SABON

HOLIDAY 2025
x
Majestic Gala

Digital Toolbox Guideline

October to December 2025

HOLIDAY 2025

MAJESTIC GALA

I. HOLIDAY PERIOD & SEQUENCES

CHALLENGE = I COHESIVE & IMPACTFUL DIGITAL FUNEL SEGMENTATION

PERIOD	*Mid Sept – Mid Oct*	*Mid Oct*	*Beg Nov*	*End Nov - End Dec*
MAIN FOCUS	ADVENT CALENDAR	NEW L.E: MAJESTIC GALA	GIFTING	HOME & LAST-MINUTE GIFTING
KEY MESSAGE				
SECONDARY MESSAGE				
SECONDARY CAMPAIGNS & KSM				

SUMMARY

NEW!

I. FUNNEL SEGMENTATION OF THE FULL PERIOD

→ *Holiday / Candles / Core Catalog / KSM (BF)*

II. CAMPAIGN OBJECTIVES

III. ASSETS

1. E-COM ASSETS

2. ORGANIC MEDIA

3. PAID MEDIA

4. INFLUENCE STRATEGY

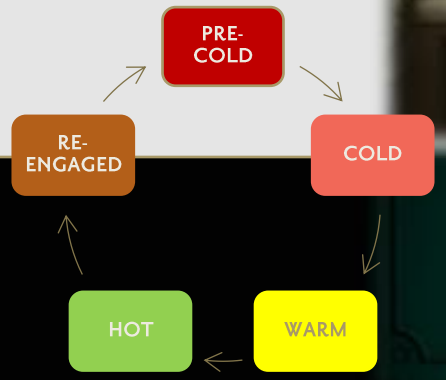
IV. CRM NEWSLETTERS

V. ANNEXE: MAJESTIC GALA CONCEPT

I

Funnel Segmentation

FULL HOLODAY PERIOD



Funnel Segmentation

I	PRE-COLD TO TARGET MID SEPT TO MID OCT (Based on the campaign) OBJ = SEED BRAND SENTIMENT BEFORE REVEAL	
SEGMENTATION	**TARGETING CRITERIA**	**LOCALIZATION NOTES**
EXISTING BRAND AUDIANCE *Organic with no purchases < 12 months*	Custom audience = past engagers, exclude recent buyers	Reinforce brand heritage, seasonal atmosphere teasers
COMPETITOR LOVERS AUDIENCE	Interest targeting: Dior Beauty, Jo Malone, Diptyque, L'Occitane, Shiro & local competitor brands…	Highlight wrapping, sensory storytelling
LUXURY LIFESTYLE ENTHUSIASTS	Interest targeting: fine dining, luxury hotels, premium home décor	Tie to festive hosting traditions
CULTURAL GIFT GROUPS (Ex: JAPAN)	Keywords/interests: Oseibo, Omiyage, wrapping & packaging	Use visuals of intricate gift wrapping
HIGH-VALUE SEASONAL GIFTERS	LY Dec/Nov converters from any category	
INFLUENCER ENGAGERS	Based on each market Awareness Influencer Strategy	

Funnel Segmentation

2	COLD TO TARGET FROM BEG OCTOBER TO BEG NOVEMEBR OBJ = AWARENESS & ENTRY-LEVEL ENGAGEMENT	
SEGMENTATION	**TARGETING CRITERIA**	**LOCALIZATION NOTES**
LOOKALIKES (1–3%) *(Meta / Fb Ads targeting option statistically like local seed audience)*	Seed = Holiday buyers (3 years), candle/home customers, high-AOV skincare buyers	Use luxury brand cues and soft seasonal mood
INTEREST-BASED	Interest targeting: "Luxury fragrance," "Seasonal gifting," "Premium body care" " AC Buyers"	Include department store audiences (Ex Jp: Isetan, Mitsukoshi, Takashimaya)
BEHAVIORAL (IN-MARKET) High-value beauty & gifting shoppers in season	In-market data from Meta/Google-YTB/Pinterest/Tiktok… (For each market to define)	Include "advent calendar buyers" segment / Ready to offer Kits & Gifts….
CONTENT WATCHERS <15s From Pre-cold Teasers	From all digital asset videos If >15s to move into Warm category	
GIFTING DECISION RESEARCHERS	Recently engaged with gift finder (gift concierge LP), or "best holiday gifts" content.	

