SCIENTIA NATURAE GROUP PROJECT

Assignment 3

University of Padova

A.Y. 2023-2024

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1. Introduction

In this comprehensive report we explore several key areas to enhance Scientia Naturae's website and overall brand presence. Section 1 delves into SEO Optimization, outlining strategies to improve the brand site's visibility and ranking. Section 2 shifts the focus towards expanding the audience reach. Here, we explore innovative marketing strategies, social media engagement, and partnership opportunities that could significantly amplify Scientia Naturae visibility. Section 3 presents an in-depth analysis of the Survey, providing fundamental insights into customer behavior and preferences. Section 4 emphasizes the importance of a coherent and resonant brand image, discussing how Scientia Naturae branding strategies align with its core values and market positioning. Section 5 reflects Scientia Naturae commitment to environmental stewardship. We outline our initiatives for eco-friendly packaging solutions, demonstrating how sustainability is integral to the product design and brand philosophy. Finally, Section 6 explores Physical Expansion, considering the potential for the brand's growth in new markets.

2. Suggestions from Report one

These are a series of suggestions aimed at improving the performance of Scientia Naturae/Cecilia's Home website in terms of user experience and search ranking positioning. The same suggestions apply in case of development of a new website.

2.1 SEO

The first report highlighted the inadequacies of the website in the current digital landscape.

Keywords search

- The pages should target keywords related to para-pharmaceutical products and home fragrances products.
- Both transactional intent and informational intent will be used, as the pages historically aimed at selling products, but informational content will be provided too (as shown below).
- Distinguish between product pages and content pages.

Keywords placement

- Keywords will be placed intentionally in the title pages (H1), title tag, H2 headings, meta descriptions. Importantly, keywords will be placed in the image alt text and image file name, as we observed the predominance of image results in relation to para-pharmaceutical and home fragrances queries.
- Goal: ranking for a minimum of 1000 keywords – compared to 190.

Links

- Given the small footprint of the website, it is recommended to build internal links. In particular internal links should connect related products as well as products with blog posts.
- Building external links can improve the search ranking position and, therefore, its discoverability.
- Minimum 2-3 external links per page (content pages).
- Broken links fixed.

2.2 To increase exposure

Conduct campaigns and promotions targeting current and potential audience(s) through:

- Promoting webpage(s) on available social media channels – namely Instagram – through running an ad campaign + post update on social media profile **- target current and potential audience(s)**

- Promoting Cecilia's Home products regularly - within the 3/4 posts/week social calendar – on Instagram profile **- target current and potential audience(s)**
- Targeted google ad promoting Cecilia's Home subpages **- target potential audience(s)**
- Email newsletter promoting webpage(s) **- target current audience(s)**
- Identify backlink opportunities from top referral/reputable sources **- target current and potential audience(s)**

3. Survey analysis

This section begins by examining the main results from a survey dataset, focusing on the demographic and behavioural patterns of respondents. It addresses key questions like interest in purchasing items, frequency of purchase, gender identification, educational level, and employment status. The section includes visualisations and insights into the market potential for scented candles and home fragrances, as well as strategies for the targeted marketing. It also delves into the relationship between these consumer preferences and various demographic factors, utilising correlation analysis and the Chi-square test of independence to explore these connections.

Let's start the analysis by looking at the main results from the dataset provided by the survey.
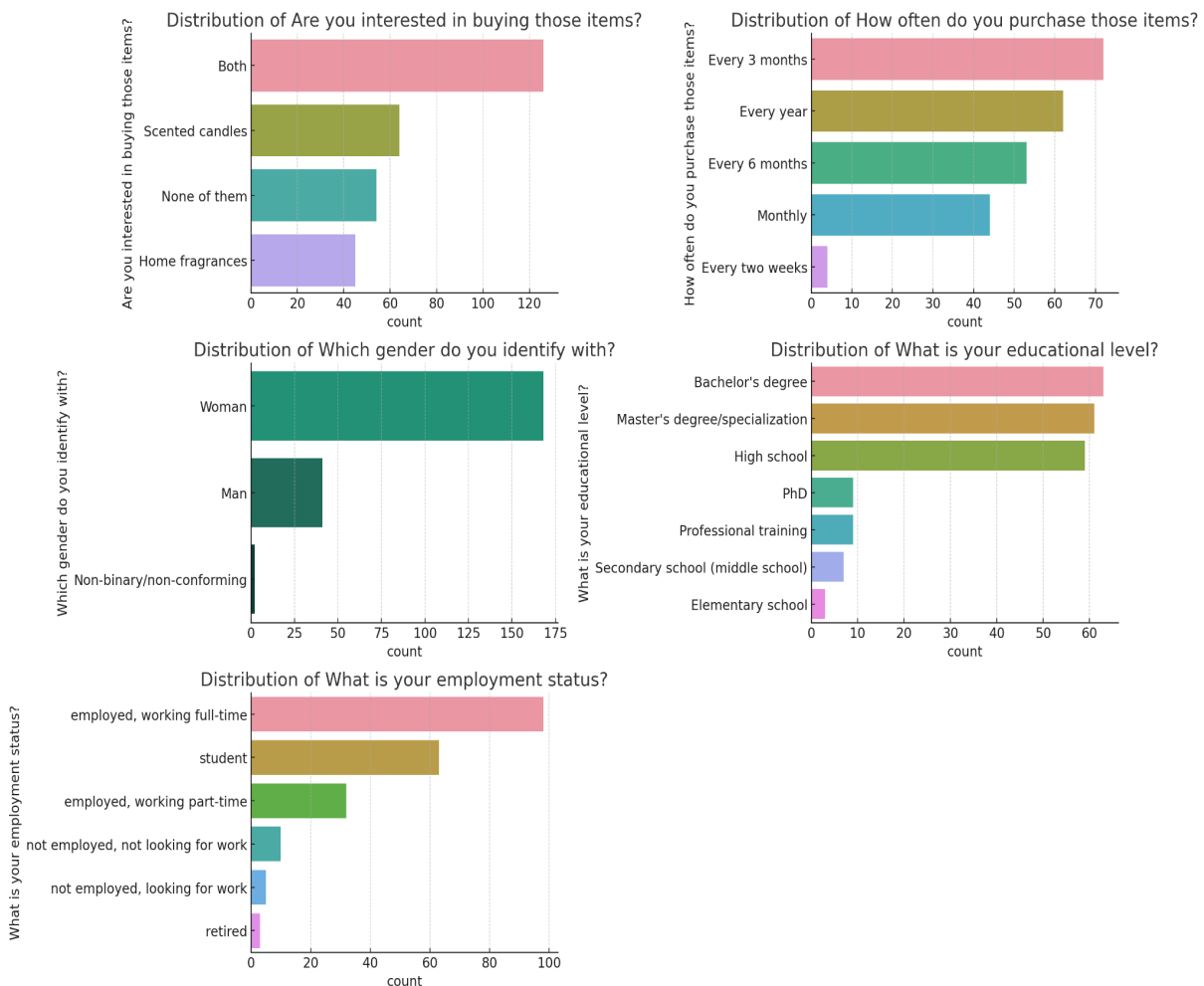

