

# Bath & Body Works

# A Little About Us

# Our Roots

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Founded in 1990 in New Albany Ohio. It has expanded across the US with stores in Canada as well as Chile and Peru. It was the largest bath shop in the US in 1997. The company's first store opened in Cambridge, Mass in September of 1990.

# Our Vision

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Bringing fragrant “indulgences” into your home. We aim to improve the consumers emotional and physical well-being by using botanical and natural ingredients.

# WINTER'S WONDERLAND

DISCOVER THE MAGIC OF THE SEASON FOR BODY, HAND & HOME

SHOP ▶



**TODAY ONLY!**  
IN STORES & ONLINE!

ALL  
AROMATHERAPY  
BODY CARE

**\$4.95**

SHOP

SAVE 55¢ - \$11.55  
Limit 15



TRY IT TO BELIEVE IT  
**AROMATHERAPY  
ESSENTIAL  
OILS**  
ENHANCE YOUR WELLBEING

# FREE 3-WICK CANDLE

WITH ANY 3-WICK CANDLE PURCHASE

\$22.50 VALUE  
Details inside



# Baby, it's Cold Outside

This season, stay warm & cozy with the Perfect 3-Wick Candle!

# \$5 3-WICK CANDLE

SHOP ▶



FIND A STORE ▶  
Show on phone or print email & present at register  
In Stores: 5193

IN STORES & ONLINE  
**BIG WEEKEND EVENT!**  
STOCK UP ON GIFTS

ENDS TODAY!

ALL 3-WICK CANDLES  
**\$12.50**

SHOP

## BUY 2, GET 2 FREE

ALL CANDLES

Lowest-priced items are free  
Save \$29-49

SHOP

THIS ALMOST NEVER HAPPENS.

130+ options!



# Our People

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Ages 25 and under, a college education, and an income of \$40-\$60K a year are most likely to purchase. Items are usually purchased in bulk, from 11-20 items at a time.

# Yankee Candle

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Main focus is candle products. Usually geared towards an older demographic, ages 45-54 earning over \$60K a year. Similarly bought in bulk, usually more than 11 items at a time.



# Mainstays

Primarily sold at Walmart at a much cheaper price point and easily accessible. Similar demographic to Yankee Candle in age, but lower in yearly income looking for a candle at a lower price point.

**A New Look**

# Mantras

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Mood

Self-care

Seasonal

Variety

Calming

Personality

Peaceful

Aroma

Experience

Ambiance



# Spooky Season

We already love holidays, why not spread the love to halloween? The holiday is becoming more and more popular, playing off fun aspects of the spooky season without becoming too scary or gory will create buzz and get more people into the holiday spirit.

# Guys & Ghouls

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Young adults ages 20-25 looking to spice up their first apartment or home. To connect with them we use "glamour shots" of the candle to make them look luxurious and colorful, while overlaying a Snap-chat like filter to add youthfulness and fun.

# What We Brewed Up

LITTY KITTY



Bath & Body Works®

SPOOKY  
SEASON

We're celebrating with  
limited edition Haunted  
Aroma Therapy Candles

## AT WHISKERS

...ck shmad luck, keep good luck  
...r with this mix of black pepper,  
...s and rosemary. By keeping  
...n and muscle soreness down,  
...u purring in relief.



10/6-10/12 and purchase  
...erapy Candle and get  
...wick candle for 75% off



WITCHIN'



Bath & Body Works®

SPOOKY  
SEASON

*We're celebrating with  
limited edition Haunted  
Aroma Therapy Candles*

## WITCHES BREW

After a long day of casting spells and making potions, let this concoction of lavender, chamomile and bergamot fill the air. Proven to reduce anxiety and improve sleep quality, you'll be able to rest up for more hocus pocus.



**Come back between 10/6-10/12 and purchase  
a Haunted Aroma Therapy Candle and get  
another 3-wick candle for 75% off**

LITTY KITTY



Bath & Body Works®

**SPOOKY SEASON** *We're celebrating with limited edition Haunted Aroma Therapy Candles*

## CAT WHISKERS

Bad luck shmad luck, keep good luck in the air with this mix of black pepper, eucalyptus and rosemary. By keeping inflammation and muscle soreness down, it'll have you purring in relief.