HOLIDAY 2025

MAJESTIC GALA

Funnel Segmentation

SPLIT GRANULATION:

- **Soft Warm:** 50% video/reels viewed OR ≥2 engagements with sensory content.
- **Hard Warm:** ≥2 PDP views OR multiple product interactions (quiz + PDP visit).

3 WARM

TO TARGET FROM MID OCTOBER TO MID DECEMBER

OBJ = BUILD DESIRE & CROSS-CATEGORY PULL.

SEGMENTATION	TARGETING CRITERIA	LOCALIZATION NOTES
CONTENT ENGAGERS *Engaged with paid or organic content in last 30 days*	Watched ≥50% main movie, liked/commented/shared…	Prioritize sensory / benefits (texture, scent, unboxing, key benefits)
HIGH-INTENT BROWSERS *Viewed products or added to cart*	• ≥2 PDP views in last 14 days, • ATC but no purchase • …	Include commercial offers, bundles, GWP ***(without discounting)***
CROSS-INTEREST VIEWERS *Viewed category different from purchase*	• Candle buyers browsing Body Ritual • AC buyers viewing Home Limited Edition…	
SEASONAL BUNDLERS	Engaged with kits or bundle PDPs.	
"GIFT FOR…" SEARCHERS	Behavior shows buying for others (wishlist tools, gifting pages).	

Funnel Segmentation

4	HOT TO TARGET FROM MID NOVEMBER TO END DECEMBER OBJ = CONVERT HIGH-INTENT AND LAST-MINUTE BUYERS	
SEGMENTATION	**TARGETING CRITERIA**	**LOCALIZATION NOTES**
CART ABANDONERS *Added to cart but didn't purchase within 7 days*	ATC audiences (exclude the buyers)	Urgency messaging + shipping cut-off (receive before Xmast, free shipping ...)
ADS & PROMO VISITORS *Viewers clicked on Black Friday / Holiday LP Ads...*	URL-based retargeting	Use countdowns, urgency creatives...
CROSS-SELL PURCHASERS *Bought in one category but not another*	AC to Body Ritual Candle to Home LE	Bundle offers with "complete the experience"
VIP/LOYALTY *Repeat high-value buyers*	CRM-tagged high AOV & frequency	Exclusive early-access messaging
LAST-MINUTE GIFTERS	Last-Minute Gifters, browsing gifting/Kits after Dec 15.	
LOCAL STORE /STOCK CHECKERS	Engaged with "find in store"/click & collect (For markets who has it)	

Funnel Segmentation

5 RE-ENGAGEMENT ALWAYS-ON		
INFLUENCER ENGAGERS	Engagement-based audience from collabs	Retarget with matching creative format
POST-GIFTING	Engaged audience after Dec 25	Localize New Year Push
RECENT PURCHASERS	Go back to the Line Cross-Sell Purchasers (Category HOT)	Same as cross-sell purchaser logic

Prospecting Flow

Ready to be send to your local agency <3

1. PRE-COLD
Mid Sept to Mid Oct

- SABON Lovers (inactive >1year)
- Competitor Lovers
- Luxury Lifestyle
- Cultural Gift Prep
- High-Value seasonal Gifter
- Influencer Engagers

BODY RITUAL
(Follow sept Campaign)
Oct 20-Nov 20

KITS & CORE CATALOG GIFTING
Nov 25-Dec24

Graduation Rule TBD locally
Ex: Movie View >15SEC

Graduation Rule TBD locally
Ex: Movie View <15SEC

ADV. CALENDAR
Oct 1-31

NEW L.E
Oct 15-Nov 5

CANDLE LAUNCH
Nov 1-31

2. COLD AUDIENCE
Oct 1-Nov 5

- LAL 1-3%
- Interest & in Market
- Dept Store audience
- Content Watchers <15s
- Gifting Researchers
- Influencer impact only if PAID repush

Engaged conted / PDP Views / Video & Reels completions..