Image 1. Exploratory data analysis

These visualisations show the demographic and behavioural patterns of the survey respondents.

1. *Are you interested in buying those items?*
Shows the interest level of respondents in purchasing the items mentioned in the survey.

Insight 1/A. A significant proportion of respondents (43.6%) are interested in both scented candles and home fragrances, indicating a strong market for these products. There's a notable interest in scented candles (22.1%), suggesting they could be a key product focus. The lack of interest from 18.7% of respondents suggests the importance of market segmentation and targeted marketing to reach the right audience.

2. *How often do you purchase those items?*
Indicates the frequency at which respondents purchase these items.
Insight 1/B. The most common purchase frequency (being every 3 months) highlights a stable, recurring demand. Marketing efforts can be timed accordingly to capitalise on these buying cycles. The diversity in purchase frequency suggests opportunities for varied marketing strategies, like special promotions or reminders aligned with these different cycles.

3. *Which gender do you identify with?*
Displays the gender distribution of the respondents.
Insight 1/C. With women making up 79.6% of the respondents, marketing strategies should be particularly tailored to appeal to female consumers. This might involve specific messaging, branding, or product design that resonates more with a female audience.
However, the significant minority of male respondents (19.4%) should not be overlooked. Gender-inclusive marketing can help tap into this segment.

4. *What is your educational level?*
Illustrates the educational background of respondents.
Insight 1/D. The high level of education among respondents could influence marketing language and the complexity of product information. More educated audiences may appreciate detailed, informative content. This demographic may also be more responsive to marketing that highlights quality, sophistication, and the unique aspects of the products.

5. *What is your employment status?*
Shows the employment status distribution among the respondents.
Insight 1/E. The majority being employed full-time (46.4%) and students (29.9%) indicates a potentially disposable income and the importance of value-for-money in marketing messages. Part-time employed and unemployed segments might be more price-sensitive, suggesting the effectiveness of discount and value promotions for these groups.

To assess whether there are any particular patterns, trends, or relationships in the data we carry out a detailed analysis (including demographic variables and responses to specific survey questions)

starting from a correlation analysis and later diving into the details of such correlations by using the Chi-square test of independence.

3.1 Correlation Analysis

For the correlation analysis we consider three variables: "purchase frequency", "product type", and "segment". Segments are based on a combination of "age group" and "gender". Since "purchase frequency", "product type", and "segment" are categorical, not continuous, the traditional correlation coefficients like Pearson's r are not applicable. Therefore, we use Cramér's V, which is based on the Chi-Squared statistic and provides a measure of the strength of association between two categorical variables. It ranges from 0 (no association) to 1 (perfect association). The results are the followings:

- Purchase Frequency vs. Product Type: Cramér's V = 0.146
  There's a weak association between how often customers purchase and the type of products they buy. This suggests that purchase frequency isn't strongly influenced by whether the product is a home fragrance, scented candle, or both. Marketing efforts shouldn't heavily rely on differentiating strategies based on purchase frequency for different product types. Instead, they should focus on broad-based strategies that appeal to all customers, regardless of their buying frequency.

- Purchase Frequency vs. Segment: Cramér's V = 0.180
  The weak association here indicates that the frequency at which different segments purchase items does not vary significantly. Segment-specific campaigns aimed at altering purchase frequency might not be highly effective. Marketing should instead focus on factors other than frequency, such as brand loyalty, product quality, or customer service, to attract and retain customers across different segments.

