

Marketing Overview

Gen Z grows fastest

- Gen Z aged 15–25 is a fast-growing fragrance segment.

Exception fragrance category with high growth potential

- +29% category growth in 2022, with a 13% expected annual growth
- +740% growth in social media interest
- Iconic products demonstrated commercial potential

Chinese leads the exception fragrance market among Gen Z

- 17% held by Chinese Gen Z, compared to 10% in the US and 8% in France

+13.9%



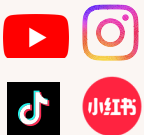
Percentage of Gen Z use perfume regularly

+29%



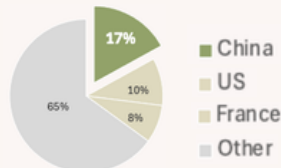
Category growth in 2022, with 13% annual growth

+740%



Social Media explosive

17%



Gen Z exception fragrance market share

What Chinese Gen Z Seek in Fragrance

- To feel fresh and pure
- Add a final touch to dress up
- Self-Pleased

Customer Insight

AIDA-Based Marketing Framework

Attention



Pain Point

- Consumers feel scent fatigue easily, so fragrances fail to stand out

Opportunity

- Engage multiple senses beyond smell
- Offer Organic & customized edginess

Interest



- Consumers lack scent knowledge
- They can't smell online, and lack time to experience top, middle, base notes offline

- Use gamified tools to match scents with personality
- Enable instant experience of top, middle, base notes

Desire



- Consumers fear being too mainstream
- Strong fragrances feel unsuitable for daily occasions

- Integrate cultural elements to enhance identity value
- Position fragrance as suitable for all scenarios

