

the hunter

the catch

Strategic Inspiration

CATCH OF THE WEEK



BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

DANIEL CÓRDOBA MENDIOLA - 20/05/2021

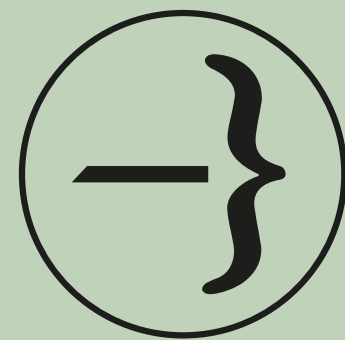
BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?



The changes resulting from the pandemic have led to explosive growth in all proposals that help change sensations and emotions in contemporary homes.

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

THE GREAT STRATEGIC TAKEOUT



The home asserts a new prominence as a space in which to create brand credentials, grow proposals previously seen as niche market options and explore the new avenues of the contemporary Premium.

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

WHY SHOULD I READ THIS?

Your company or brand is no doubt considering ways to maintain/enhance its relevance in this new reality.

Beyond the channel strategy, let us not forget to look at the changes that are taking place in the spaces in which our consumers live, work, relax or move.

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

WHAT ARE WE TALKING ABOUT?

The pandemic has brought with it a multitude of changes in our motivations, needs, attitudes and behaviours. One of the most notable is the redefinition of the role of the home in marketing and innovation strategies.

The world of the home scent, which includes all types of home fragrance proposals (from candles to incense, to air freshener sprays and a multitude of new innovations and formats) has experienced a true revolution. It is a fast, personal and aspirational way to quickly change sensations in spaces that have never been so used for so many different things as now.

The pandemic was the beginning. Being confined to the home and turning the living room a multifunctional space in which to study, work, talk, eat, read, watch TV, listen to music and play video games has fuelled the need to signal the transition from one use to another. Now that we are beginning to emerge into new realities, we will doubtless spend less time at home, but some of the lessons we have acquired as consumers will not be forgotten.

This need to punctuate, elevate or distinguish moods within spaces has led to candles and incense becoming a quick and easy resource. Alongside rituals, imagery and stories borrowed from perfumes, luxury or wellness, they elevate the experience without demanding great care or dedication.

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

WHAT ARE WE TALKING ABOUT?

Boy Smells is one of the most interesting examples in this category. What began as a near-domestic proposal by two entrepreneurs in Los Angeles (USA) has become one of the major phenomena to learn from, which go far beyond the category of products in which they operate.

The brand has defined its target with surgical precision, it has a clear value proposition, an identity perfectly constructed for the social networks, a DTC business model and a masterful understanding of today's premium (collaborations, commitment, empathy, honesty and openness).

Nowadays, it is essential to consider these proposals, as a result of a phenomenon that strikes at the root of our strategies and proposals for innovation in the present and immediate future: the home has changed, and consumers demand solutions that help them change the sensations they experience there.

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?



LINKS AND WHAT TO FOCUS ON

<https://boysmells.com>

https://www.instagram.com/boy_smells/?hl=es

<https://www.perfumesloewe.com/es/es/home-scents/velas-perfumadas/>

<https://www.zarahome.com/es/en/fragrances/products/candles-c1020116810.html>

- USP and naming of candles and incense
- Target segmentation and how to reach key audiences
- Construction of imageries designed for the home
- Aspirationality of the home from inspiration and idealisation

BOY SMELLS: WHAT DOES YOUR NEW LIFE SMELL LIKE?

WHAT IS THE UNDERLYING NEED?

Amplification of emotions by elevating the senses.

WHAT TENSION DOES IT RELIEVE?

I spend many hours at home, and I want solutions that allow me to quickly change what I feel and that help me in my well-being.

STRATEGIC OPPORTUNITIES:

Rethink the role of the home as a creator of brand credentials.

Contemporary premiumisation of homes

Elevate sensory rituals

Strategic consideration of the role of disintermediation (DTC...)

KEY CONCEPTS

Home, ambience, DTC, home scent

I'M INTERESTED IN IT FOR MY BRAND. TELL ME MORE!

This content comes from The Hunter's strategic inspiration tank. If you would like to know how over 15 years of research and mapping enable us to make strategic recommendations that are innovative and culturally relevant, please get in touch with us.

I WANT TO KNOW MORE

the catch

Strategic Inspiration

The Catch is The Hunter's strategic think tank, via which the inspiration needed to take the best strategic decisions is shared in the form of resources, content and original ideas, which can be understood easily and applied immediately.

All rights reserved. The intellectual property of the texts in this document and their reproduction belongs to The Hunter Projects S.L. The reproduction, for non-commercial purposes, of the texts in this document is allowed, provided that the integrity of the text is respected and the source and URL are explicitly quoted: “The Hunter Projects website <http://thehunterprojects.com>”

The images or texts in this document cannot be reproduced in full or in part without prior authorization from The Hunter Projects S.L. Contact: rita.eliasson@thehunterprojects.com
The reproduction and public distribution of this content for commercial purposes, in any medium and by any technical means, without the explicit permission of The Hunter Projects S.L., are specifically forbidden.

Any act of exploitation, dissemination, and/or public communication, as well as any direct or indirect, lucrative, and/or commercial use, of the contents that comprise this document, is explicitly forbidden without the explicit prior written authorization from The Hunter Projects S.L.