- Product Type vs. Segment: Cramér's V = 0.427
  A moderate association exists between the type of product and customer segments. This indicates that preferences for product types (home fragrances, scented candles, etc.) vary significantly across different age and gender groups. This is a key area for targeted marketing. Understanding which segments prefer which products can guide advertising campaigns, product development, and inventory management.
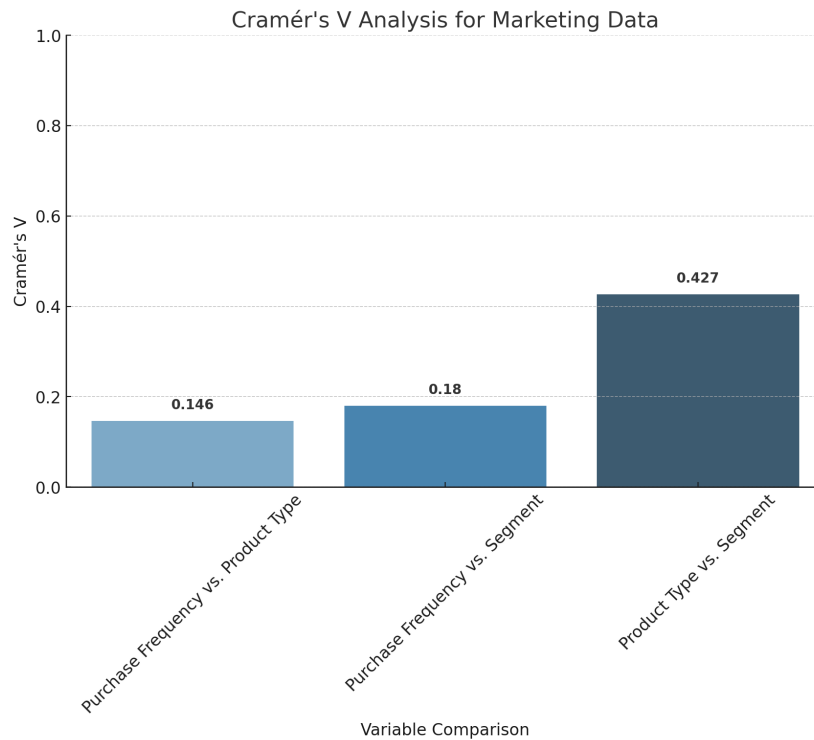
Image 2. Cramér's V analysis

3.2. Chi-square test of independence

The results of the Chi-square tests of independence between the interest in buying items (home fragrances and scented candles) and various demographic factors are as follows:

Interest in Buying Items vs. Gender Identification (D004):

- Chi-square Value: 4.42
- P-value: 0.3522
- Degrees of Freedom: 4
- Interpretation: No statistically significant association.

Interest in Buying Items vs. Living Situation (D005):

- Chi-square Value: 8.61
- P-value: 0.7358
- Degrees of Freedom: 12
- Interpretation: No statistically significant association.

Interest in Buying Items vs. Educational Level (D006):

- Chi-square Value: 9.78

- P-value: 0.6355
- Degrees of Freedom: 12
- Interpretation: No statistically significant association.

Interest in Buying Items vs. Employment Status (D007):

- Chi-square Value: 14.99
- P-value: 0.1324
- Degrees of Freedom: 10
- Interpretation: No statistically significant association.

Interest in Buying Items vs. Monthly Income Range (D008):

- Chi-square Value: 11.31
- P-value: 0.3342
- Degrees of Freedom: 10
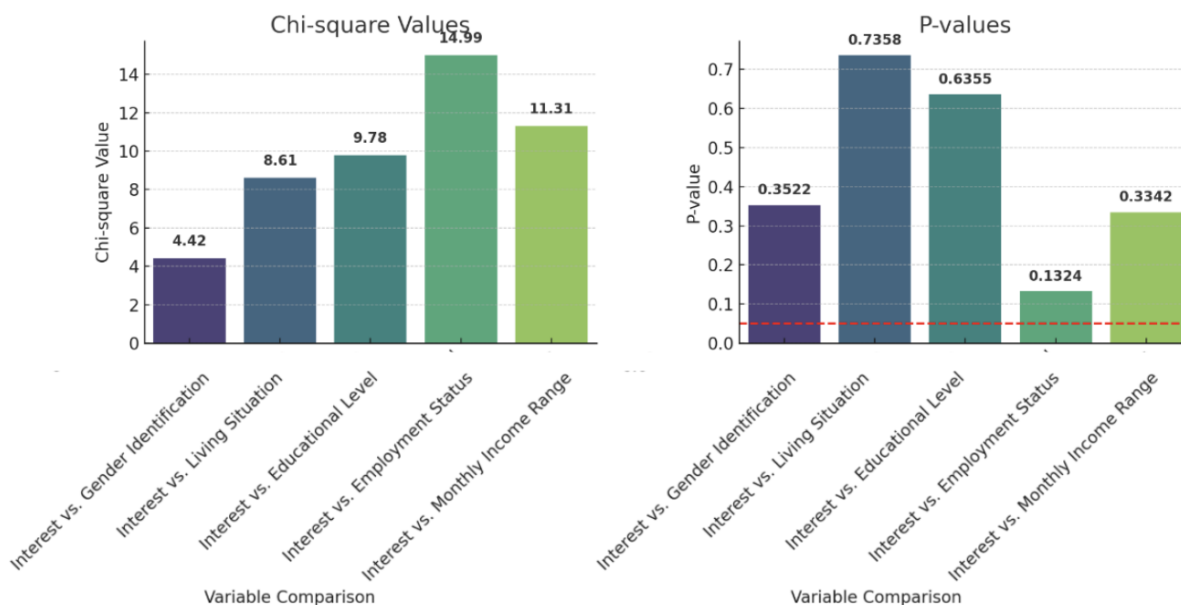- Interpretation: No statistically significant association.

Image 3. Chi-Square values and P-values

Insight 1/F. These results indicate that there are no statistically significant associations between the interest in buying home fragrances and scented candles and the demographic factors included in the analysis. This suggests that these demographic characteristics may not be strong predictors of preferences for these products.

