

FOR INDEPENDENT PERFUMERS
"FRAGRANCE BRIEF"
WHEN, WHY & HOW

PART 1

"PRE-BRIEF"

UNDERSTAND & SELECT

SEEK TO UNDERSTAND (DON'T SELL)

**YOU SHOULD UNDERSTAND CLIENT
NEEDS, BUSINESS PRIORITIES,
& HOW YOUR FRAGRANCE SHOULD
HELP THE BUSINESS.**

THIS IS A PULL & PUSH GAME

THINGS TO ASK YOURSELF:

IS THIS MY TARGETED CLIENT - PERSONA?

DO WE HAVE MUTUAL BENEFITS?

IS WORKING WITH THIS CLIENT

COMFORTABLE?

DO WE HAVE SIMILAR BUSINESS ETHICS?

**KNOWLEDGE WITHOUT
UNDERSTANDING IS USELESS.**

~SOMEONE

**PUT MONEY ASIDE & FOCUS ON
WHAT THEY WANT.**

**PLEASE DON'T PITCH, ASK MORE
QUESTIONS INSTEAD.**

**BUILDING A STRONG RELATIONSHIP IS
SUCH AN ESSENTIAL PORTION OF YOUR
END-RESULT PERSUASION PROCESS.**

**SOME TIPS FOR BUILDING BETTER
BUSINESS RELATIONSHIPS ARE
IN CAPTION 📍**

"FRAGRANCE BRIEF"


WHEN, WHY & HOW

PART 2

WHY MAKING A BRIEF?

BRIEF IS YOUR COMPASS.



A circular compass rose with a wooden frame and a red needle pointing towards the top-left. The face of the compass has degree markings and Chinese characters for cardinal directions: 北 (North) at the top, 南 (South) at the bottom, 東 (East) on the right, and 西 (West) on the left.

IMAGINE YOU HAVE SET A
MEETING WITH THE CLIENT,
LISTENING TO HIS NEEDS, THEN
YOU GO TO YOUR LAB WORKING
ON THE PROJECT FOR 2
MONTHS.

THEN THE CLIENT SMELLED THE
END RESULT AND SAID **NO!**

"THE WORST SCENARIO EVER".

WHY !!

**AM I NOT PROFESSIONAL ENOUGH
TO TRANSLATE THE CLIENT'S
NEEDS INTO A SCENT?**

"THE IMPOSTER SYNDROME TIME"

**NOT AT ALL,
YOU MAY DIDN'T UNDERSTAND THE
CLIENT WELL.**

**SO SHOWING THE NEEDS IN
DIFFERENT WAYS COULD MAKE
THINGS MORE WAY CLEAR.**

DOCUMENT!

DON'T BURN YOUR TIME!
TIME IS YOUR PRIMARY SOURCE AS A
CREATIVE.

"FRAGRANCE BRIEF"

WHEN, WHY & HOW

PART 3



BRIEF CONTENT

**DID YOU UNDERSTAND THE
CLIENT'S NEEDS?**

**1- LET HIM/HER FEEL THAT YOU
UNDERSTAND THEM**

(BY SUMMARIZING THEIR NEEDS).

2- ASK ABOUT THEIR BUDGET.

WHAT A SENSITIVE QUESTION!

SCENARIO:

**2 HOURS MEETING WITH THE
CLIENT, 2 HOURS CREATING THE
BRIEF.**

**THEN THE CLIENT SEES THAT
TOO MUCH TO PAY THIS
AMOUNT OF MONEY & DECIDES
TO LEAVE.**

IN B2B PEOPLE ARE LESS PRICE-SENSITIVE

+

IN B2B YOU CAN CHARGE FROM X TO 50X

DEPENDING ON THE CLIENT'S NEEDS).

SO BUDGET TALKING AT FIRST IS ESSENTIAL.

POINTS YOU SHOULD COVER IN THE BRIEF :

**1- GENERAL INFO: BRAND NAME,
ESTABLISHMENT DATE...**

**2- TARGETED CLASS &
DEMOGRAPHICS : PERSONA**

**3- DO THE BRANDS' PRODUCTS
HAVE AN OLFACTORY DNA?**

**A SIGNATURE ACCORD IS A GOOD SIGN OF
WELL-BRANDED PRODUCTS.**

4- BRAND DIRECT COMPETITORS & THEIR PRODUCTS.

5- CUSTOMER & CONSUMER TRIGGERS TO BUY.

6- BRAND-CUSTOMER CHANNELS:
IN OFFLINE CHANNELS, IT'S AN OPPORTUNITY TO MAKE SOMETHING EXTRA DIFFERENT; BECAUSE CUSTOMERS CAN SNIFF THE PRODUCT OR THE FRAGRANCE FIRST.

7- BRAND & PRODUCT VALUE PROPOSITIONS & USP:
KNOWING WHY PEOPLE BUY FROM THIS BRAND WILL MAKE THE SCENT CREATION PHASE EASIER.

8- BRAND & PRODUCT POSITIONING:
WHAT BRAND WANTS TO POSITION ITSELF IN CONSUMERS' MINDS?
LUXURY? AFFORDABLE? PLAYFUL? FOR GIRLS?

9- SCENT DESCRIPTION :

LET THE CREATIVE DIRECTOR OR THE BRAND OWNER EXPRESS HIS THOUGHTS IN WRITTEN FORMAT.

10- SCENT DESCRIPTION (IN 3 WORDS)

PRIORITIZE YOUR RESULTS & MAKE THINGS SO CLEAR