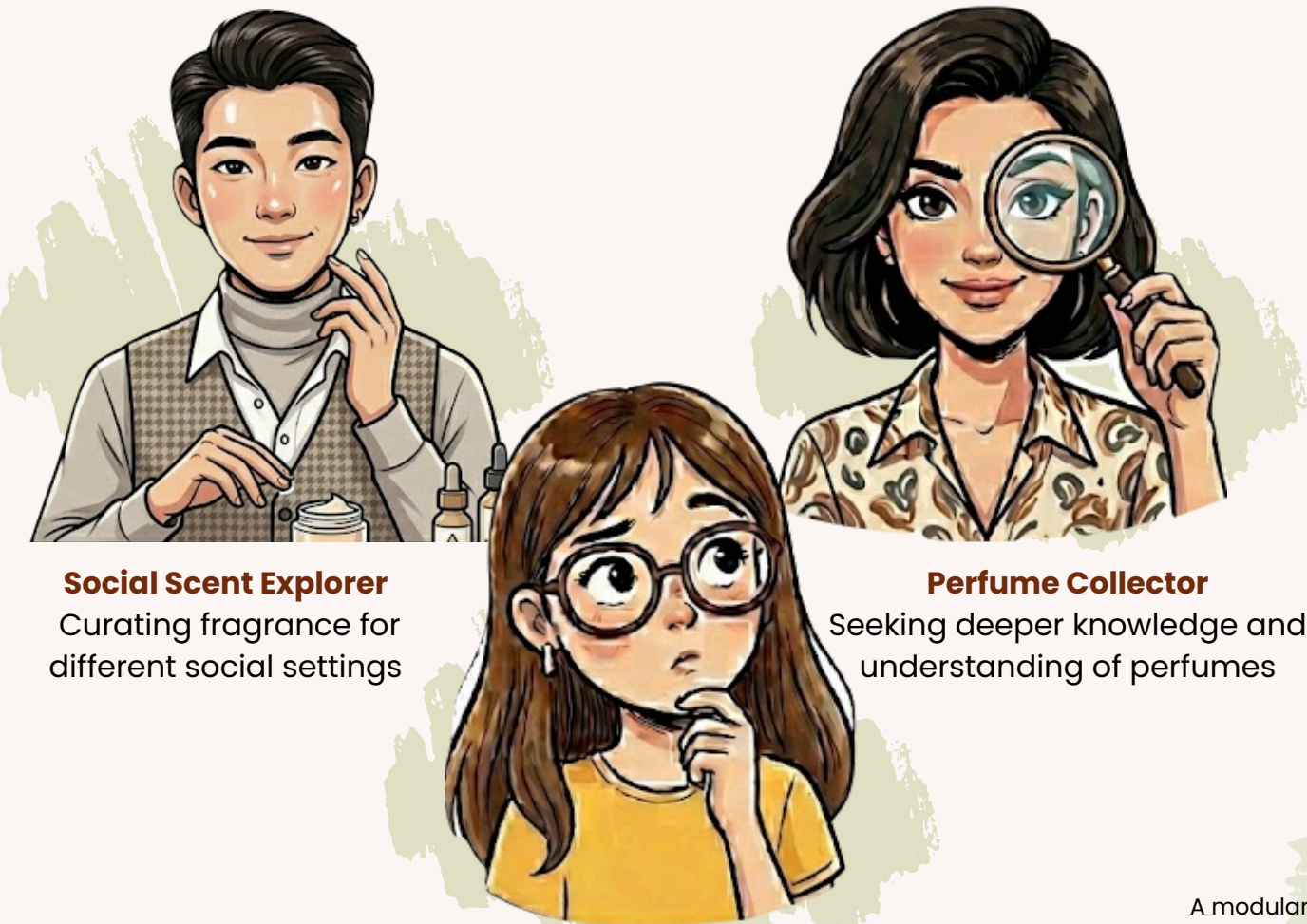
Action



- Consumers lack guidance in customization decisions
- Brand interaction ends after purchase

- Build an ongoing post-purchase fragrance community.
- Offer masterclasses to deepen brand connection.

User Portrait



Social Scent Explorer
Curating fragrance for different social settings

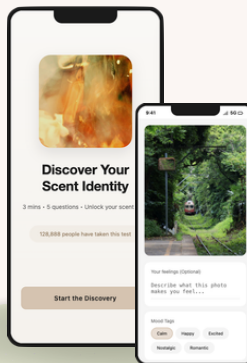
Perfume Collector
Seeking deeper knowledge and understanding of perfumes

Fragrance Newbie
Curious about perfumes and seeking guidance and fun ways to explore personal scent identity

Core idea & Brand

- L'Oréal luxe boasts a **diverse fragrance portfolio**, spanning from iconic luxury houses like YSL and Armani to the botanical narratives of Aesop and Atelier Cologne.
- L'Oréal's luxe expertise lies in its **"Science of Senses,"** blending scent technology with aesthetic archetypes to fulfill **personalized needs across all potential consumers.**
- L'Oréal is advancing **fragrance sustainability** by focusing on bio ingredients, refillable packaging, and green chemistry, aiming for 95% bio-based ingredients by 2030.

My Scent [ID]



Scalability

A modular AI ecosystem that digitizes L'Oréal's entire portfolio for seamless online-to-offline expansion.

Sustainability

Embedding bio-ingredients in-app and driving refilling through marketing strategies.

Inclusivity

Breaking gender barriers through personalized "scent Identity" based on real needs rather than labels.

My Scent [ID]

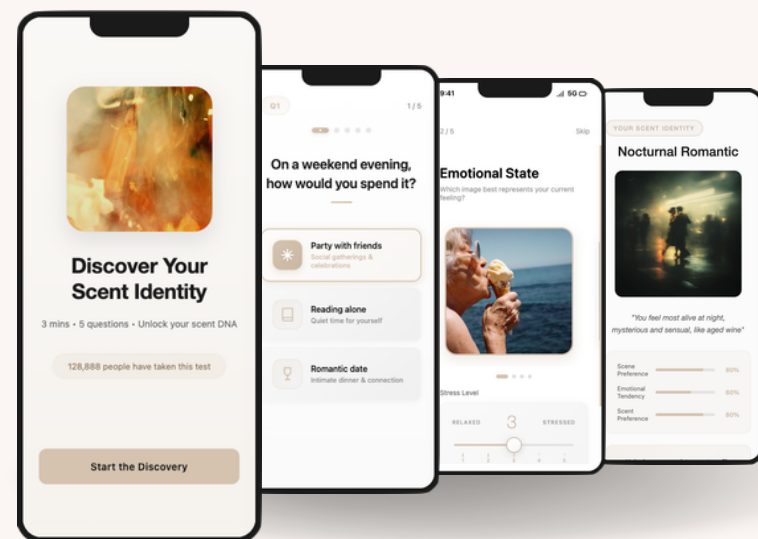
The Olfactory Identity Platform

An AI-powered fragrance discovery platform developed for L'Oréal Luxe that transforms purchase into a personalized journey of self-expression

Scent Identity Test

Discover your olfactory identity

An interactive quiz that creates a personalized Scent Identity Profile and unlock **tailored fragrance recommendations**

