



Reconnecting with Bella

- 34-year-old mom seeking emotional rituals
- Shops seasonally, loves in-store experiences
- Uses Instagram, Pinterest, and TikTok for inspiration



Recap on the persona we're targeting:

Bella Brooks was born in 1991 in Southern California

She grew up very middle-class and learned from her parents how to be thrifty and maximize her dollar

She likes to spend time with her husband, her two kids, and her friend group

She works a hybrid customer service job that allows her to be present in her children's lives, which are quite busy

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

Cultural Story Recap

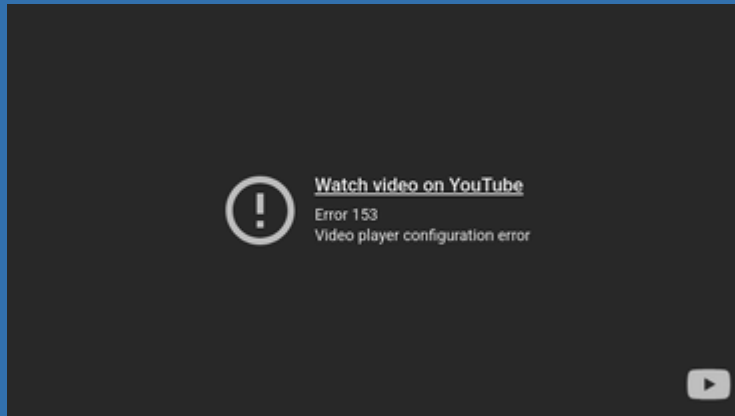


“Remember the Fifth Sense” reframes Bath & Body Works as a sensory-first brand that connects emotion to scent.

Bath & Body Works has a fictional co-founder named "Kate" who is basically an urban myth to employees, who were trained to act as if they were welcoming customers to Kate's house as her guests.

When Bella goes to that house, Bath & Body Works, she encounters many scents that remind her of simpler, less-digital times. But it's not only nostalgia. Bella incorporates BBW products into her current self-care ritual, incorporating the scents into her identity, in how she presents herself to the world.

Sabrina Carpenter Promotions & Humor



To kick off our campaign inspiration, let's look at Sabrina Carpenter — not just as a celebrity, but as a humor-driven storyteller. She's mastered the art of turning everyday moments into sticky, shareable content.

In her Dunkin promotion, Sabrina takes something as ordinary as grabbing coffee and makes it funny, relatable, and culturally relevant. That's exactly the kind of humor we want to borrow for Bath & Body Works — turning scent into a moment that feels personal and playful.

And then there's her Short n' Sweet tour outro. It's quick, cheeky, and self-aware — the kind of humor that sticks in your head. She doesn't just perform; she leaves the audience with a laugh and a memory. That's the energy we want in our campaign.

By combining Sabrina's humor with our Remember the Fifth Sense strategy, we can make scent feel like more than a product. It becomes a punchline, a memory, and a story worth sharing. Whether it's a TV ad outro or a social caption, her style helps us connect emotionally while keeping it light and sticky.

So when we say Bath & Body Works is bringing back the fifth sense, we're not just talking about nostalgia — we're talking about humor that makes people remember, laugh, and share.

Sabrina Carpenter Retargeting Videos



"Welcome to my house tour... except it's not my house... it's Kate's. And honestly? Her house smells better."

"This room smells like I just did a load of laundry. I didn't. But it smells like I did."

"This one smells like last holiday season, when I gave everyone candles... including myself!"

Sabrina Carpenter's humor translates seamlessly into retargeting videos, giving us bite-sized, shareable moments that feel personal and playful. These clips lean into her tour-style delivery — quick, cheeky, and self-aware — while tying directly into the Remember the Fifth Sense campaign.

In one spot, she opens with a mock house tour, only to reveal it's not her house at all, it's Kate's, and of course Kate's house smells better. It's funny, unexpected, and instantly memorable. Another clip exaggerates everyday rituals, with Sabrina standing in a room that smells like fresh laundry, even though she admits she didn't actually do any. It's relatable humor that makes scent feel like a shortcut to identity.

Finally, she ties scent to memory with a holiday joke, recalling the season she gave everyone candles — including herself. It's short, sweet, and perfectly captures how scent is both nostalgic and self-indulgent. Together, these retargeting videos show how humor can make Bath & Body Works feel sticky, shareable, and culturally relevant, while reinforcing the emotional power of the fifth sense.

