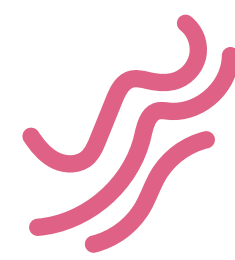




Gourmet Candle

Marketing Challenge

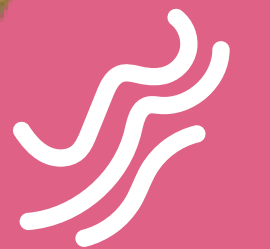
✿ Iris Boubennec, Zhanin Okambi-Kindalo
Yassa



Scent



Delicious



“Light the memory, taste the moment”

Description

HISTORY

Context

A fragrance inspired by desserts, pastries, and sweet drinks.

It features candy-like shapes with **decorative** accents for a **warm** and welcoming atmosphere.

Goals



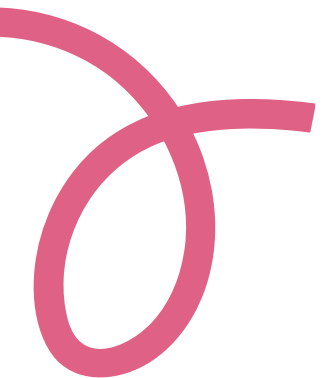
- Warm atmosphere with dessert scents.
- Authentic, natural, responsible.
- Childhood perfume.



Logo & Slogan



→ “Light the memory, taste the moment” ←



Suggestion



Final



adopt
PARFUMS FRANÇAIS

Inspiration

Barbie

- Colors
- Elegant typo

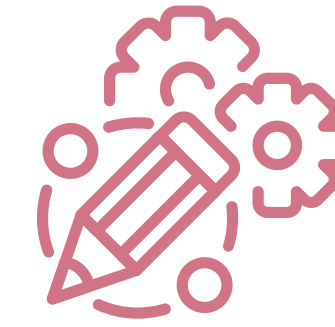
Mockups



Goodies



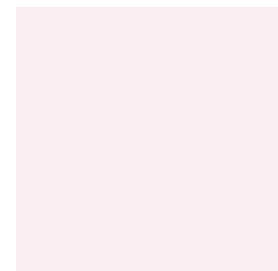
GRAPHIC CHARTER



COLOUR PALETTE



HEX : #fbef3
RGB: rgba(255,255,255,255)



HEX : #d17488
RGB : rgba(251,238,243,255)



HEX : #ffffff
RGB: rgba(255,255,255,255)

TYPO

Fredoka

Aa

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

DM Sans

Aa

A B C D E F G H I J K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



Competitors



✿ Mid-range market



1. Gourmandell

Small artisanal brand, focusing heavily on aesthetics



8€-40€

2 Ma french bougie

Handmade candle, various shapes around the "dessert"



8€-45€



3. Savonnerie

Sale of gourmet and seasonal candles



10€-30€

Product

Added value

Mid-range product

Containers

✿ Natural



✿ Authentical



✿ Responsive



Handcrafted creation

✿ Candle parfume



✿ Dyes



✿ Vegetable wax



Pricing



* 4 pricing choices :