Instead, the results of the Chi-square test of independence between the interest in buying items and age groups are as follows:

- Chi-square Value: 25.77
- P-value: 0.0406
- Degrees of Freedom: 15
- Interpretation: There is a statistically significant association between age groups and the interest in buying items.

Insight 1/G. This result suggests that different age groups have varying preferences for home fragrances and scented candles. Understanding these age-related preferences can be essential for targeted marketing and product development strategies.
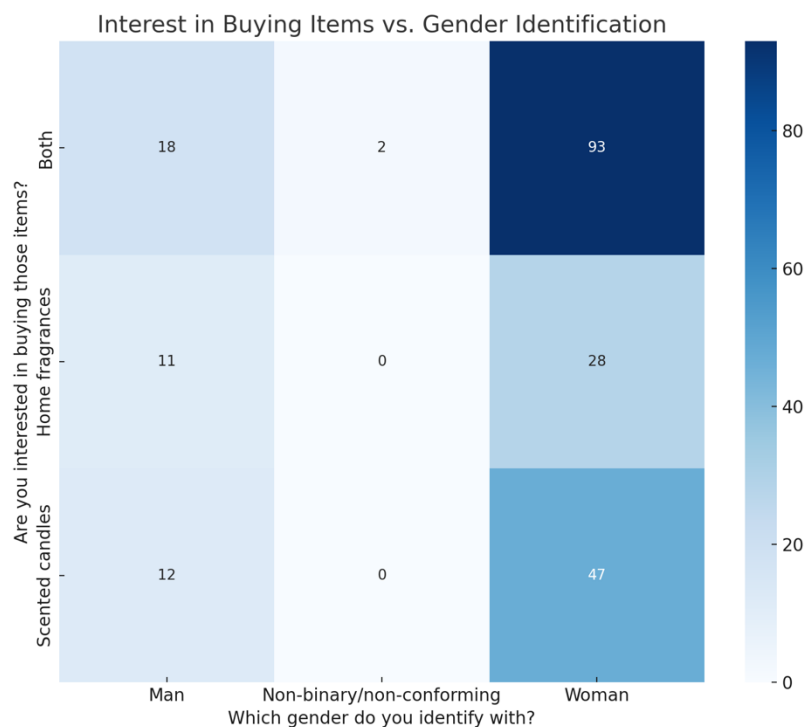

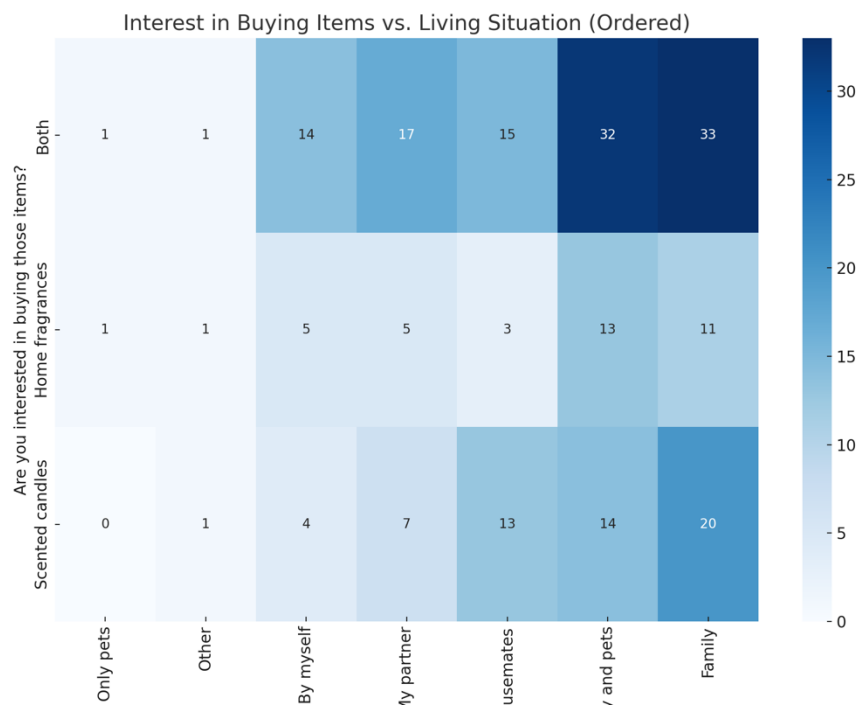*Image 4. Interest in buying items by gender identification*

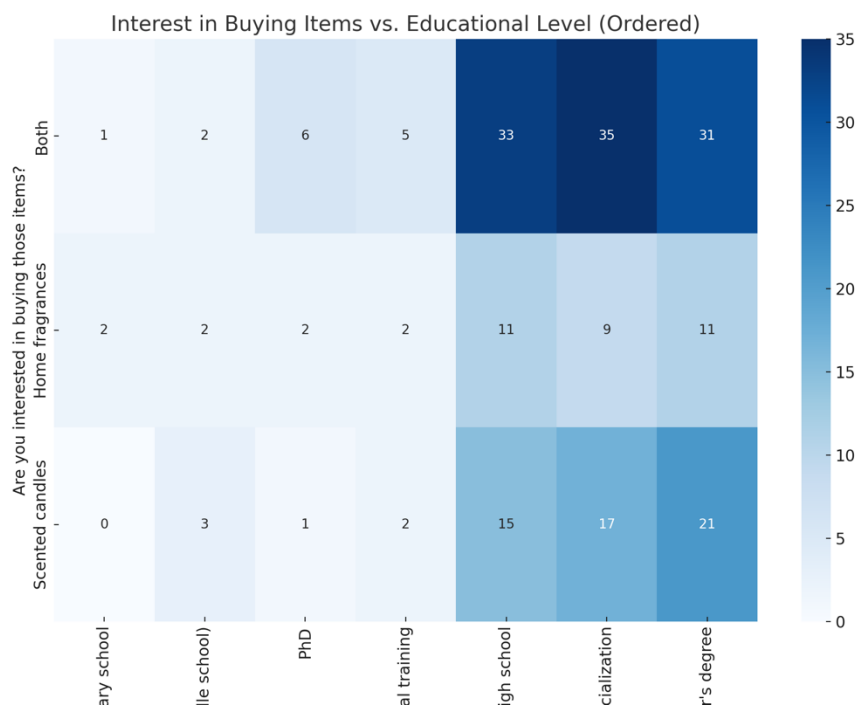*Image 4. Interest in buying items by living situation*