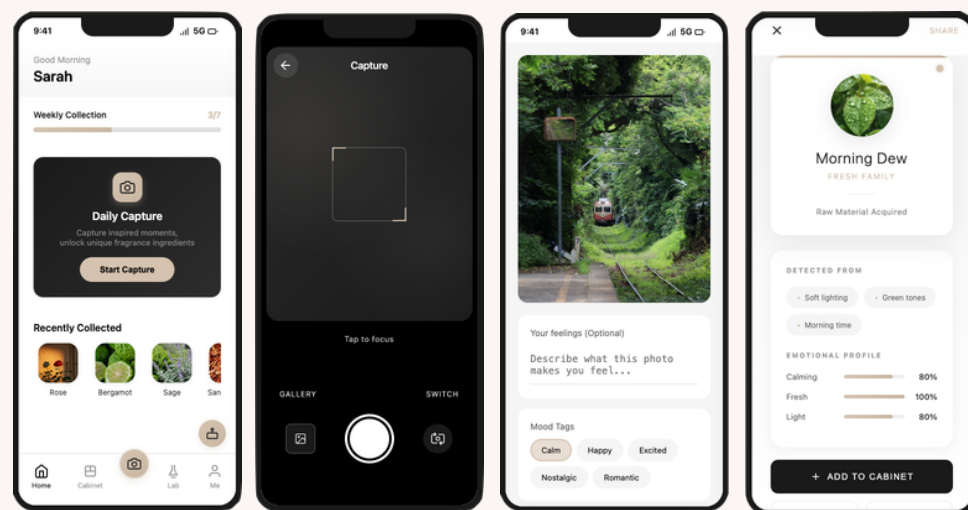


AI Powered Mood Capture

Turn daily moments into fragrance ingredients

Users capture photos or moods from daily life, and AI translates them into **fragrance ingredients** that represent emotions, and sensory impressions

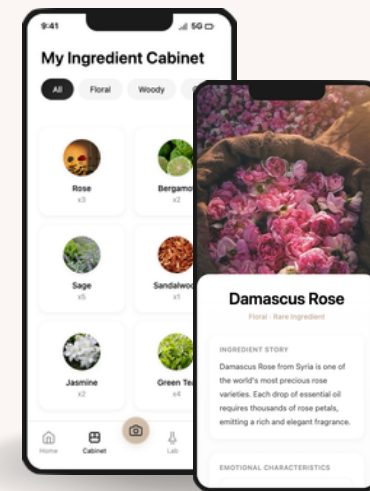
Unlimited captures with subscription



Ingredient Cabinet

Your personal scent collection

Your personal scent library where collected ingredients are saved and connected to emotions

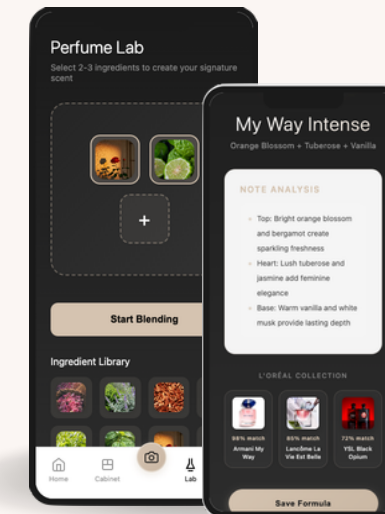


Perfume Lab

Create your own scent compositions

Combine ingredients to unlock **official perfume matches**, inspiration formulas, or unique personal blends

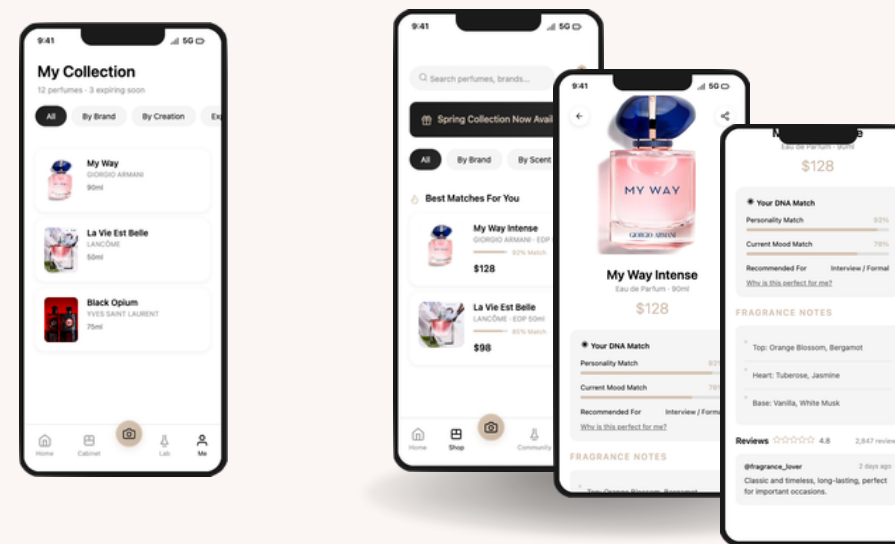
Unlimited matching with Subscription



Scent Memory Library

Document your fragrance journey

Your fragrance journal to record created and purchased perfumes, along with the **emotions** behind each scent



