



Bella Brooks, a 34-year-old millennial mom, lives in Santa Ana, California, balancing her middle-class lifestyle with spending time with her husband while raising two young kids. Her days revolve around work, school drop-offs, and keeping her household running smoothly, often leaving little time for herself.

Growing up, she always associated Bath & Body Works with seasonal scents and holiday shopping trips with her mom. Now as a busy parent, she sees the brand as more than a nostalgic indulgence—it's a way to create a warm, comforting atmosphere at home without overspending.

Bella started making Bath & Body Works part of her routine when she realized how much small things—like a calming candle after bedtime or a fragrant hand soap in the kitchen—made her home feel like a sanctuary. The promotions and rewards program also fit her budget-conscious mindset, giving her the satisfaction of treating herself and her family without guilt.

For Bella, shopping at Bath & Body Works isn't just about the products—it's about carving out small, affordable moments of self-care that brighten her everyday life.

Meet Bella Brooks



Mornings tend to be a bit chaotic in the Brooks home, as Bella does much of the heavy lifting to get her daughters ready for school and out the door. Her hope is to always be able to send them off with smiles on their faces.

Bella has a middle-class background and values family time. A typical day for Bella begins with getting her 8-year-old and 5-year-old daughters ready for school.

This includes waking them up, feeding them, making sure their homework is in their backpacks, and sending them on their way.

Then she can turn to getting ready for her day.

Life as a *Working mom*



Bella works at an office as an administrative assistant three days each week, working from home the other two so she can be present for her daughters' extracurricular activities. Her husband picks up the girls two days a week, and his mom watches them on the fifth day.

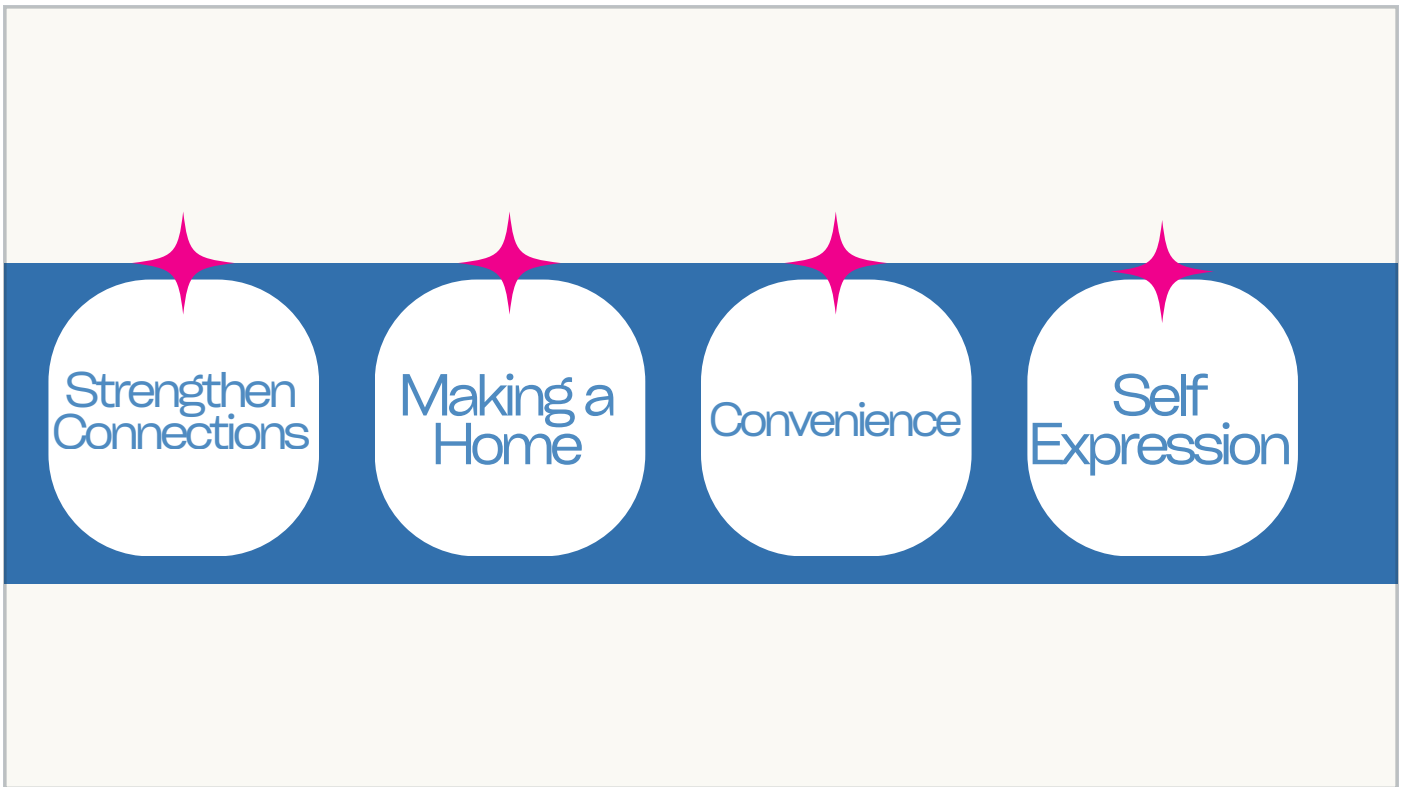
She likes to limit her children's screen time, but she herself enjoys social media such as Facebook and Pinterest, where she finds fun local events and groups of likeminded people, as well as great projects to do with the kids.