* Price varies according to candle characteristics

Little Candle

11,99€



Ø 6 cm
× H 5 cm

90g

Medium Candle

17,99€



Ø 8 cm
× H 7 cm

170g

Big Candle

26,99€



Ø 10 cm
× H 9-10 cm

350g

Personnalisation

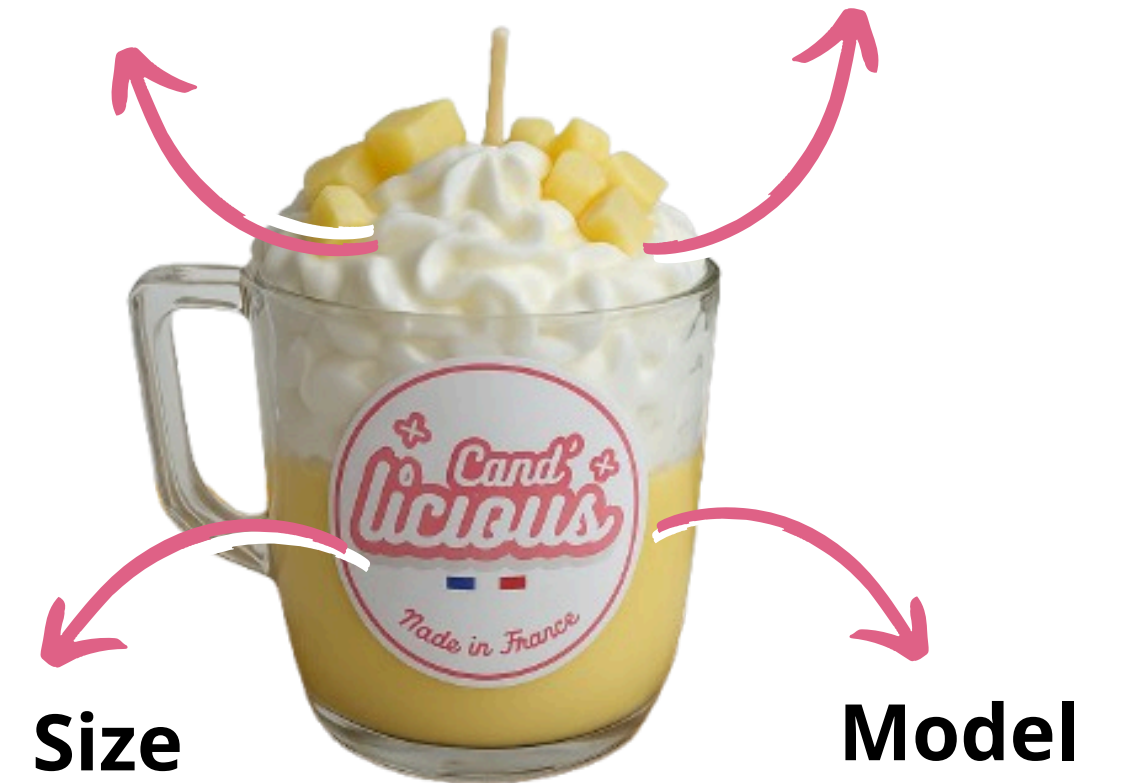
Depend price

Perfume

Colors

Size

Model



Place



Offline

1. Shops



2. Pop-up shops



- ✿ Discover the candles
- ✿ Develop our reputation

3. In-store collaboration

ex :