DNA Match Shopping

Discover, Create, Purchase

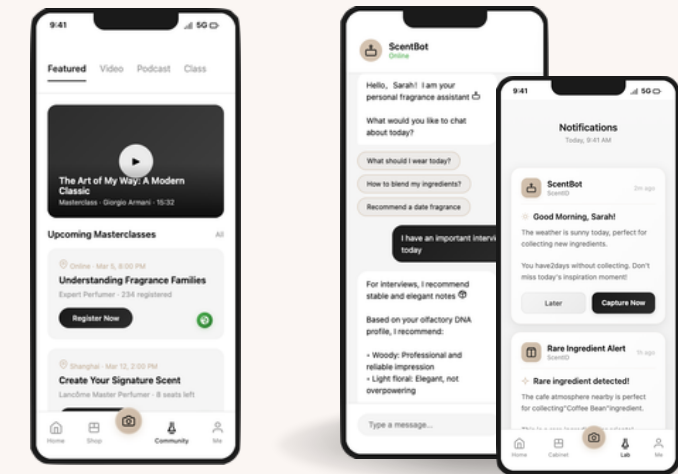
The marketplace recommends perfumes based on users' **olfactory DNA** and provides **detailed fragrance insights**

Member-only discount with Subscription

Scent Community

Share, learn, and explore fragrance culture

A community space featuring l'oreal masterclasses, expert podcast and videos that **connect perfume lovers worldwide**



AI Fragrance Concierge

Your personal fragrance advisor

An AI chatbot that provides **proactive personalized fragrance suggestions**, **perfume education**, and **daily prompts** based on user mood and context

Elevate your scent journey

Unlock premium fragrance discovery and exclusive experiences with App Subscription

Monthly Plan: \$8 **Quarterly Plan:** \$18 **Annual Plan:** \$68

Fragrance with purpose

Users can generate Green Energy at each step where the green icon appears, Collected Green Energy contributes to sustainability impact goals within the platform

Redeem for Sustainable Rewards

Fragrance samples
Exclusive digital collectibles
Masterclass access

Support Real Sustainability Projects

Ingredient biodiversity protection
Fragrance ingredient reforestation programs



Marketing Strategy

Online Campaign

#Scent Identity

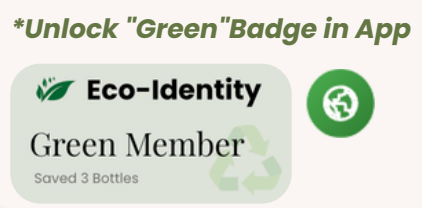
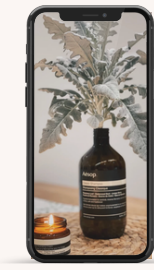
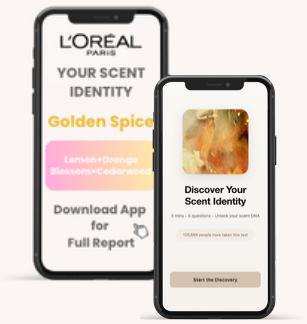
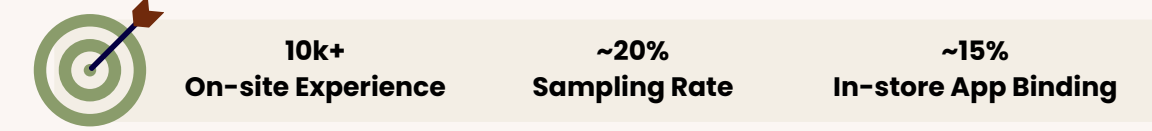
- Official account posts a fragrance test with **#scentidentity**
- Download the app to access the full results.
- Share the result poster with hashtag

#"Empty Bottle Story"

- KOL Lead:** Natural lifestyle influencers to share empty bottle memories first
- UGC:** Post empty bottles' stories with tag **#APPname**