Where the
Heart is



Despite busy schedules, dinnertime is usually a family affair--at home. Bella learned from her parents how to be cost-conscious so her family can still live comfortably even though they are not rich.

She is relieved--and exhausted-- once the kids are bathed and in bed, and she welcomes a few quiet moments with her husband streaming the latest show, or just maybe, relaxing in a long bath of her own.



Bella's goals are shaped by her stage of life.

Strengthening social ties between her peers and family is very important to her. Bella is always looking for something to do, like gift giving, to show care for loved ones.

As a mom, she prioritizes creating a home that feels safe, cozy, and comforting for her daughters, filled with small details that make everyday life special.

With a busy schedule, convenience is key—she looks for ways to simplify shopping and daily routines without sacrificing quality.

Finally, Bella sees personal care and home fragrance as a form of identity and expression—choosing scents and products that reflect her personality and allow her to express her style within her household.

Picture This...



Bella takes her kids back to school shopping at the mall!
It's a busy time, and she's tired and craving relaxation



Picture this; It's mid-August. Bella is at the mall with her two kids, shopping for school supplies, clothes, and sneakers. Between the chaos of back-to-school shopping, Bella starts thinking about making her home feel cozy and stress-free for the fall.

Bella craves a small indulgence for herself but doesn't have time to browse multiple stores or spend on high-end brands. She has about 30 minutes before her kids' attention is swept away.

Tired but motivated, Bella feels like looking for a treat after a long day with her kids. She's earned it!

Bella Sees...



Smelling sweet scents as she walks by, she recalls their great deals and fall seasonal offerings.



Walking through the mall, Bella notices Bath & Body Works' bright sale signage and smells pumpkin-scented candles wafting into the hallway.

She sees their "Buy 3 get 3 free deal" and recalls shopping their with her mom when she was a kid! Bath and Body Works has been around for 30+ years now, so it's nostalgic for her.

What a DEAL!



Bella and her kids test out soaps, smell candles, and try lotions in the store, trying to find 3 of their top items for the sale.



Bella lets her kids help pick fun hand soaps (like “Marshmallow Pumpkin Latte!”), which keeps them engaged. They laugh and try out different scents based on their fun names and packaging.

A store associate guides her to fall-scented 3-wick candles on promotion, highlighting the limited-time mix and match deal.

Bella purchases 1 candle, a foaming soap, and bubble bath for herself and her kids. She leaves feeling like she indulged in high-quality products without overspending.

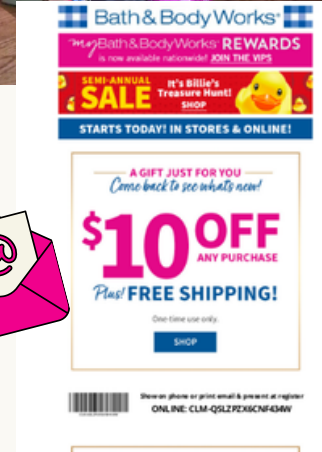
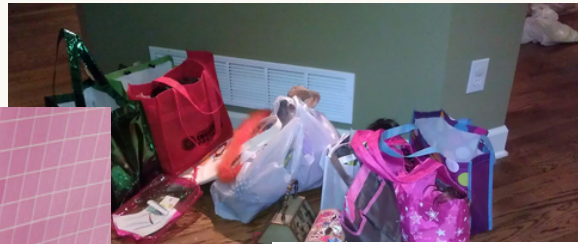
To get the Buy 3 Get 3 free deal, she buys a few more candles for gifts to give to her friends.

The experience is frictionless, with the sales promotions and sensory environment working together to meet her goal of affordable luxury.

Relaxing at Last



Bella moves her new candle and body soap to the bathroom, passing the kids off to her husband to take a luxurious bath



At home, surrounded by bags full of new clothes, school supplies, etc. for her kids, Bella can finally take a break for herself. Leaving the kids with her husband, she tries out her new bath soap and lights a candle, the comforting scent providing stress relief and making the house feel more inviting.

Bella puts the new foaming hand soap at the sink; Her kids love the scent and bright pink packaging, turning handwashing into a fun ritual.

Bella feels like she treated herself and her family, all within budget. Affordable luxuries really do exist!

Later that week, Bella's phone pings with an email for \$10 off her next purchase in store. It gets her thinking about the upcoming holiday season and all the gifts she can get for her friends and family!

This is Bella's Story... But it Doesn't Always Happen!



Malls are closing nation wide; Competitors are connecting with customers through impersonal digital connections, taking away from in-person experiences.

This is Bella's Story, maybe 10 years ago, when malls were the go-to stop for a fun shopping experience.

Today, in 2025, malls are closing nationwide, and are being overtaken by companies like Amazon and Target. These companies offer everything in one stop (for ex. Bella could get everything for school for her kids at Target with curbside pickup). Bella could just pick up a candle or lotion or soap out of necessity at Target, without the experience, or order one online at Amazon without having smelled or tested it!

What these companies lack, however, is a connected, in person experience. Customers like Bella are now missing what Bath and Body Works positions themselves as: An experience!



Bella's journey doesn't end here - her options are limitless and now we get to see what her future holds!

Thanks for listening!