

The Fragrance Shop wins the student audience, driving +124% TOV growth from 2020 to 2022

The Challenge

The Fragrance Shop (TFS) is a well-established fragrance retailer with a strong reputation for offering a wide range of high-quality perfumes and aftershaves at affordable prices. However, despite its success in attracting a broad range of customers, the company had only scratched the surface in terms of unlocking the full potential within the Gen Z market.

TFS needed a partner to help them develop a marketing strategy that would resonate with students and win over this lucrative audience. A partner with a deep understanding of the values, preferences and behaviours of the student market, as well as an innovative and targeted approach to media campaigns.



The Solution

In partnership with **UNiDAYS**, a media strategy was executed combining the following elements:

- ➔ **Targeting:** Tapping into **UNiDAYS** gated and verified student audience, TFS knew their marketing spend was delivered to a high conversion intent segment.
- ➔ **Affordability:** All campaign deliverables highlighted TFS's strong student discount (Up to 15% off) to appeal to the cost-effective mindset of students.
- ➔ **Convenience:** TFS made sure that its products are easily available online.
- ➔ **Brand image:** To appeal to students, TFS established a brand image that is bold, innovative, and reflective of the values and preferences of the student market.

The Result

+124% Growth in total order revenue
(2020–2022)

+43% Increase in daily engagements YoY
(2020 vs. 2021)

+8% Increase in AOV YoY (2020 vs. 2021)



After a challenging pandemic period, it was great to partner with **UNiDAYS** and come out fighting for the top fragrance spot amongst our competitors. Our team at **UNiDAYS** worked hard on creating a strategic marketing campaign that spoke directly to our Gen Z consumer. We look forward to continuing to elevate for our student customers.

— **DANNY CATAPANO**

Affiliates & Partnerships Manager,
The Fragrance Shop