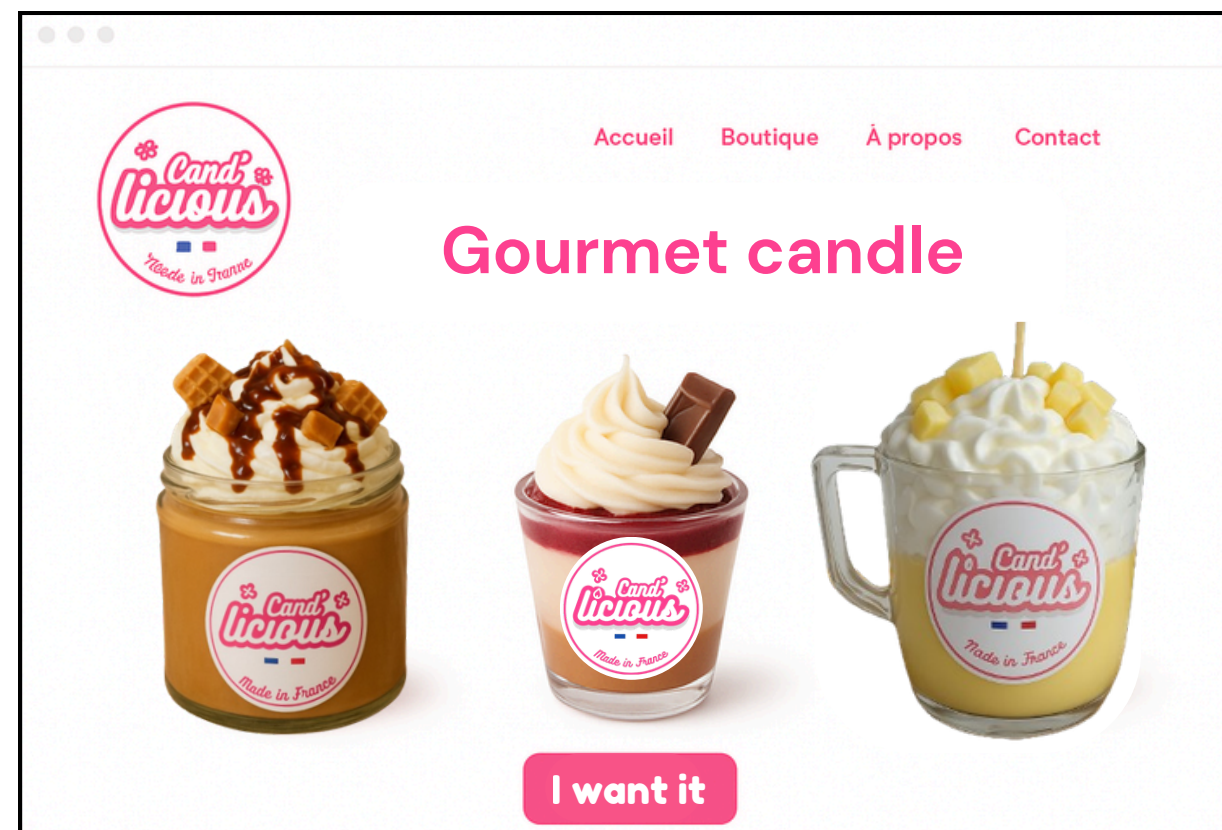


Place



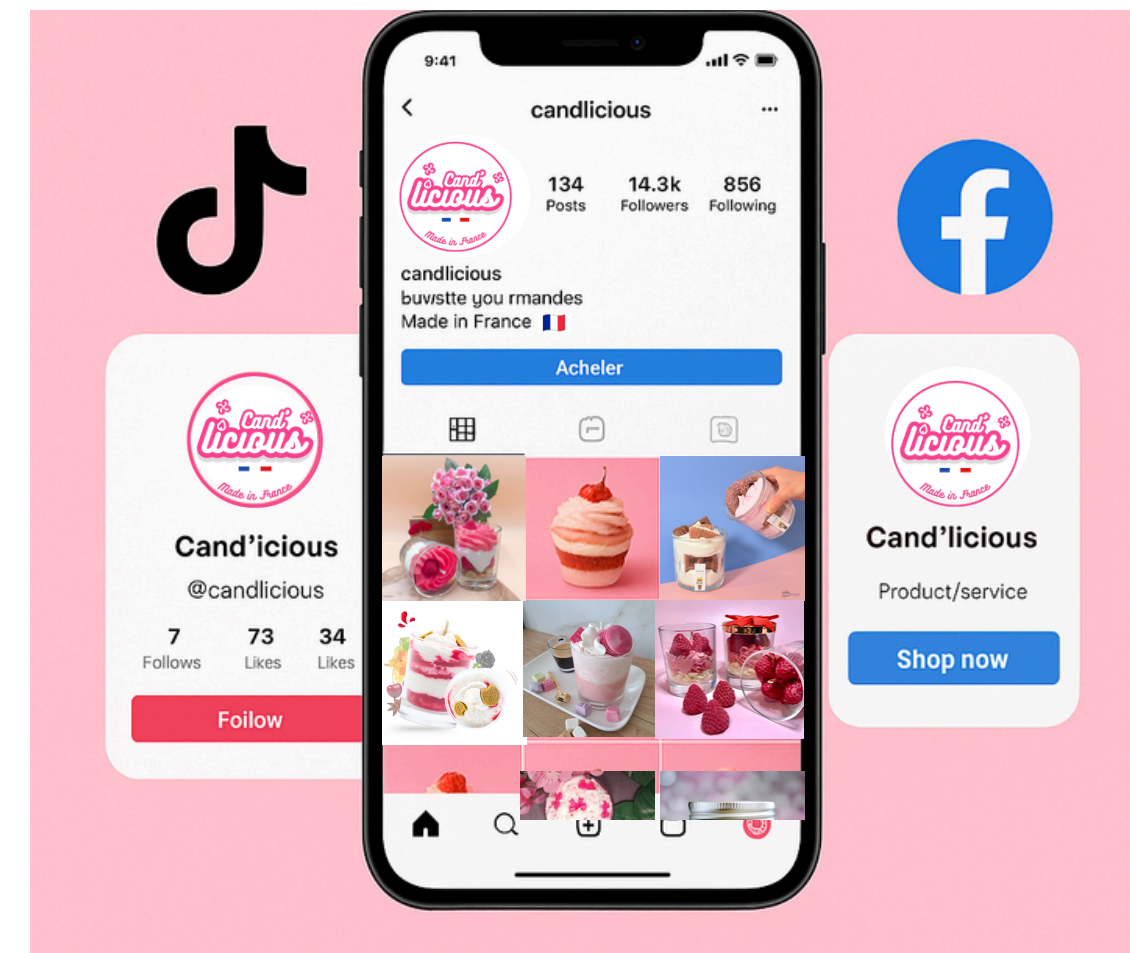
Online

1. E-commerce website



Delivery

2. Social networks



Promotion



Tiktok



Instagram



If you want complimen...

jacinta_spe... ▶ 16.7K



Offically hooked 🍷...

alexanicol... ✓ ▶ 50K

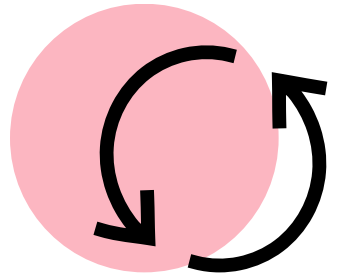


Aimé par gabbyvalenciano et d'autres personnes
This is my favorite candle ever 🥰
Release tonight at 8 p.m
Thank you @nicolemould for these glue-free magnetick wick tools 🍷

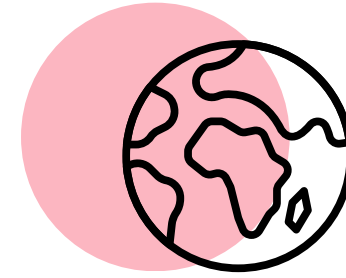
Content Focus

- 🌸 Digital Buzz
- 🌸 Driving Purchase
- 🌸 Brand Experience

U.S.P



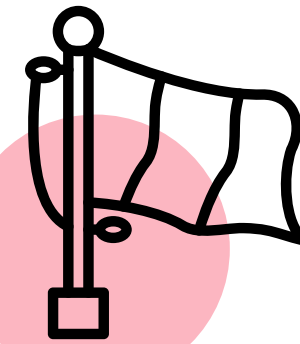
Delicious and reusable design



100% natural and non toxic



Scents that awaken childhood memories



Production in France

SWOT

Strengths

- Artisanal and natural manufacturing
- Attractive design
- Original and appetizing flavors



Weaknesses

- Brand still little known on the market



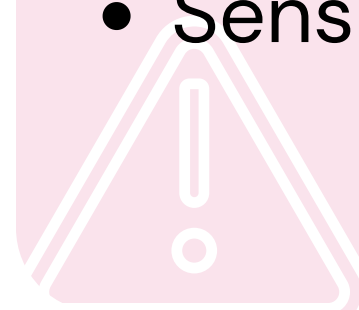
Opportunities

- Local/Artisanal Products



Threats

- Strong competition
- Sensitivity to the seasons



Marketing study



Gourmet Candle Market Research Survey

🌟 Thank you for taking part in this survey **about gourmet candles** 🕯️🍰

Our goal is to better understand your habits and preferences (sizes, wax types, wicks, fragrances), as well as your expectations regarding quality, price, and sustainability, in order to improve our offer.

🕒 This questionnaire takes about **6-8 minutes** to complete.

💡 Your answers are anonymous and will be used only for market research purposes. There are no right or wrong answers – just be honest and share your experience. Some questions may adapt based on your choices.