Offline Event



User Retention Mechanisms

From Commodity to Everyday Emotional Companion

Gamified Growth System

1) Explorer: 0-50 ingredients

- Unlock basic blending: 2 ingredients max
- Access to starter ingredient library
- Weekly collection target: 3 ingredients

2) Creator: 51-150 ingredients

- Unlock advanced blending: 3-4 ingredients
- Access rare ingredient hunting missions
- Exclusive "Creator" badge in community



3) Master: 150+ ingredients

- Unlimited ingredient combinations
- Co-create limited editions with brands
- Host masterclasses

Social Identity Ecosystem

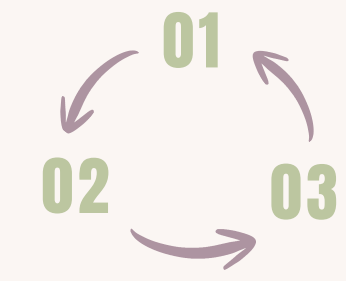
1) Discovery and Matching

- Scent DNA matching
- Find fragrance soulmates
- Personalized connection suggestions

#CalmMonday
#PowerDate with MyScent[ID]

2) Creation Sharing

- Social media sharing using mood tags
- Highly-personalized Visual scent cards



3) Ingredient Exchange & Trading

- P2P rare ingredient trading
- Rarity-based exchange rates

Continuous Engagement Loops

1) ScentBot AI

AI-powered daily scent suggestions based on calendar, weather and emtional state

2) Streak rewards

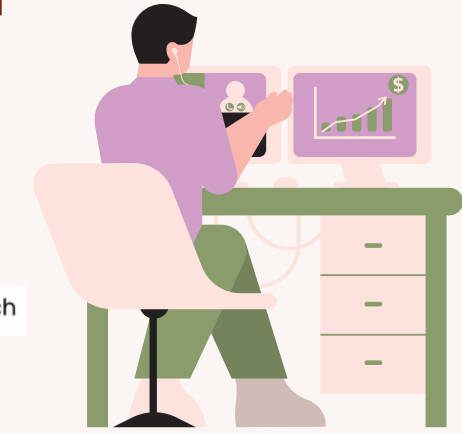
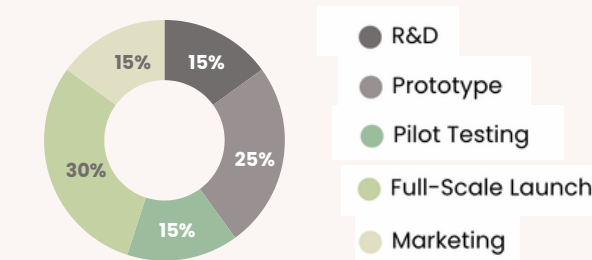
- 7/30/100 day milestones
- Consecutive collection days unlock

3) Push notifications

- Rare ingredient alerts
- blend expiration reminders
- friend activity updates

Financial Projection

Cost Estimation



Direct Revenue Streams

Online Product Sales

- AI fragrance recommendations based on users' olfactory DNA drive direct purchases of L'Oréal Luxe perfumes
- Integrated online shop allows users to purchase fragrances directly in the app

App Subscription (start from \$8 per month)

- Unlimited scent DNA analysis and fragrance matching
- Exclusive masterclasses and fragrance education content
- Member-only rewards (e.g. samples, discounts, and events)

Offline Conversion

- Scent community connects digital discovery with in-store experiences and drive offline sales

Indirect Revenue Streams

Basket Size Growth

- Personalised recommendations drive multi-product purchases
- Curated bundles and gift sets increase average order value

Loyalty & Retention

- Green energy reward system increases engagement and repeat purchases

Strategic Roadmap

01

Concept & Market Research(Months 1-6)

- Conduct user research to find customer pain point
- Design the concept of the AI fragrance ecosystem

03

Pilot Testing (Months 10-12)

- Launch beta testing with selected users and collect feedback
- Organize small-scale offline "refill station" event and community interactions to generate market buzz

05

Monetization & Expansion (Months 16 onwards)

- Generate revenue through various channels
- Increase customer lifetime value through identity ecosystem and engagement loop

02

Prototype Development (Months 7-9)

- Design the app core functions
- Integrate L'Oréal's database & recommendation engine

04

Full-Scale Launch (Months 12-16)

- Launch the platform with complete growth system and diverse online campaign
- Introduce "Scent Identity Lab-Pop up" to enhance brand engagement

increasing user engagement