



project

ADVANCED MARKETING

for



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Challenges

BRANDING

SUSTAINABLE
PACKAGING

Website and social media
improvements



Product design
and personalization



Physical expansion



New subscription-
based refill service



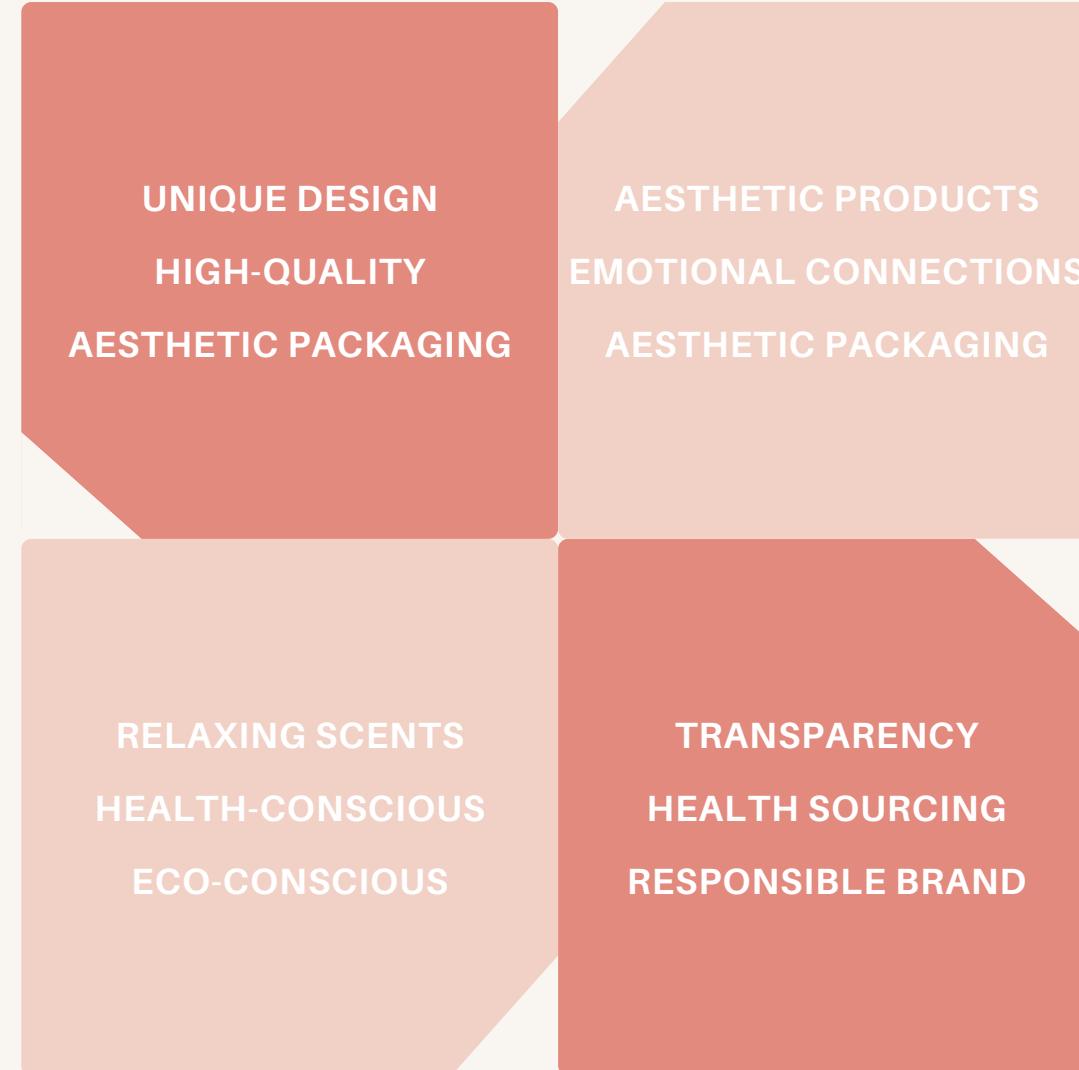
Segmentation

HOME DECOR ENTHUSIASTS

This segment consists of customers who prioritise creating visually appealing and inviting home environments. They are interested in candles and home fragrances that complement their home-decor and add a touch of personal style.