Sabrina Messaging & KPIs



- **Overall Goal:**
 - Leverage Sabrina's humor in a playful, chaotic-in-a-cute-way, self-aware, and BBW-appropriate TV ads & social media retargeting
- **TV Ad KPIs:**
 - 40 million impressions within 3 months
 - Achieve $\geq 60\%$ ad recall among target demographics
 - 25% website lift compared to previous year
- **Social Media Retargeting KPIs:**
 - Achieve $\geq 5\%$ engagement on Instagram and TikTok
 - 15% thru-views on Insta and 20% completion on TikTok
 - 2% CTR and 3% share rate on both platforms

Our overall goal is to leverage Sabrina Carpenter's humor in a way that feels playful, chaotic-in-a-cute-way, self-aware, and perfectly aligned with Bath & Body Works. By channeling her style into both TV ads and social media retargeting, we create messaging that is sticky, memorable, and culturally relevant.

For TV ads, our KPIs are ambitious but achievable: 40 million impressions within three months, at least 60 percent ad recall among target demographics, and a 25 percent lift in website traffic compared to the previous year. These metrics ensure that our humor isn't just entertaining — it's driving awareness and measurable business impact.

On social media, the focus shifts to engagement and retention. We aim for at least 5 percent engagement on Instagram and TikTok, 15 percent thru-views on Instagram and 20 percent completion rates on TikTok, plus a 2 percent click-through rate and 3 percent share rate across both platforms. These KPIs highlight how Sabrina's humor can spark interaction, keep audiences watching, and encourage them to share content organically.

Together, Sabrina's messaging and these KPIs create a framework where humor becomes a growth driver. By blending her self-aware, tour-style delivery with Bath & Body Works' emotional storytelling, we position the brand to achieve both cultural relevance and measurable success.

Kate's House Mockup



This is Kate's House — our seasonally changing, in-store scent experience.

Kate's House is designed as one immersive room that transforms with each season.

In the fall, the space becomes a cozy, nostalgic environment with warm notes and golden tones.

In winter, it shifts to calming candlelight and comforting scents.

In spring and summer, it brings in fresh florals or coastal brightness.

This flexible single-room model keeps the installation manageable for stores while still delivering a powerful sensory experience. It allows the brand to refresh the environment throughout the year, turning each visit into something new — which speaks directly to Bella's seasonal shopping habits and her emotional connection to scent rituals.

The room is positioned as a pause in Bella's busy day — a place where she steps inside, breathes in, and feels something familiar, comforting, or renewing.

And attached to this experience is our Memory Wall, where Bella is invited to share what the scent reminds her of, linking the in-store moment to our advocacy stage.

Kate's House Key Messaging

Let scent take you back.

- 'What memory does this scent bring back?'
- 'Take a moment. This season is yours.'

KPIs:

- 20% lift in **foot traffic** during seasonal activation weeks
- 3–5 minutes of **dwell time** inside the Kate's House room
- 15% higher in-store **conversion rate** vs. non-activation periods



“Our core message for Kate’s House is simple and seasonal:
‘A new season. A new scent story.’

Each version of the room includes short emotional prompts like:

‘What memory does this scent bring back?’

‘Take a moment. This season is yours.’

These keep the experience grounded in the cultural strategy: scent as memory, identity, and ritual.

Our KPIs focus on both engagement and conversion:

20% lift in foot traffic during seasonal activation weeks

3–5 minutes of dwell time inside the Kate’s House room

15% higher in-store conversion rate vs. non-activation periods

Each season gives us a new opportunity to re-engage Bella, strengthen her emotional bond with the brand, and build anticipation for what the next version of Kate’s House will feel like.”

Scent Memory Wall

Kate's House → Memory Wall = Conversion → Advocacy



This is our Scent Memory Wall — the advocacy touchpoint that completes the Kate's House experience.

After Bella steps into the seasonal scent room and takes a moment for herself, she's invited to pause and reflect on the memory the scent brought back. The Memory Wall is a simple but powerful installation where customers can read others' stories and submit digitally through a QR code.

For Bella, who is naturally expressive and shares in online mom communities, this moment feels personal and meaningful. It transforms her from a shopper into a storyteller.

And by physically placing the Memory Wall at the end of Kate's House, we create an emotional handoff from experiencing a scent... to reflecting on it... to sharing it.

This makes the pop-up not just a sensory moment, but a communal one — giving Bella a space to connect her life, her memories, and her identity back to the brand.

Scent Memory Wall Key Messaging

Every scent tells a story. What's yours?