**Come back between 10/6-10/12 and purchase a Haunted Aroma Therapy Candle and get another 3-wick candle for 75% off**

# OOGIE BOOGIE



Bath & Body Works®

SPOOKY SEASON

We're celebrating with limited edition Haunted Aroma Therapy Candles

## EYE OF NEWT

An invigorating boost of energy oozes from this blend of peppermint, basil and grapefruit. Shown to help with burnout and mental fatigue, you'll get an extra boost to slide you through the day.



Come back between 10/6-10/12 and purchase a Haunted Aroma Therapy Candle and get another 3-wick candle for 75% off







SQUAD  
GOURDS



Bath&BodyWorks

OUTFRONT


WITCHIN'



Bath&BodyWorks

OUTFRONT

BAD  
LUCK  
WHO?



Bath&BodyWorks

OUTFRONT

RED LINE ↑ EXIT

Cleveland Cir	4 min	9:08
Health St	7 min	

OUR TICKET

THE BLUE PLANET



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Bath & Body Works  
@bathandbodyworks

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- Sara Helwe likes This

Posts

**Bath & Body Works** 18 hrs

Spooky season is here, Come in between 10/6-10/12 and buy one 3-wick Haunted Aroma Therapy Candle, get another 75% off.



WITCHES BREW

Like Comment Share

82

Write a comment..