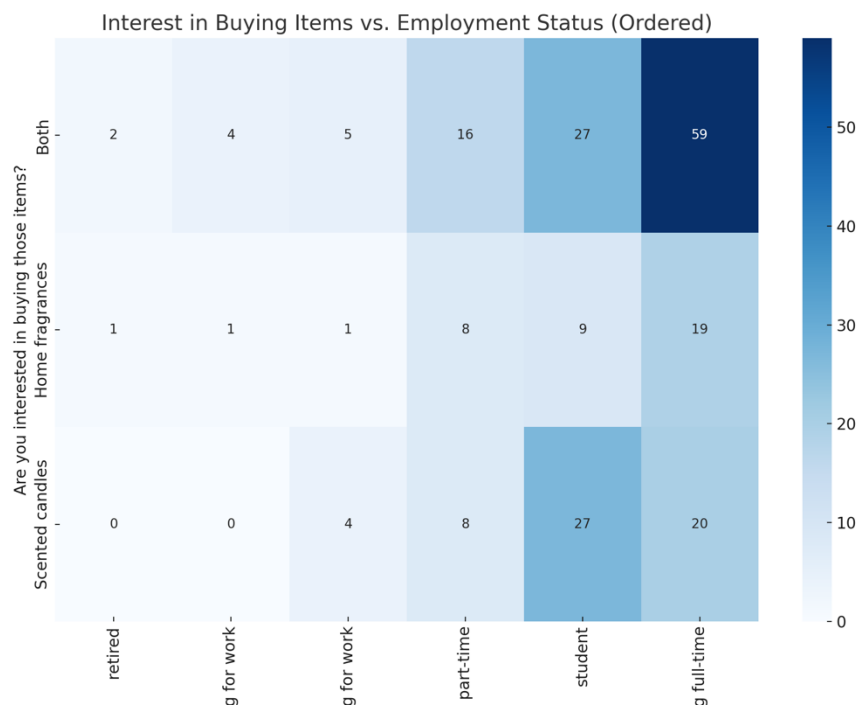*Image 5. Interest in buying items by educational level*

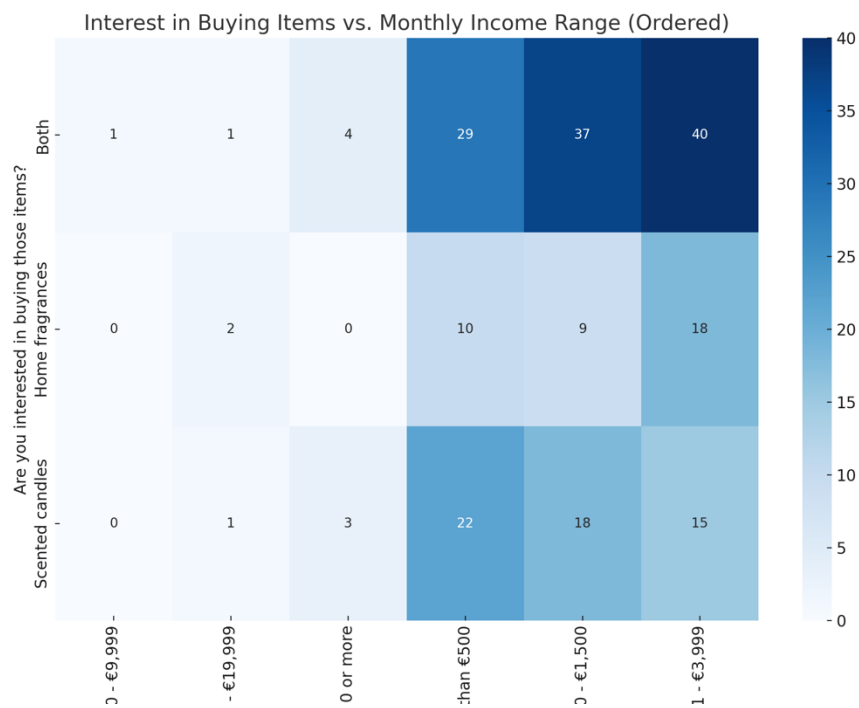*Image 6. Interest in buying items by employment status*

Image 7. Interest in buying items by monthly income range

4. Branding

Between the three challenges proposed for the case, the two that were chosen to be overcome and satisfied are those related to sustainable packaging and brand awareness.

Thanks to the marketing analysis previously conducted, it has emerged that the home fragrances market and more in depth the scented candles segment is experiencing a steady growth and customers' interest will persist in time.

Further analysis of Scientia Naturae's online properties has shown the inadequacy of the current status (e.g., site structure, content type, backlinks structure). While home fragrance products present a cohesive list of keywords and related search queries (e.g., "best scented candles", "luxurious scented candles"), Scientia Naturae/Cecilia's Home is not currently structured to leverage on such characteristics.