WELLNESS AND RELAXATION SEEKERS

Customers in this segment prioritise creating a serene and calming atmosphere in their homes. They seek products that favour connection and recovery.



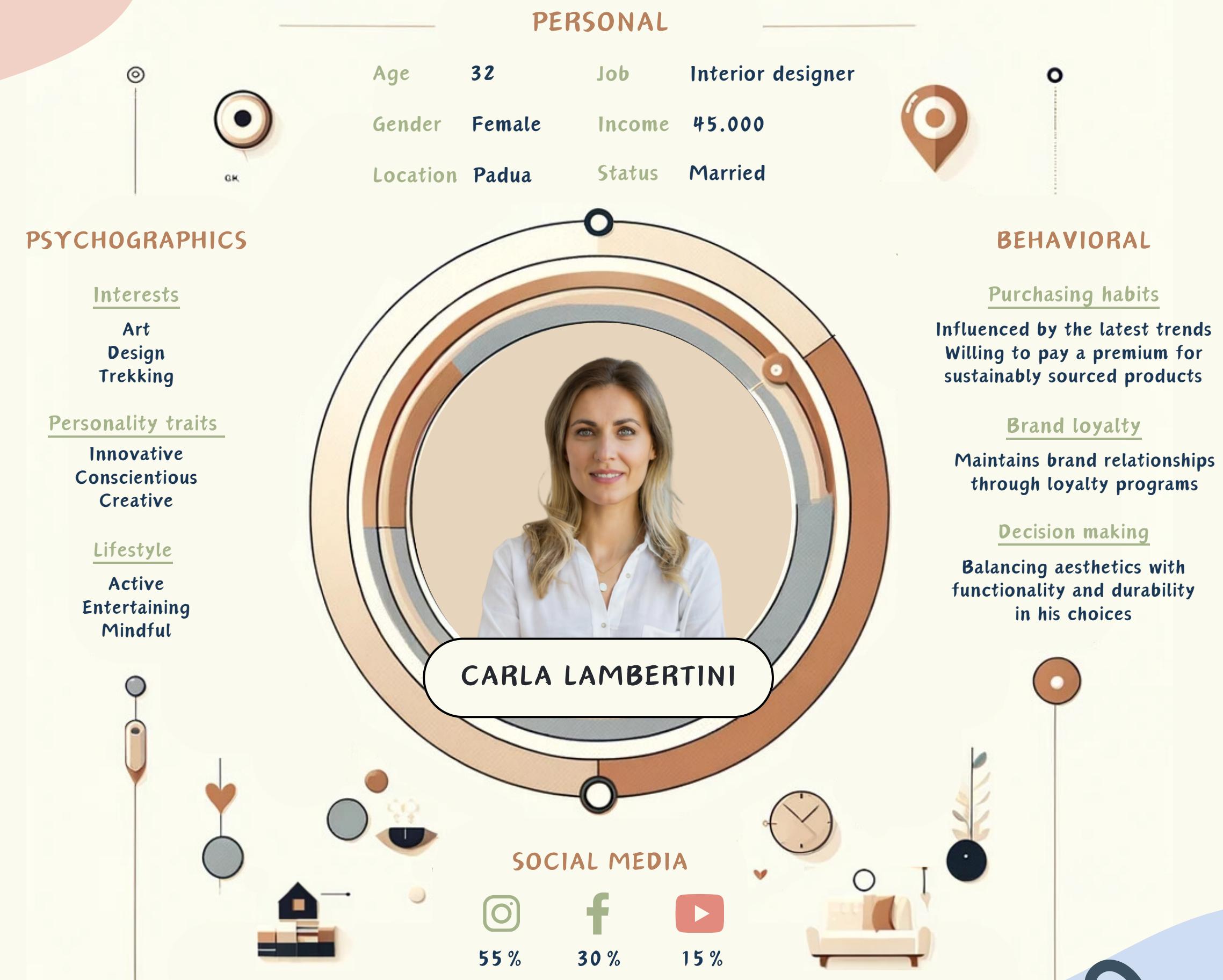
GIFT BUYERS

This segment comprises customers who purchase candles and home fragrances as gifts for various occasions, such as birthdays, holidays, or housewarmings.

