

Coach's perfume launch reaches a sweet-smelling 2.3m people with a dynamic influencer campaign

Situation

Need to engage younger audiences and create a buzz for its new perfume

Coach Dreams Sunset, the latest perfume from the fashion house, was made for today's teens and twenty-somethings. With delightful notes of fresh pear sorbet, jasmine, and creamy vanilla, this youthful perfume evokes free-spirited adventures with friends — cue the sunset on the horizon — and the magic of possibility. Coach in partnership with Interparfums Luxury Brands Inc. developed, manufactured and distributed its new fragrance.

Coach's goal was to create a buzz for its new perfume and ultimately reach a target audience of female-identifying consumers between ages 18-34 across the United States. Coach needed help with sourcing many influencers across tiers and urban locations — in hopes of creating user-generated content to post on its social channels. This way, Coach could bring its perfume to life through the eyes of the youth.



About Coach

Coach is a leading design house of modern luxury accessories and lifestyle collections, with a

long-standing reputation built on quality craftsmanship.



About Interparfums Luxury Brands, Inc.

Founded in 1982, Interparfums Luxury Brands develops, manufactures, and

distributes prestigious perfumes and cosmetics.



Solution

**Getting perfume
directly into
influencers' hands
to inspire rosy
content**

Studio by impact.com — a managed services team — strategically built a bridge between Coach and its desired audience by introducing the new fragrance to fun-loving college students and recent graduates. It achieved this with a hybrid compensation approach, including a paid and seeding program.

The impact.com team received 428 influencer applications from seven target locations — including New York, Los Angeles, Chicago, Miami, Washington D.C., Dallas, and Houston. The team narrowed the final cast down to 16 paid influencers (macro, mid, and micro-tiers) and 40 micro and nano-influencers (seeds) to share their review of the fragrance and create user-generated content (UGC) that Coach could repost on its social channels. To achieve this goal, the influencers were encouraged to go on an adventure with their best friends and document the day with Coach Dreams Sunset on social media.

Influencers and creators were engaged in two phases. The first pulse of content went live pre-launch to generate buzz, followed by a post-launch push to align with the back-to-school season. For the former, Studio positioned Coach Dreams Sunset as the ideal summer scent for road trips, beach days, and every day in between. For the latter, the messaging focused on how back-to-school shopping wasn't complete without a bottle of Coach Dreams Sunset.

The team created an influencer brief with inspirational ideas around day trips and making memories with friends. It also included thought-starters for content ideas, fragrance notes, and packaging details.

2.3m+

people reached

4.5%

engagement rate for
seeds

211

pieces of influencer-
generated content

Outcome

Highly targeted
seeding reaches
key audience

Through this three-month engagement, impact.com was able to:

- Partner with a diverse pool of 56 influencers across many U.S. cities
- Facilitate the creation of 211 pieces of user-generated content (UGC), including in-feed Instagram posts, Stories, and Reels
- Reach a 4.5% average engagement rate across all content for seeds
- Reach a 3.7% engagement rate with content from paid influencers
- Gain a total reach of more than 2.3m with paid and seeding influencer content

For Coach's program, 83% of seeds posted content — compared to the 65% benchmark for similar seeding programs that Studio runs with the same budget and number of seeds.

Coach's target audience also included female-identifying consumers between ages 18-34, within urban locations, who are primarily English-speaking — with Spanish-speaking as a secondary audience goal.

Thanks to impact.com's efforts:

- 80% of the audience included consumers between the ages 18-34
- 7% of the audience spoke Spanish
- The vast majority of the audience resided in urban cities, with more than 5% in New York City, 4.5% in Los Angeles, and 2% in Houston specifically

Want to maximize your influencer program like Coach did? | Request a [demo](#).