A dive into the SEO toolkits highlights the lack of traffic due to poor optimization. The inadequacies found are underlined through a benchmark analysis. Indeed, the main competitors found through the analysis, both keyword-wise and product-wise, present a better positioning, with overall higher SEO figures.

The first challenge that had to be faced is about brand awareness, which describes how familiar consumers are with a brand and its products.

From the survey presented to a sample of more or less 300 people, mostly women coming from Italy aged between 18 and 24 years old, it has emerged that the company Scientia Naturae is not well known, indeed 55% have answered that they have never heard about the brand before.

Mirror of that can be underlined with the brand "Cecilia's Home" which is not well advertised neither on the website nor on the different social media platforms. As noticed from Scientia Naturae's website, it is hard to come across Cecilia's Home brand, so its products are even difficult to find due to the fact that if customers do not know the name of the brand they will never be aware of its existence.

Suggestion 1/A: Scientia Naturae should consistently promote Cecilia's Home on its online and social media channels.

It is important for the company to push on advertising the brand Cecilia's Home on all online channels and social media and propose its products on the front page of their website in order to get more visibility and attract the attention of a wider public. The lack of a dedicated Cecilia's Home space dilutes the brand. Its products need better and clear positioning within the website.

With this purpose they should create an ad hoc section for the brand in the website in order to facilitate interested customers in their research. Therefore, create an identifiable Cecilia's Home subpage, where all products, services and promotions are readily available.

From the social media point of view the brand should promote more candles and home fragrances through pictures and videos to let their followers know that they offer those kinds of products in their shop and not only makeup and body care products. To make their posts more attractive the brand

should use effective descriptions for their products and exploit hashtags containing keywords like: *home fragrance*, *scented candles*, *sustainable products*, *soy*, and so on, which are those that standed out from the previous research conducted through Ahrefs and Ubersuggest.

Suggestion 1/B: Scientia Naturae should improve its web page.

Nowadays the landing page speed of Scientia Naturae Landing is low and this contributes to ruin the user experience. To ameliorate and increase the speed of the landing page there are several options to opt for: it is necessary to optimise the website images, to minimise the HTTP requests, to use a content delivery network, to ameliorate the site for mobile devices, to reduce redirects and to make use of external hosting platforms.

When deciding whether to buy or not a product consumers ask for additional information, in the case of Cecilia's Home product page there is a lack of information such as product description and scented candles volumes.

Overall, there needs to be better optimization, so faster loading speed, and higher quality.

Suggestion 1/C: Scientia Naturae should optimise the website for mobile devices.

As underlined before, the website is poorly optimised for mobile use. Indeed, the landing page framing is off if it is opened through a cell phone and even though the loading time is lower compared to the desktop version, the experience is overall suboptimal.

Therefore, it is necessary for the brand to implement all the improvements considering the portion of traffic coming from mobile searches and social media links.

Suggestion 1/D: Scientia Naturae should introduce a blog.

The introduction of a blog section in its website would attract a significant portion of traffic.

The blog section would provide content regarding queries related to the products offered by Scientia Naturae and Cecilia's Home, but not regarding the product per se (within the framework of content marketing).

The blog allows creating a deep network of internal and external links. Initially, the content can be derived from the informational content shared by Scientia Naturae on its Instagram profile. The keyword intent is to be informational. It has to provide consumers more information about products and services the brand offers.

So the contents and the images need to be updated and adapted to the image of the brand and, moreover, it needs to create new links and fix those which are broken.

Suggestion 1/E: Scientia Naturae should opt for Email Marketing.

In its website the brand should offer the possibility to subscribe to a newsletter and, in exchange, offer a welcome discount to use in the first online purchase. In this way it is possible to verify the

effectiveness of the discount and through the newsletter it is possible to promote the blog posts by forwarding them to subscribers, highlighting seasonal discounts, new launches, or new openings.

4.1 Brand awareness

A good way to reinforce brand awareness is to focus on the product's design in order to make it coherent with the values of the brand and the needs of the buyer personas.

Still from the survey it has emerged that customers are willing to buy sustainable products. Cecilia's Home is already sustainable, because it uses soy wax and its packaging is made of aluminium and cement, but the problem that arises from that is related to high costs of production that could be easily overcome through an increase in volumes. In order to do so the brand could put in action a focused advertising campaign to increase its audience.

To make the products different from its competitors, a strategy that could be used by Cecilia's home is to offer personalised scented candles, an option that brands like Yankee Candle do not offer yet.

The general idea is that in the physical shop customers can find a range of standard candles with all the different types of scents, while in the website it is given the possibility to personalise the candle according to customers' taste in design, fragrance, size range and occasion of use. An example of a brand that pursued this kind of strategy is Shampora, that offers shampoos and conditioners that are made in accordance with the specific hair needs of clients and their preferences in terms of fragrances and it also allows to put the name on the packaging to make it even more unique.

The brand Cecilia's Home should offer a *size range* of candles: small, medium, and large in order to meet all the different needs and preferences of customers.

Then clients should be able to choose the combination of *perfumes* they prefer among, for example, citrus, floral, woody, leather and gourmand.

Another opportunity that the brand could offer to its client is the *customization of the candles' packaging*:

- The brand could propose different *sets of colours* and different designs in order to meet the tastes of different customers, but always remaining coherent with the values that the brand wants to pursue (simplicity and minimalism, beauty, niche and sustainability); in order to do so it should update its website through the upload of picture of candles with all the colours and patterns available to allow clients to visualise the final product.
- The brand could give the possibility to customers to *decide the name* to write on the label of the candle in order to make it more personal, special and unique.
- In the label it is fundamental for the name of the brand to be *legible* thus allowing easy recognition. Through the research it became clear how important is the logo to pop up, for this reason Cecilia's Home needs to enlarge its name on its products in order to allow customers to identify it.