**About** See All

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**People** >

107k likes

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  - Designers  Liked

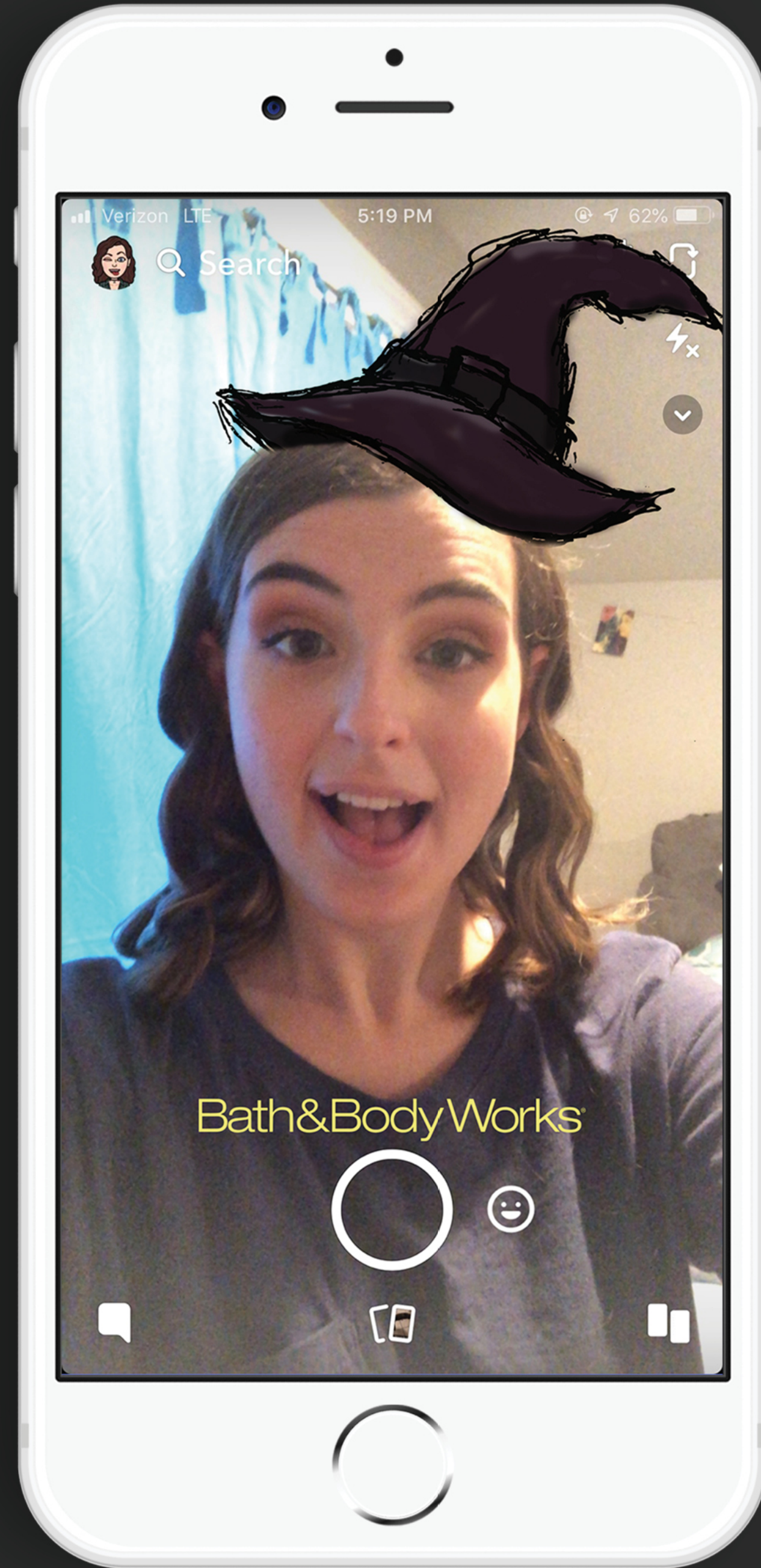
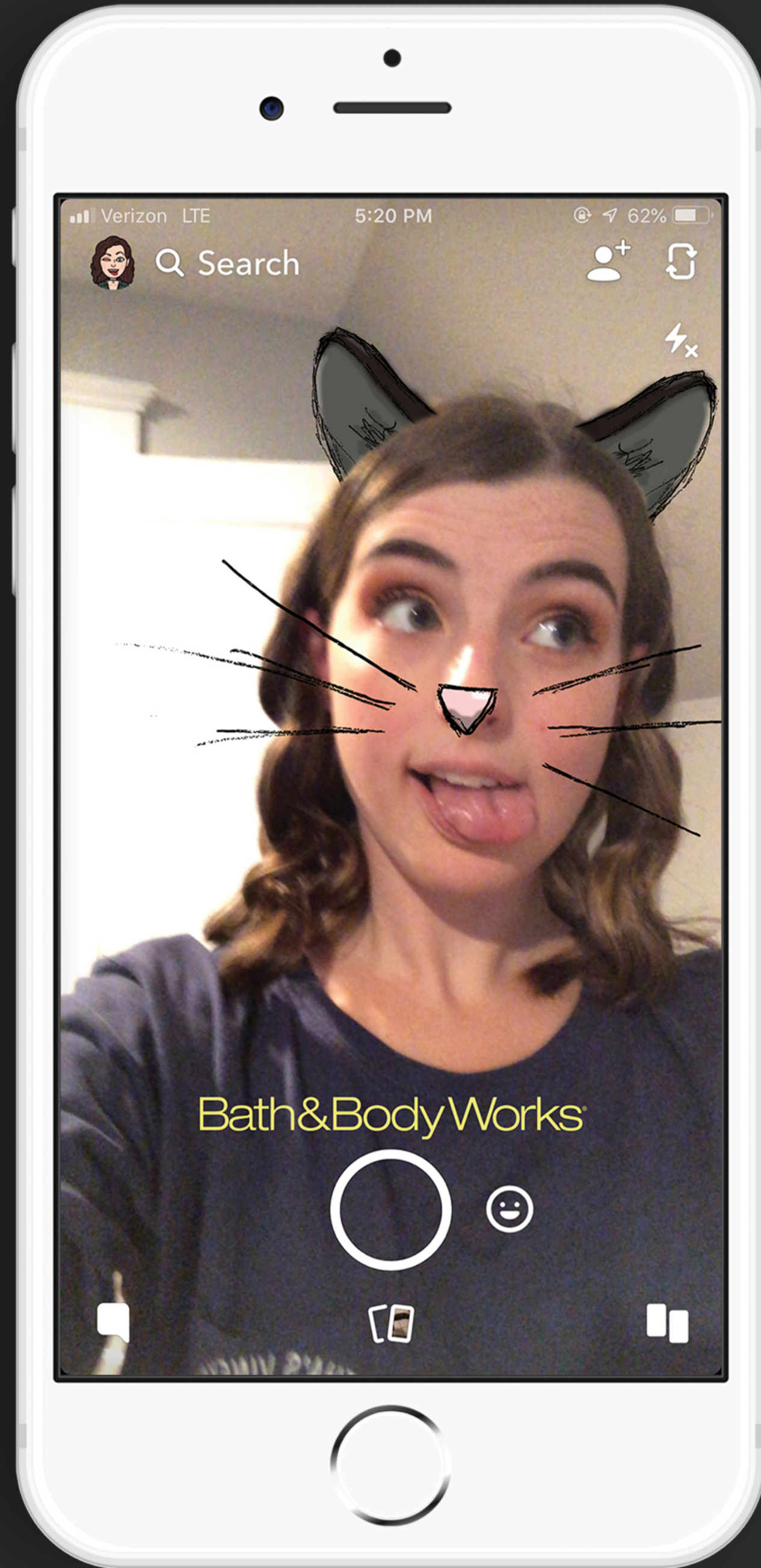
SMOKE  
& MIRRORS