3. WARM AUDIENCE
Mid Oct–Mid Dec

1. **Split your audience → ex:**
- Soft Warm: 50% Movie / ≥ 2 engagements
- Hard Warm: PDP Views ≥ 2 / Multi-interaction
2. **Who they Are:**
- Content Engagers
- High-intent browsers
- Cross Interest viewers (From Candle to Home)
- Seasonal Bunlders
- "Gift for…" searchers

ATC / GWP Interest/ Cross-sell triggers

4. HOT AUDIENCE
Mid Nov-Dec 31

- Cart abandoners
- LP Visitors
- Cross-sell puchasers
- VIP
- Last-minue Gifters
- Local Store /Stock checker

Recent Purchase / Post Campaign

Cross Category re-entry

5. RE-ENFGAGEMENT
Always on

- Recent Purchasers
- Influencer Engagers
- Post-gifting audience

NEW L.E HOME
Follow Candle
Dec 3-15

II

Campaign Objectives

New Limited Edition: MAJESTIC GALA

HOLIDAY 2025

MAJESTIC GALA

1. SEQUENCE 1, ADVENT CALENDAR: MID SEPTEMBER-END OCT

1. OBJECTIVE 1: AWARENESS

By September 31st:

1. **Achieve +20% YoY reach** for Advent Calendar content across social & paid media (before the gifting peak) → *Push unboxing moments in paid creatives to seed UGC early*
2. **Generate >Xk watching >15s of the Videos assets** (Movie >15sec / Reels > ½) → (Key for funnel segmentation)

2. OBJECTIVE 2: CONVERSION & RECRUITMENT

By November 20th

- Sell **80% of Advent Calendar** stock through e-commerce and top-tier stores,
- **40% of sales from new customers** (prospecting ads & influencer collaboration)→ For each markets to define a CAC<X$).

3. OBJECTIVE 3: ENGAGEMENT & COMMUNITY

- *By the end of October:* **Drive ≥25%** of AC purchasers to full **LP** within 7 days;
- *By beg of November*: Secure **≥X AC unboxing UGCs** to push the leftover stockX

II. SEQUENCE 2, MAJESTIC GALA NEW L.E: FROM MID OCT

PHASE 1: NEW L.E LAUNCH

1. **OBJECTIVE 1: AWARENESS**

By Beg November :

Reach **XM impressions** for the NEW L.E fragrance launch across social, CRM, and paid channels.

2. **OBJECTIVE 2: TRIAL & CONSIDERATION**

By Mid November

- **Distribute XK samples** via retail, e-commerce GWPs, SM Retail Push & influencer seeding → Reach **25% tracked conversion rate**

3. **OBJECTIVE 3: CONTENT ENGAGEMENT**

Achieve **X% engagement rate** on launch-related social content → Localized SM Assets ++

PHASE 2: PUSH SALES THROUGH HEROS

1. **OBJECTIVE 1: HERO CONVERSION**

By Dec 15

Grow BR(including Kits of BR) ≥+X% YoY

2. **OBJECTIVE 2: CROSS-SELL**

- Drive attach **rate ≥15% for complementary products** (Hand / Home / Core Catalog);
- Deliver **AOV +$X vs. LY**

3. **OBJECTIVE 3: CONVERSION & TARGET**

- **≥15%** of Hard Warm Audience to Add To Card
- **Enhance impact of CR +X% vs LY**
- **Recover ≥10%** of checkouts.

III. SEQUENCE 3, GIFTING: FROM BEG NOVEMBER

→ *From end November: Aggressive conversion, acquisition and high-volume sales push*

OBJECTIVE: CONVERSION ON GIFTING MOMENTUM

1. Achieve **+X% sales on Kits and Gifts** versus LY
2. Maximize **curated Gifts & localized gifts** based on LY and YTD Local sales (e-com & push through store BAs)

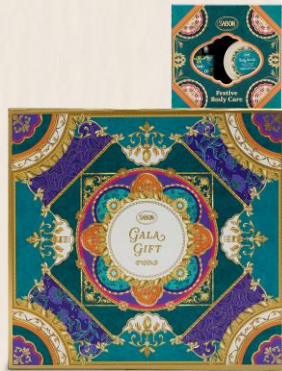
- **By**

✓ Boosting **Art of Gifting & Wrapping** messaging on e-com & SM

✓ **Push Gift Concierge** on SM & CRM

✓ "Ready-to-Gift" creative with strong urgency messaging→ **Still in time for Christmas**".