ECO-CONSCIOUS

Prioritize sustainability and eco-friendliness. They seek candles and home fragrances made from natural and organic materials, with eco-friendly practices, and packaged in recyclable or biodegradable materials.

Sustainable fans



Source: Datareportal (2023), McKinsey (2023), Euromonitor (2023), ICF (2022), Yahoo Finance (2023)

Contemporary minimalists



Source: Investopedia (2023), LinkedIn(2023)

Artistic innovators



Age 24 Job Junior Architect
Gender Female Income 28.000
Location Padua Status Single

BEHAVIORAL

Purchasing habits

Strong tendency to search for start-ups with unique ideas

Brand loyalty

Often switching between brands to keep up with the latest trends

Decision making

Mainly based on the design and uniqueness of the products she buys.

PSYCHOGRAPHICS

Interests

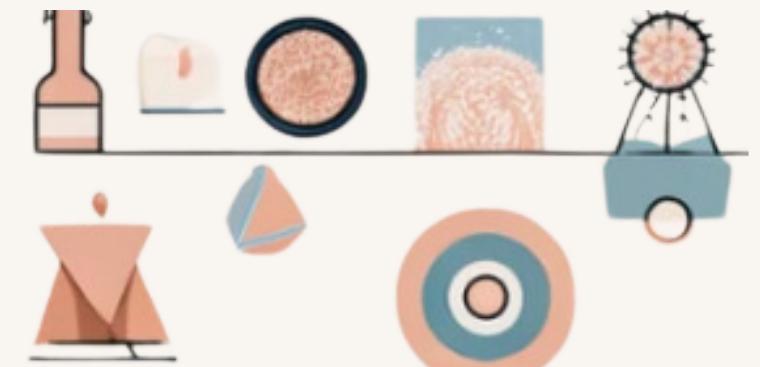
Painting
History
Yoga

Personality traits

Innovative
Artistic
Creative

Lifestyle

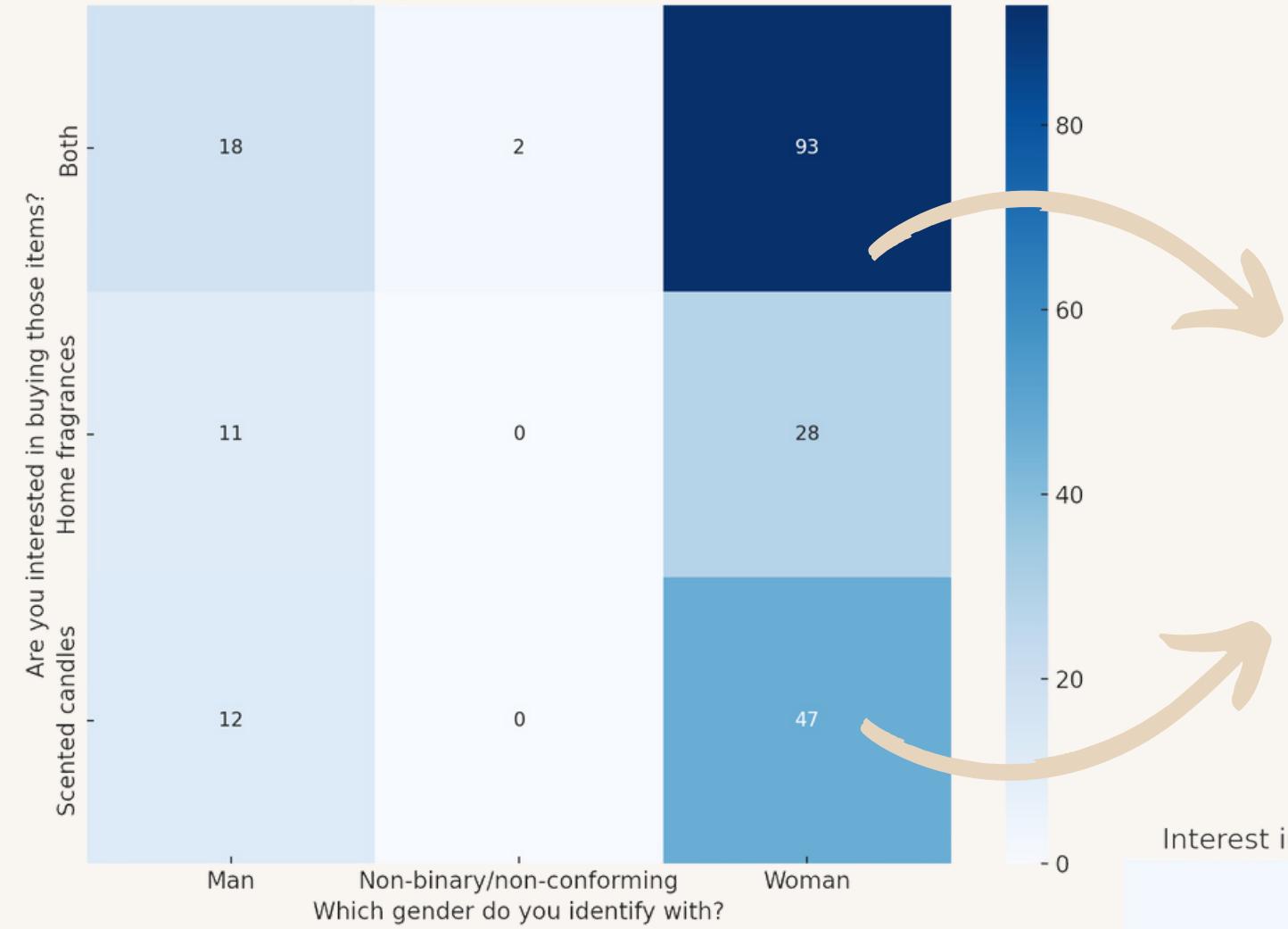
Insightful
Engaging
Mindful



SOCIAL MEDIA

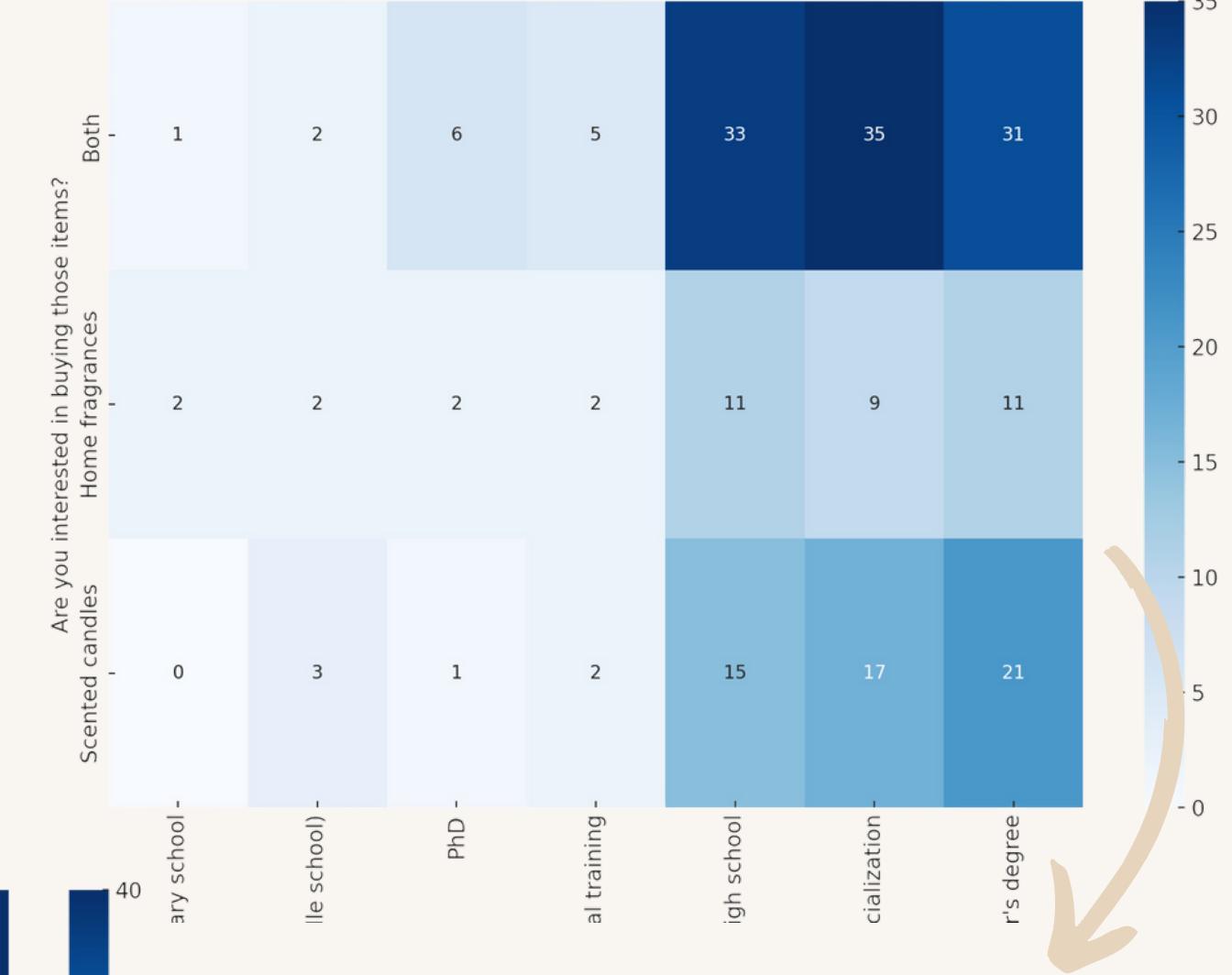


Interest in Buying Items vs. Gender Identification



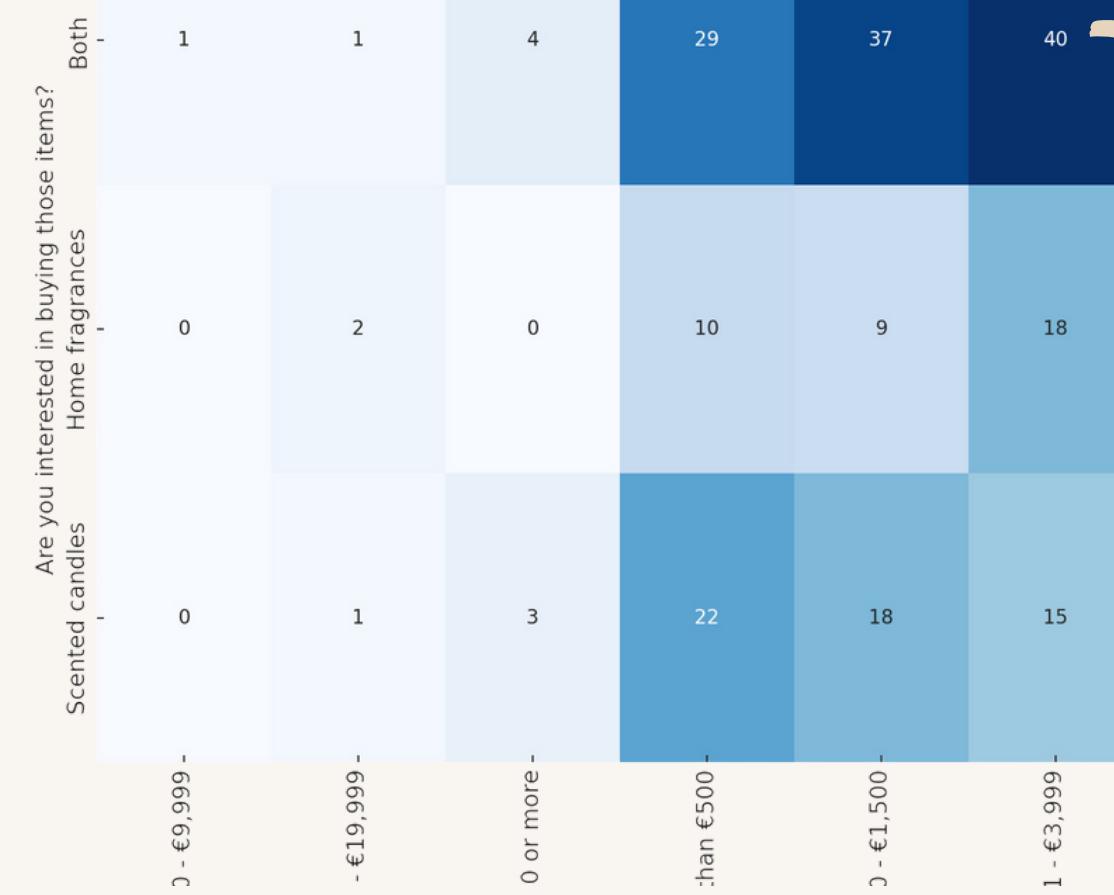
MOSTLY FEMALE BUYERS

Interest in Buying Items vs. Educational Level (Ordered)



DIPLOMA+

Interest in Buying Items vs. Monthly Income Range (Ordered)



INCOME OVER €1,500



Problems

1
Inefficient Website*



2
Difficulty in finding
the products in the
website (**Low
visibility**)



3
Availability
in other shops



4
**Lack of brand
awareness**



*From an analysis through Semrush and Ubersuggest.
Qualitative comparative assessment with competitors.
Semrush **Authority score** 5/100.

Solution: Website

- 1 Improve speed of the **landing page**
- 2 Optimize website for **mobile** device
- 3 Upload high **quality** images
- 4 Introduction of a **blog** to have a higher level of traffic
- 5 Create an **identifiable** and easy to find **page** for Cecilia's Home
- 6 **Keyword placement**, internal and external links for overall SEO improvement

SEO: relevant keywords such as *candela di soia* or *candela profumata*, will be integrated in product pages and blogposts. Blogposts will include informational keywords such as *come*, *perchè* related to benefits and makings of candles and other products.

Solution: Brand





Solution: 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**.