Image 4. Example of new label

The new label proposed, where it is reported the name of the brand "Cecilia's Home" and not "Cecilia Candela" anymore, might increase the product recognition and the brand awareness, because consumers are able to easily visualise the firm and moreover it offers the occasion to the company to exploit the chance of free advertising and word of mouth when friends or others see the candle in the owner's house. To further develop the ideas of artisanal and handmade candles, Cecilia's Home label will also need to include a "by who and to whom" reference in case the candle is bought for a gift. This will reflect the high level of personalisation offered and create a greater level of intimacy between customer and brand.
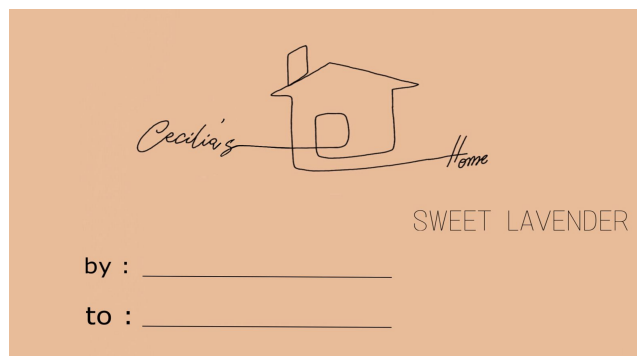

Image 5. Example of a personalised label

These ideas are in line with the products already proposed by the brand "Cecilia's Home", the aim is just adding value to these products through a deep customization, which is important for customers, and which allows them to be different from the other competitors, who propose a more standardised set of products.

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5. Sustainable packaging

Nowadays, in the scented candles market, as it happens in most industries, customers are more and more considering sustainability as one of the main concerns in making purchasing decisions.

To address challenge number 2 – Sustainable packaging – proposed by Scientia Naturae, we consider the current situation:

- Cecilia's Home has a distinctive style – Nordic, minimal, and essential.
- The existing clientele gravitates toward the scented candles, making it the bestselling product of the line.
- The scented candles are in different sizes. The small ones are in aluminium containers – referred to as tin candles – while the bigger ones are in decorated concrete containers.

The challenge requires us to deliver a solution that considers new ways for packaging the product in a sustainable way. However, we consider an extended definition of sustainable, meaning environmentally friendly on one hand but delivering sustainable margin through time.

Given the previous considerations, we believe the following: Cecilia's Home should firstly focus its efforts on the scented candles product line. Once awareness has been generated around the brand, attention can be put on the rest of the offering. A combined investment, in repackaging the whole line, would be inefficient if there is close to zero consideration around them. Instead, a methodical approach could lead to great results.

5.1 The solution

The containers currently used by Cecilia's Home are either made of aluminium or of concrete. Aluminium is lightweight and can be recycled multiple times without losing its properties. It is in fact one of the most recycled materials on earth (International Alluminium Institute). Concrete on the other hand is sturdy and allows for multilple uses.

We believe these containers are effective in their own way guaranteeing future recycling and the possibility of re-use. Other materials deemed more sustainable, such as paper, don't lend themselves to wax pouring. Glass instead, does not introduce any innovation nor visually distinctive factors.

Suggestion 1. Cecilia's Home should not change the containers of its candles.

Cecilia's Home concrete container is an innovative solution in the space but represents a main source of costs. In a traditional business model, returning customers buy the candles, including the container but, as seen above, this lends itself to further re-use. Therefore, a sustainable and cost efficient solution would be to sell the candle (without the container) to returning customers.

Suggestion 2. Cecilia's Home should introduce a refill service in the form of a Candle Subscription Box

Cecilia's Home will create a new subscription service, providing clients the possibility to try their scents while reducing their environmental impact, all from the the convenience of their homes.

When customers land on Scientia Naturae's dedicated page or Cecilia's Home's website, a product recommendation quiz will guide them through requesting their subscription. Customers interested in the purchase of the substitute wax for their new candle, will select the option that they prefer from the company's website. The box, made of recycled cardbox, will provide the first candle with the cement container. The service will then allow customers to receive each month the pillar wax, with the same or a new scent, and accessories for maintenance. Moreover, to satisfy different needs Cecilia's Home can offer different subscription options, as shown in the next section.

The box, designed as readily shippable will rely on the existing shipping process of Scientia Naturae. The possibility to leverage the same system that the company already adopts simplifies the shift towards the new strategy and promotes cost-effectiveness. In the long run, if the company wants to improve the model, becoming even more sustainable, it could consider the option of introducing carbon neutral shipping, a model that has already been adopted by many big firms in several industries. The Wall Street Journal found that 62% of consumers feel very strongly about tackling air pollution. Another 64% listed recycling and reusing as some of their top priorities. A candle subscription box would avoid single store runs and unused containers while providing convenience and cost reductions.

New business model: Candle Subscription Box

THE SUBSCRIPTIONS

Tier 1
A base subscription offering one pillar candle per month. To enrich the offering the box will include a gift of long matches.

Price: €20-22

Tier 2
A mid-tier subscription offering the same benefits of the base tier plus a tin candle.

Price: €26-28

Tier 3
A premium subscription offering two pillar candles.