✓ Leveraging **retargeting** from LY Holiday buyers / LP Viewer / BF/CM visitors & abandoners…



IV. SEQUENCE 4, HOME: FROM END NOVEMBER

→ *From Beg Dec:* ***Retention*** *existing home clients +****Urency*** *for late shoppers*

1. OBJECTIVE 1: LAUNCH MOMENTUM

By December 15th,

Achieve **+X% sell-through of Home LE** products by leveraging existing Home buyers & New candle buyers via **retargeting and CRM segmentation.**

2. OBJECTIVE 2: CROSS-CATEGORY + LAST MINUTE CONVESION

By December 20h,

- Drive **25% of Home LE sales** from customers who have **NOT** purchased home products in the past 12 months
- Push investment on sales of **Pre-ready gifts** & kits for late buyers → Emergency CRM push

2. OBJECTIVE 3: RETARGETING EFFICIENCY

Reach a **5:1 ROAS** on retargeting ads for gifting push

III.a

The E-Com Assets

New Limited Edition: MAJESTIC GALA

DIGITAL ASSETS LANDSCAPE

E-COMMERCE

- **4 HOME PAGE BANNERS –** (Mobile & Desktop)
- **4 SHOPIFY HOME PAGE BANNERS** (Mobile & Desktop)
- **1 MODULAR LANDING PAGE** (Mobile & Desktop)
- **"THROW THE BALL TO WIN" GAME** (Mobile & Desktop)
- **1 QUIZ GIFT PROFILIER** (Mobile & Desktop)

PAID ASSETS

- **5 SM CONSIDERATION BANNER**
- **8 SM CONVERSION BANNERS**
- **4 SM AWARENESS BANNER**
- **1 CAROUSEL PRODUCT IMAGE**

ADDITIONAL OWNED ASSETS

- **5 NEWSLETTERS + 1 TEASER MODULE**
- **ORGANIC SM BANNER**
- **ANIMATED GIF'S**
- **ORGANIC SM REELS**
- **MAIN VIDEO CAMPAIGN**

Full digital toolbox (Assets & Guidelines) will be provided **Mid to End September**
For any requests, please contact Nathan Sebbag

1. E-COM **BANNERS**

- 1 Banner per sequence
- Mobile & Desktop
- Shopify & Regular

FULL TIMELINE STRATEGY ON NEXT SLIDE

Mid Sept- W2/W3 Oct

SEQUENCE **1**

Mid Oct- 20 Nov

SEQUENCE **2**

W1/W2 Nov- Dec15

SEQUENCE **3**

Mid Oct- 20 Nov

SEQUENCE **4**

HOLIDAY 2025

MAJESTIC GALA

SEPTEMBER		OCTOBER				NOVEMBER				DECEMBER			
W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4

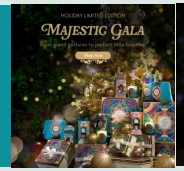
MAIN CAMPAIGN

HOLIDAY SI
ADVENT CALENDAR
Mid Sept- W2/W3 Oct

MAIN

HOLIDAY S3: GIFTING
W1/W2 Nov- Dec15

MAIN



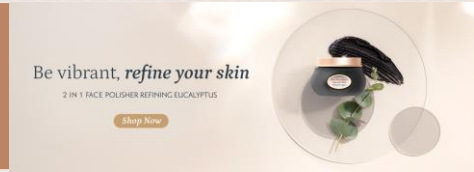
HOLIDAY S2: L.E
Mid Oct- 20Nov

MAIN

HOLIDAY S4: HOME
End Nov-Dec24

2RY CAMPAIGNS

NEW FP
Octl-30



CANDLES
Nov 1-30

CANDLES

CORE CATALOG GIFTING
End Nov-End Dec
Start before if L.E Stock Issues

MAIN

KSM

11/11
7-11 NOV

BLACK FRIDAY
25-29 NOV

CYBER MONDAY
29NOV-1DEC

2. LANDING **PAGE**

OVERVIEW

ACCESS DESKTOP
ACCESS MOBILE

2. LANDING **PAGE**

OVERVIEW

To ensure a seamless Holiday campaign experience, we will work with **one single LP** throughout the full campaign period. However, the structure will evolve in **two phases** to keep the content fresh and engaging for consumers while simplifying deployment for markets.