👉 Even if you don't currently use scented candles, your opinion is still very valuable to us.

Buyer Persona



- 🌸 Age 25
- 🌸 Mid-level disposable income
- 🌸 Highly values cozy decor
Focus on self-expression through her living space
- 🌸 Gift-Giving Anxiety
- 🌸 TikTok Instagram



Launch Product

– Sweet Christmas” Collection

1

- Digital-first campaign
- Micro-influencer collabs
- #LightTheMemory challenge
- Pop-up experiences
- E-commerce launch with customization



2

Target Audience ?

- Women 20–35
- Cozy home lovers
- TikTok & Instagram users
- Gift seekers



3

Timeline

- Pre-launch (1 month): Social media teaser campaign
- Launch Week: Influencer content + Pop-up event
- Post-launch: User-generated content repost + loyalty offer



Product Stunt

– Sweet Christmas” Collection

Context

A huge, giant candle (2 to 3 meters high), scented



Example of promotional poster



1

Diffused fragrance

An immersive experience



2

Installation in a busy public space

+

• Photo booth



• Pop up candle



3

ACTIONS :

- Smell the candle,
- Take photos,
- Share the photos



Product Stunt



– Sweet Christmas” Collection

Communication

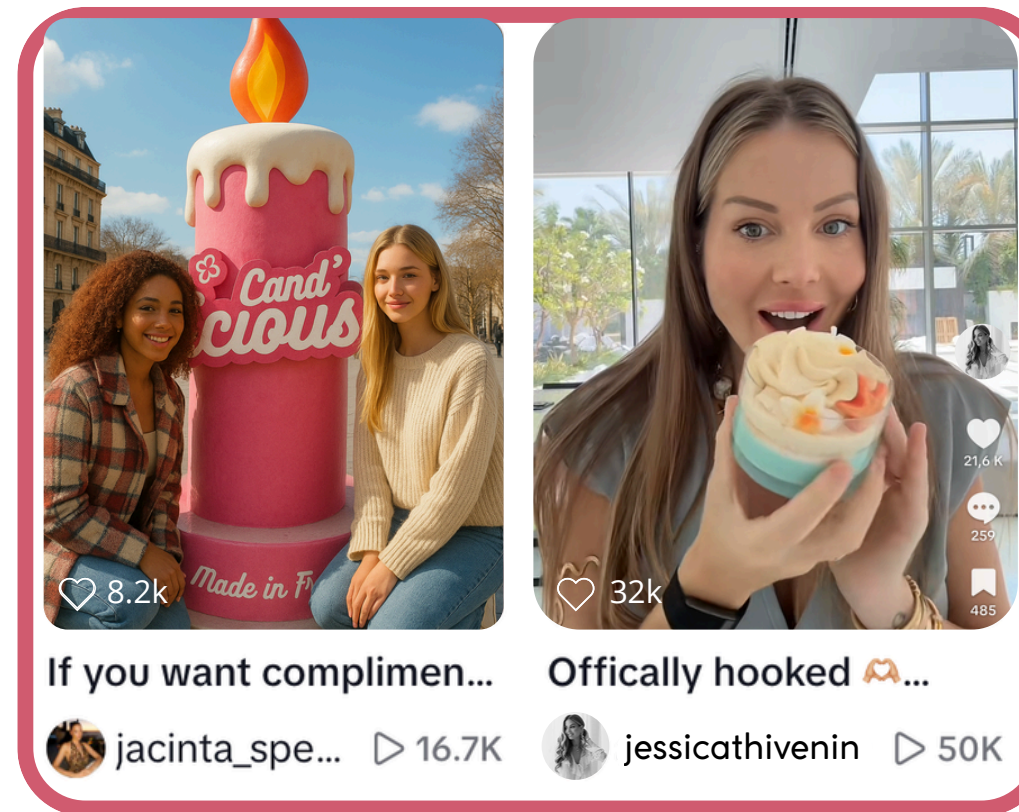
Social media

- Teaser announcement
- Short videos on Instagram

Influencers promoting the event

BIO link to buy the candle.

- Reposting visitor content



Others..

- Press partnership (lifestyle and local media)