Price: €35-40

Given Cecilia's current costs, this solution would allow to maintain the **cement container**, distinctive in design, while creating a **sustainable revenue stream** for the company in a new business model.
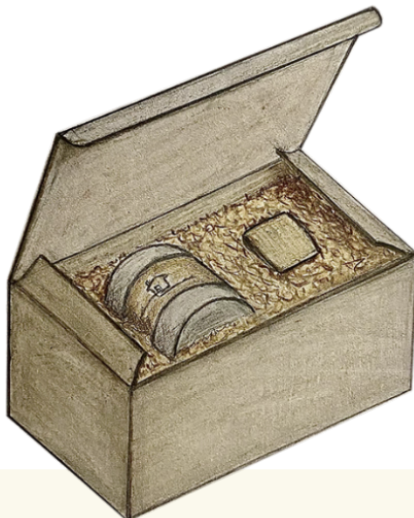
THE BOX
A recycled cardboard box, with a dedicated housing for the candle and accessories.
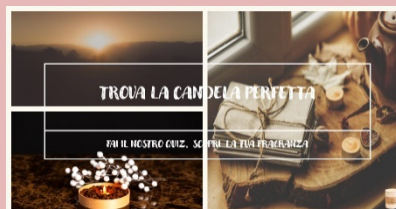*Plastic free*
Shredded paper
Cecilia's Branding

SUBSCRIPTION UI
A questionnaire will guide customers. Cecilia's Home will then:
– Understand preferences
– Suggest new scents
– Personalise scents
– Gather customer data

PROPOSAL OVERVIEW

Cost-effectiveness
The possibility to reuse the same container can save consumers' money in the long run. Similarly, the company will get increased **customer lifetime value** through a subscription model.

Sustainability
Waste reduction by reusing the same container combined with using sustainable and **eco-friendly ingredients** (soy in Cecilia's Home case). The packaging materials improve the position of the company in terms of environmental impact.

Convenience
Especially for customers that fall in love with a specific candle container, the possibility to refill it every time just purchasing a new wax is extremely valuable.

Customizability
Exploiting the option of refillable candles allows customers to enjoy a more **personalized candle experience** since they can change the scent every time at a lower cost.

Marketability
The research conducted highlights the characteristics of **three types of customers**. The subscription model aligns with their search for novel, sustainable products. The targets have a **high disposable income** making the choice economically feasible. The research highlights **Lombardy** as a key target region due to high disposable income and higher than average **interest** in scented candles.

6. Physical expansion

Currently, Cecilia's Home distribution mainly takes place through Scientia Naturae's store and its own e-commerce platform. However, to solidify the presence and increase visibility in the market, there's an opportunity to expand the distribution of Cecilia's Home candles to other retail store. This strategy would allow reaching a larger audience of consumers and promoting brand awareness in new contexts.

The idea is to position Cecilia's Home candles on the shelves of medium-high-end boutiques, in avant-garde parapharmacies' displays, concept stores, independent perfumeries or even wellness centres. This extension of distribution will offer a unique sensory experience consistent with the brand's identity.

Expanding distribution also presents opportunities for strategic partnerships, enabling the creation of synergies that benefit all involved parties.

The selection of retail stores for Cecilia's Home candle distribution expansion must be guided by targeted criteria that closely align with the brand's proposition and the characteristics of the target audience.

The identified stores serve as examples of overlapping with Cecilia's Home target audience, as they share similar values and offer complementary experiences. Focusing on retail outlets in Padova, where Scientia Naturae's store is currently located, aims to consolidate brand awareness in its home territory.

Furthermore, the selection includes names of stores in Northern Italy, particularly in Veneto, offering the possibility of gradual expansion for Cecilia's Home These selected retail points were chosen based on their alignment with Cecilia's Home product concept and in addition to their coherence with the target audience.

It's noteworthy that some of these retail stores currently sell competitors' candle products. This choice not only highlights the compatibility of our products with the selected store contexts but also represents a strategic opportunity to position Cecilia's Home candles in environments already appreciated by consumers of similar products.

In summary, the selection of retail outlets was based on alignment with Cecilia's Home proposition, overlapping target audience, and the prospect of gradual growth, while paying particular attention to the territory where the brand is already established.

O49 Lab	https://www.facebook.com/049Lab/?locale=it_IT
Friendly shop	https://www.friendlyshop.it/?s=candele+&post_type=product&dgwt_wcas=1-
Profumeria Beghin	https://profumeriabeghin.com/?s=candele+&post_type=product&type_aws=true
Mon petit parfum	https://www.monpetitepassion.com/categoria-prodotto/casa
Impronte	https://www.facebook.com/ImpronteStorieArtigiane/
Erboristeria artiglio del diavolo	https://www.artigliodeldiavolo.it-/
Naturalmente erboristeria	https://www.erboristerianaturalmente.net/
Nuvole di carta	http://www.nuvoledicartapadova.it/candele.html
Prelibate tentazioni	- https://prelibatetentazioni.it/wp-pt/#main

Table 1. Padova prospects

Vicenza - fioreria linea V	https://www.facebook.com/fioreriaavicenza/
Treviso - Cereria Torri	https://www.cereriatorri.it/
Treviso - Minù Treviso	https://www.instagram.com/minu_treviso/
Treviso – Campana Treviso	https://campanatreviso.com/casa/
Verona - Naturaleza	https://naturalezabiocosmesi.com/
Milano - Bugie di cera	https://bugiedicera.com/

Table 2. Northern Italy prospects

Sitography

https://hivetohomecandleco.com/en-ca/blogs/candle-blog/the-rise-of-refillable-candles-how-candle-refills-are-changing-the-candle-market

https://route.com/blog/carbon-neutral-shipping#:~:text=Carbon%20neutral%20shipping%20is%20typically,climate%20change%20on%20our%20planet