CHOOSE







# Questions/Comments



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SPOOKY SEASON AT

Bath&BodyWorks®



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BREW



IT'S LIT



SQUAD  
GOURDS



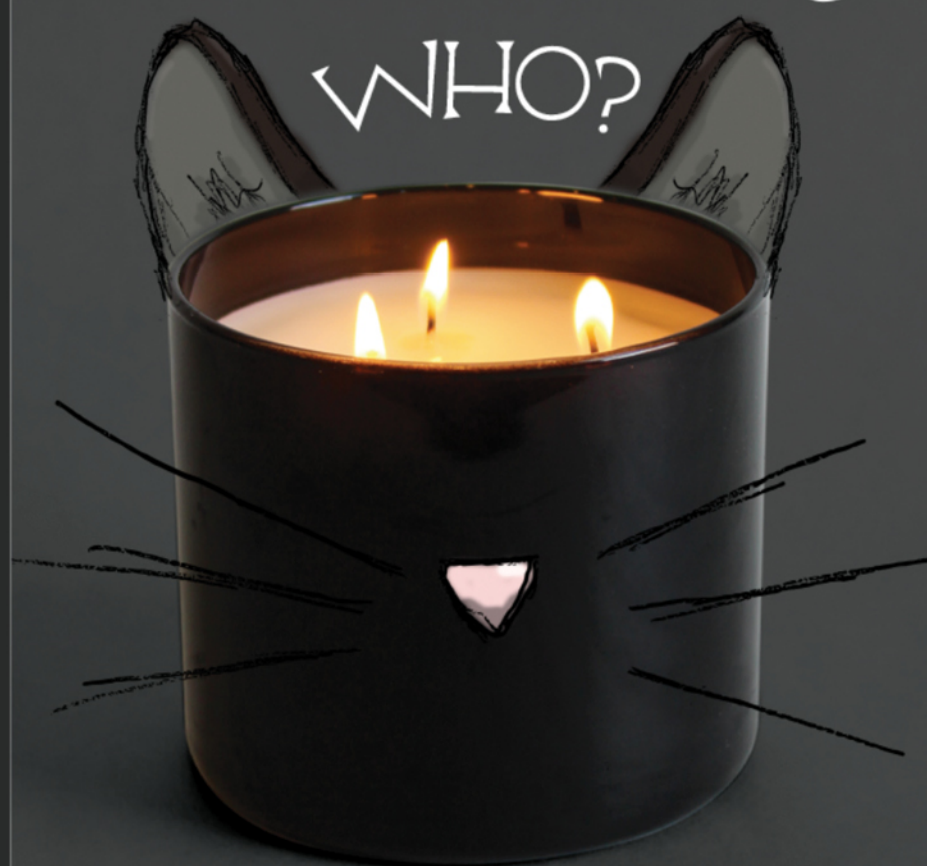
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WITCHIN'™



Bath&BodyWorks®

BAD  
LUCK  
WHO?



Bath&BodyWorks®

