Coach's perfume launch scores a sweet-smelling 4.5% engagement with Studio's strategic seeding

**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 from different social backgrounds — 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.

**Interparfums Luxury Brands, Inc.**

Founded in 1982, Interparfums Luxury Brands, Inc. develops, manufactures, and distributes prestigious perfumes and cosmetics.
Studio, the managed services team for influencer and creator programs at impact.com, 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 seeding program — directly sending the perfume to a handful of influencers in hopes of receiving positive feedback online and creating user-generated content to be repurposed on Coach’s social channels. To achieve this goal, the target audience was encouraged to go on an adventure with their best friends and document the day with Coach Dreams Sunset on social media.

Studio also engaged nano and micro-influencers 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 and supplied an influencer brief with inspirational ideas around day trips and making memories with friends. It also included thought-starters for content ideas, along with the fragrance notes and packaging details.
In addition to off-platform recruiting, the Studio 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 40 influencers who embodied the modern, playful fragrance and created stunning content that could be reposted on Coach’s social channels.
Through this three-month engagement, the Studio team was able to:

- Partner with a diverse pool of 40 influencers across many U.S. cities
- Facilitate the creation of 117 images and videos to be used as user-generated content (UGC), including 24 in-feed posts, 29 Stories, and four Reels
- Reach a 4.5% average engagement rate across all 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 Studio’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