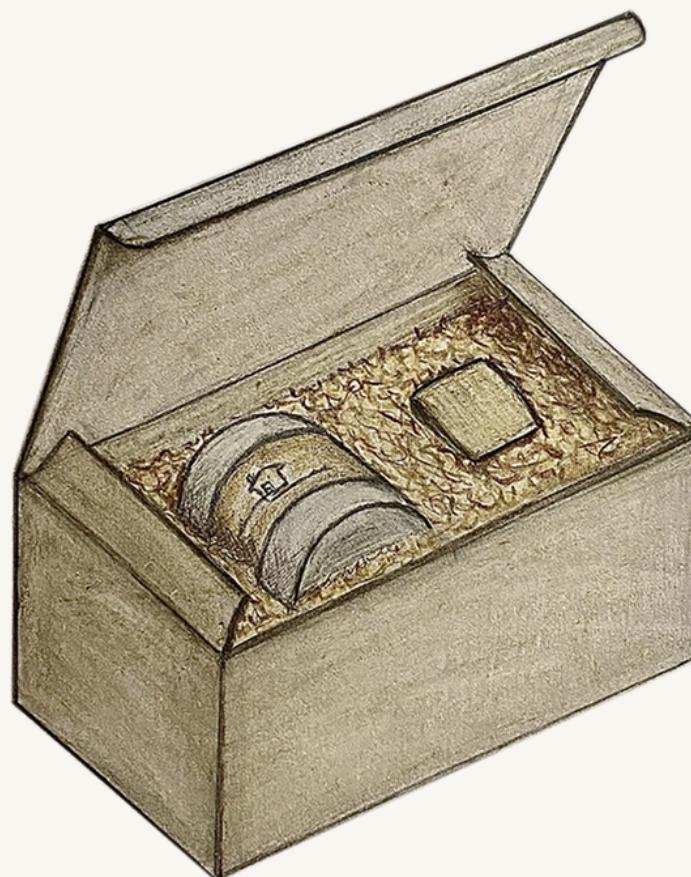
Price: **€ 26-28**

TIER 3

A premium subscription offering **two pillar candles**.

Price: **€ 35-40**

THE BOX



A recycled cardboard box, with a dedicated housing for the candle and accessories.

Plastic free
Shredded paper
Cecilia's Branding



pt 1

THE UI



SELEZIONA LE TUE PREFERENZE
Ogni mese cureremo la tua fragranza in base al tuo gusto e alla stagionalità

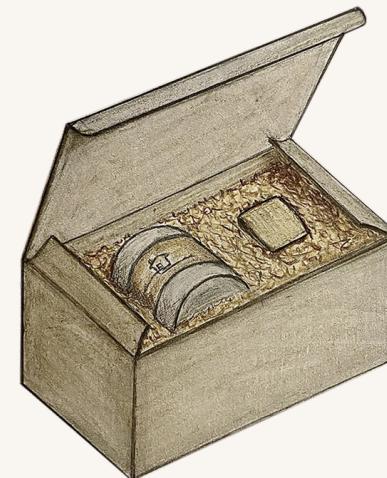
floreale legnoso
 agrumato dolce e speziato

QUANTO SPESO USI LA TUA CANDELA?

 raramente spesso quasi sempre 24/7

CUSTOMERS WILL BE GUIDED THROUGH AN ONLINE QUIZ. CECILIA'S HOME WILL THEN:

- UNDERSTAND PREFERENCES
- PERSONALIZE SCENTS
- GATHER CUSTOMER DATA
- SUGGEST NEW SCENTS



Source: Forbes(2022)

pt 2

PROPOSAL OVERVIEW

CONVENIENCE



COST-EFFECTIVENESS



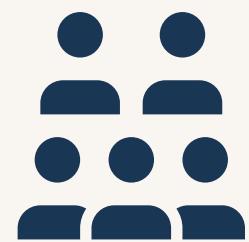
CUSTOMIZABILITY



SUSTAINABILITY



THE BUYER PERSONAS SUGGEST A HIGH MARKETABILITY



- Search for novel, sustainable products
- High disposable income
- Lombardy as a key target region

MAINTAIN THE CEMENT CONTAINER

CREATE A SUSTAINABLE REVENUE STREAM



*GLOBAL ECOMMERCE SUBSCRIPTION CAGR (2021-2026) TO \$900B

Source: Statista (2023), IMARC Group (2023), WSJ (2021),
Forbes (2022)

pt 3

Solution: Physical expansion

Distribution Strategy:

Current Channels: Scientia Naturea's store & E-commerce platform

Expansion Plan: Medium-high-end boutiques, parapharmacies, concept stores, perfumeries, wellness centers



Rationale:

- Visibility and market presence
- Brand awareness in new contexts
- Strategic partnerships and synergies
- Reaching competitor's consumers



Target Retail Criteria:

- Brand alignment and similar values
- Complementary Experiences
- Audience overlap
- Territory Focus (Padova, Veneto, Northern Italy)





Thank you for
the attention!

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Appendix

POTENTIAL PARTNERS

049 LAB
concept store - hip



IMPRONTE
artisanal - earthy

