENT & DIGITAL
OUT-OF-HOME

111 MILLION



PAID SOCIAL, INFLUENCER CONTENT & DIGITAL
OUT-OF-HOME

69.6 MILLION

USER-GENERATED CONTENT & EARNED MEDIA

36.9 MILLION



PAID SOCIAL & INFLUENCER CONTENT

39.5 MILLION

USER-GENERATED CONTENT & EARNED MEDIA

27.9 MILLION

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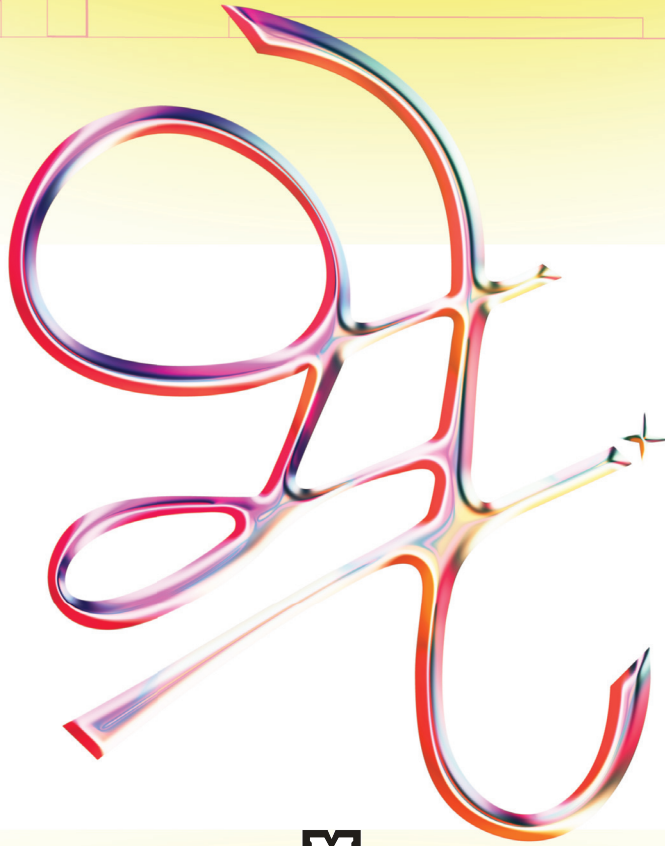
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76'-0"



24'-0"



Missouri School of Journalism

University of Missouri

104'-0"

76'-0"