- **Phase I (October):** The LP will focus on the **Advent Calendar** as the hero block, accompanied by pre-sale of the holiday collection (for each market to decide if all product of the collection as part of pre-sales or not)

  Phase 2 (November onwards): The LP will be **restructured**: the Advent Calendar will move lower on the page, while the **Holiday Kits and the new L.E collection** take the spotlight as hero content

This approach ensures that the LP never feels static across the 2.5-month Holiday period, avoids overloading the first phase with too many products, and provides **with a simple, single LP solution** that remains dynamic, engaging, and easy to manage. It is therefore **crucial to respect this structure**, as it balances consumer excitement with operational efficiency.

2. LANDING **PAGE**

Links ready for Local Dev Teams

Each Market to decide when to start the Throw the Ball game (phase 2 only or phase 1+2)

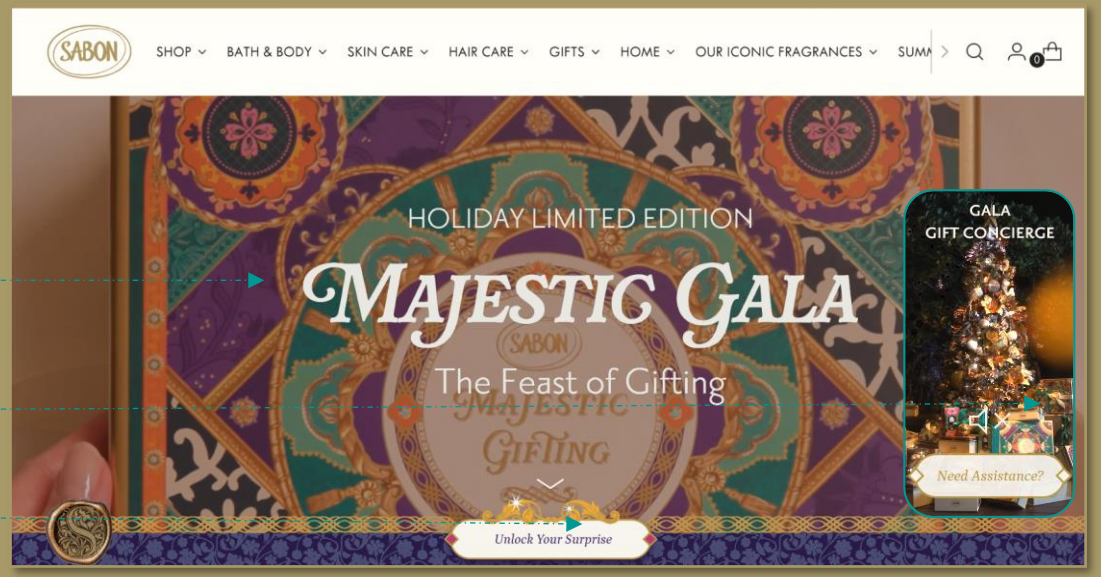
PHASES	LINKS	XD LINK
Pre-Launch: Advent Calendar Push	Mobile	https://xd.adobe.com/view/dfd1c800-d96b-41c2-8b5c-87c00e602694-8a82/
	Desktop	https://xd.adobe.com/view/99aa4fff-c423-4e0e-a815-2205888ecf84-ccf9/
	Mobile LP Advent Calendars:Gift Added	https://xd.adobe.com/view/9fe475a7-87a8-42da-887c-49f3bb328bf6-cab7/
	D LP Advent Calendar: Gift Added	https://xd.adobe.com/view/cfbff873-eace-4ea9-9789-ffaf9adea465-9aec/
Full LP	Mobile	https://xd.adobe.com/view/0de1476e-39fe-42c5-944b-0491 7cbc9afc-58b2/
	Mobile Gift Added	https://xd.adobe.com/view/120a91ce-96d8-42e0-aba3-0a5701c35565-4759/
	M LP Christmas Game Intro	https://xd.adobe.com/view/3cc06ef3-4ee1-481a-92de-3ec4e36d1add-6993/
	M LP Christmas Game Final	https://xd.adobe.com/view/93bfcd55-23ea-4c46-9a1b-a98d346c272d-c6ec/
	M Holiday 2025 - quiz	https://xd.adobe.com/view/9966bc98-3756-4676-a9da-0d220f48a4f7-cc35/
	Desktop	https://xd.adobe.com/view/a25af7b2-6db9-4bd6-bebb-bad50a359c0a-f709/
	Desktop Gift Added	https://xd.adobe.com/view/1e15181 2-6f64-4e87-ae23-7376d1b7dc21-4b46/
	D LP Christmas Game Intro	https://xd.adobe.com/view/8fe3ef80-739c-4c2c-b02c-fd1fd6ca4d5e-dab0/
	D LP Christmas Game Final	https://xd.adobe.com/view/bf73fc13-398d-4712-b675-49cca5fc9f56-ea20/
	D Holiday 2025 - quiz	https://xd.adobe.com/view/155ba7c0-2958-4158-a568-8d3143609ade-4008/

