

PROMOTIONAL PACKAGING

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INTRODUCTION

BRAND: Yankee Candle

WHY?

- Candles are a \$3 billion industry in the U.S.
- Yankee Candle is the top-selling candle brand in the U.S.



INTRODUCTION

With its color-coded shelves and plethora of aromas, Yankee Candle has captured the hearts of Baby Boomer and Gen X women since the 1970s.



INTRODUCTION

Established in the early 1970s by New England teenager Mike Kittredge, Yankee Candle has now been cemented as the first big-name candle brand in the U.S.



© Kringle Candle Company

INTRODUCTION

Yankee Candle created one of the first scented candle lines, officially cementing themselves as an industry leader.

Today, Yankee Candle products in over 600 fragrances are sold in over 50 countries.



INTRODUCTION



Photos from Yankee Candle's flagship store that show their size and scope around the world

YANKEE CANDLE BY THE NUMBERS



600+
fragrance
options



Sold in
50+
countries

WHERE YANKEE CANDLE FALLS SHORT

Although Yankee Candle has added new lines in recent years to stay on trend, the majority of its customers still belong to an aging population



WHERE YANKEE CANDLE FALLS SHORT

Today, many younger consumers perceive Yankee Candle as dated and dull.



A big contributor to this is that Yankee Candle has rarely changed its branding and packaging.

SO, WHAT NEEDS TO CHANGE?

A new trend in the candle industry is sustainable packaging in the form of containers that can be used for other purposes

Example: LAFCO Candles



OBJECTIVE

Increase sales among Millennial and Gen Z audiences by launching a sustainable candle line with discreet branding



THE DESIGN

Collaborate with artists around the world to design a limited edition line of candle containers that function as dishware after the candles are fully burned and cleaned



THE DESIGN

With each candle, include a recipe for a meal/drink that can be prepared and/or consumed inside the empty container

SAMPLE RECIPE CARD



(Card fits over candle wick and comes in the form of a multi-page packet for reading accessibility)

THE DESIGN

Each container will have three different recipe options for customers to choose from

Fragrances will compliment the ingredients in the recipes



WILL IT WORK?

In recent years, Yankee Candle has launched several new product lines that led to increased sales.



WILL IT WORK?

In 2021, they launched their modern Studio Collection with clean lines and distinct branding to align with minimalist design trends.



WILL IT WORK?

In 2022, they launched their first-ever Pride Collection, which raised funds for [Rainbow Railroad](#)

Since its launch, they have donated over \$250,000 of their Pride Month sales



WILL IT WORK?

These new lines show that Yankee Candle is willing to change and update its strategy to capture new markets and live up to its slogan of “America’s best-loved candle”



HOW THE DESIGN ACHIEVES OBJECTIVES

- Unique designs will cut through the clutter of the candle industry
- It is highly uncommon for candle companies to include any extra “perks” with the purchase of the candle
- Customers (especially collectors) LOVE limited edition product lines

ADVERTISING/PROMOTION

Mobilize Yankee
Candle's social
media channels
before and after
product launch



YANKEE CANDLE'S SOCIAL STATS



1.9M Likes



82.1K
Followers



5.34K
Subscribers



369K
Followers



92.1K
Followers

BEFORE PRODUCT LAUNCH

Launch a social media contest encouraging people to submit their favorite recipes for consideration in the new line

- Winners will receive \$1,000 and their recipe's story published on the Yankee Candle site

AFTER PRODUCT LAUNCH

Encourage customers to share their new Yankee Candles and/or prepared recipes on social media with the hashtag #ShowUsYourYankee

- Yankee Candle will share tagged posts on their social media profiles and publish posts that demonstrate other uses for empty candle containers

CONCLUSION

- Sustainability is a huge trend among young adult consumers
- If Yankee Candle creates sustainable packaging and launches an extensive social media campaign to promote it, they will increase sales with younger generations





THANK
YOU!