

Coach's perfume launch reaches a sweet-smelling 2.3m people with a dynamic **influencer** campaign



Situation

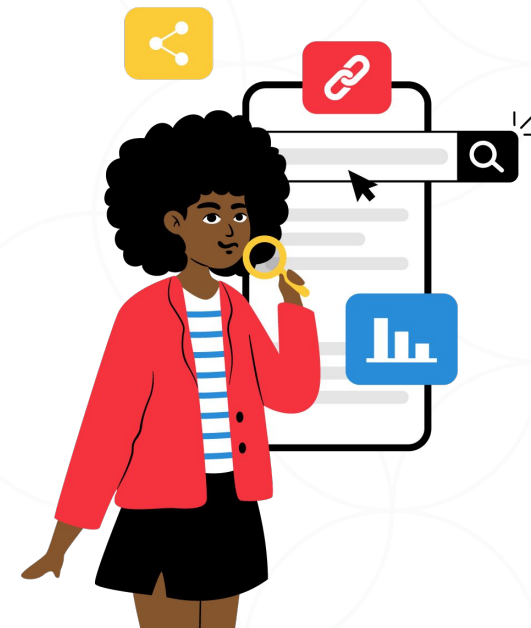
Need to engage younger audiences and create a buzz for its new perfume

Coach Dreams Sunset, the latest perfume from the fashion house, was made for today's teens and twenty-somethings.

With delightful notes of fresh pear sorbet, jasmine, and creamy vanilla, this youthful perfume evokes free-spirited adventures with friends — cue the sunset on the horizon — and the magic of possibility. Coach in partnership with Interparfums, Inc. developed, manufactured and distributed its new fragrance.

Coach wanted to create a buzz for its new perfume and reach a target audience of female-identifying consumers between 18-34 in the United States. Coach needed help recruiting many influencers across tiers and urban locations — in hopes of creating user-generated content (UGC) for its social channels.

This way, Coach could bring its perfume to life through the eyes of the youth.



About

Coach

Coach was founded in New York in 1941 and is now a leading design house of modern luxury accessories and lifestyle collections, with a long-standing reputation built on quality craftsmanship. Coach's product line includes fine leather handbags, men and women's clothing, jewelry, and fragrances.

Interparfums, Inc.

Founded in 1982, Interparfums, Inc. is a manufacturer and distributor of luxury perfumes. In addition to their broad portfolio of brand partners, they've produced fragrances for Coach under a licensing agreement since 2015.



@steffieinthecity

Solution

Getting perfume directly into influencers' hands to inspire rosy content

impact.com's managed services team strategically built a bridge between Coach and its desired audience by introducing the new fragrance to fun-loving college students and recent graduates. It achieved this with a hybrid compensation model, including a paid and seeding (gifting) program.

The impact.com team received 428 influencer applications from seven target locations — including New York, Los Angeles, Chicago, Miami, Washington D.C., Dallas, and Houston.

The team narrowed the final cast down to 16 paid influencers (macro-, mid-, and micro-tiers) and 40 micro- and nano-influencers (seeds) to share their review of the fragrance and create UGC that Coach could repost on its social channels. To achieve this goal, the influencers were encouraged to go on an adventure with their best friends and document the day with Coach Dreams Sunset on social media.

@maddieperry

Solution (cont.)

Getting perfume directly into influencers' hands to inspire rosy content

Influencers and creators were engaged in two phases. The first pulse of content went live pre-launch to generate buzz, followed by a post-launch push to align with the back-to-school season. For the former, impact.com positioned Coach Dreams Sunset as the ideal summer scent for road trips, beach days, and every day in between. For the latter, the messaging focused on how back-to-school shopping wasn't complete without a bottle of Coach Dreams Sunset. The team created an influencer brief with inspirational ideas around day trips and making memories with friends.

It also included thought-starters for content ideas, fragrance notes, and packaging details.



Outcome

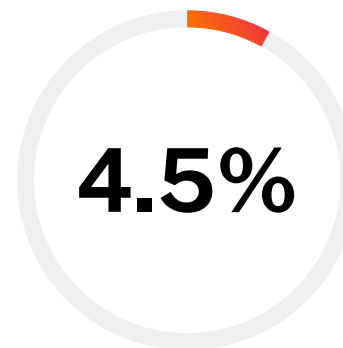
Highly targeted seeding reaches key audience

Through this three-month engagement with impact.com, Coach was able to:

- Partner with 56 diverse influencers across the U.S.
- Reach a 3.7% engagement rate with content from paid influencers
- Gain a total reach of more than 2.3m with paid and seeding influencer content

For Coach's program, 83% of seeds posted content vs the 65% benchmark for impact.com's other programs. impact.com also reached 80% of Coach's target audience between 18-34 and 7% of the audience spoke Spanish (a secondary audience goal for Coach, the first being English).

Coach also successfully targeted audiences in urban cities with more than 5% in New York City, 4.5% in Los Angeles, and 2% in Houston specifically.



engagement rate for seeds



reach



pieces of UGC