Supporting prompts like:

- 'This scent reminds me of...'
- 'A moment I'll never forget...'

KPIs:

- 25+ scent **stories submitted** per store, per day
- A positive **sentiment score** of +0.5 or higher
- 5–10% **QR scan rate** as customers extend their story online



“Our messaging at the Memory Wall is built around emotional simplicity. The hero line — ‘Every scent tells a story. What’s yours?’ — invites Bella to share without pressure.

Supporting prompts like:

‘This scent reminds me of...’

‘A moment I’ll never forget...’

help guide her reflection and deepen emotional engagement.

From a performance standpoint, the Memory Wall gives us clear KPIs for measuring advocacy:

25+ scent stories submitted per store, per day

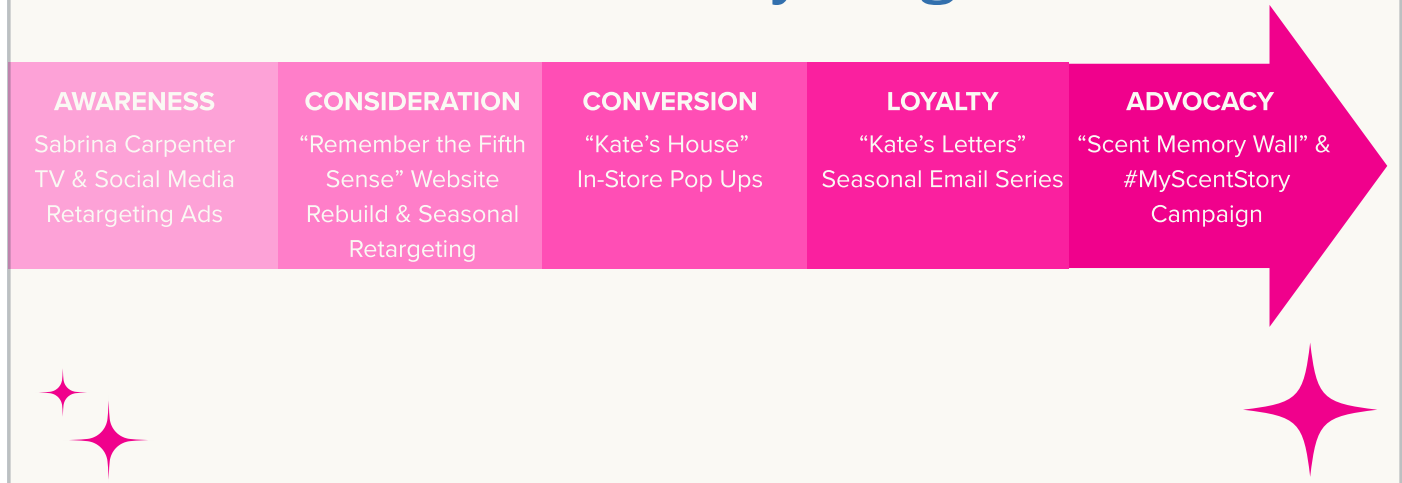
5–10% QR scan rate as customers extend their story online

and a positive sentiment score of +0.5 or higher

Together, these signals show not just interaction, but emotional resonance.

The Memory Wall allows Bella to feel seen, heard, and connected — turning a single visit into a shared moment that lives well beyond the store.”

Consumer Journey Integration



Our campaign comes together by weaving each of these concepts into the full consumer journey, ensuring that humor, memory, and experience are integrated at every stage.

At the awareness level, Sabrina Carpenter's TV ads and social media retargeting introduce the playful, self-aware humor that makes Bath & Body Works feel culturally relevant and instantly recognizable.

As consumers move into consideration, the "Remember the Fifth Sense" website rebuild and seasonal retargeting deepen the connection, positioning scent as both a product and a memory trigger.

Conversion happens through immersive experiences like "Kate's House" in-store pop ups, where consumers can physically step into the campaign and connect scent with identity.

Loyalty is nurtured through "Kate's Letters," a seasonal email series that keeps the humor and memory alive in a personal, ongoing way.

Finally, advocacy is driven by the "Scent Memory Wall" and #MyScentStory campaign, inviting consumers to share their own scent-driven memories and become part of the larger brand story.

Together, these elements create a seamless journey where every touchpoint — from Sabrina's humor to Kate's House to the Scent Wall — reinforces the idea that Bath & Body Works is more than fragrance. It's memory, identity, and culture, delivered with humor that sticks and

experiences that last.



Thanks for listening!