Limited Edition
Holiday Collection

MODULAR LANDING PAGE

1

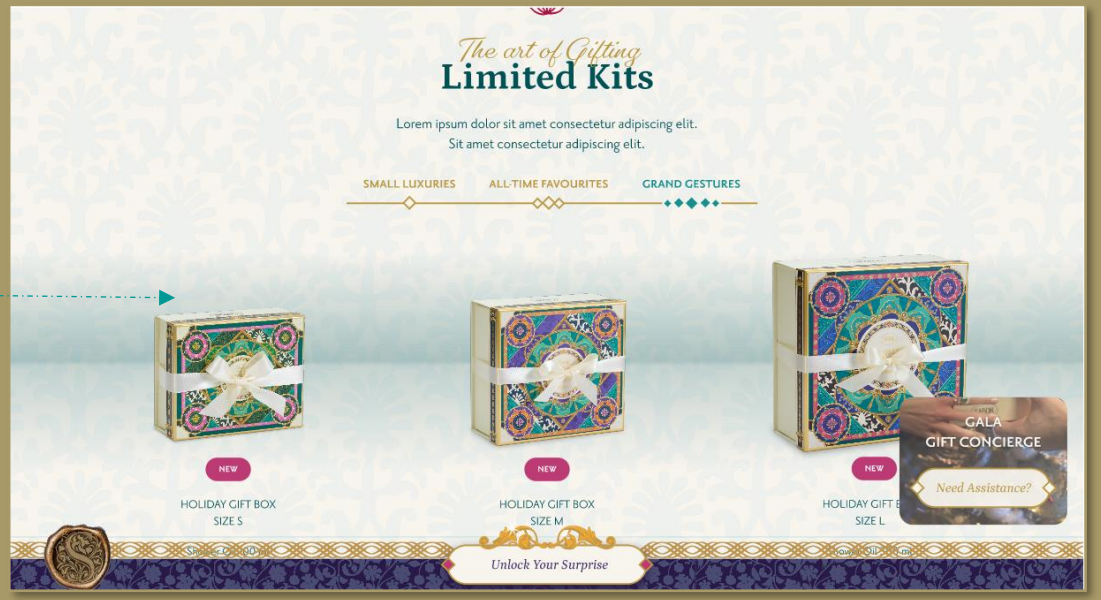
- **LP Video Header** + CTA button (upon click it scrolls down t the product sections = WIP)
- **Gala Gift Concierge**: POP-UP UX enhancement
- **Throw The Ball Game**: Following Bar, push CR



2

- **GIFT & KIT PUSH:**

1. *Small Luxury < $*
2. *All Time Favorite <$$*
3. *Grand Gestures <$$$*



Limited Edition Holiday Collection

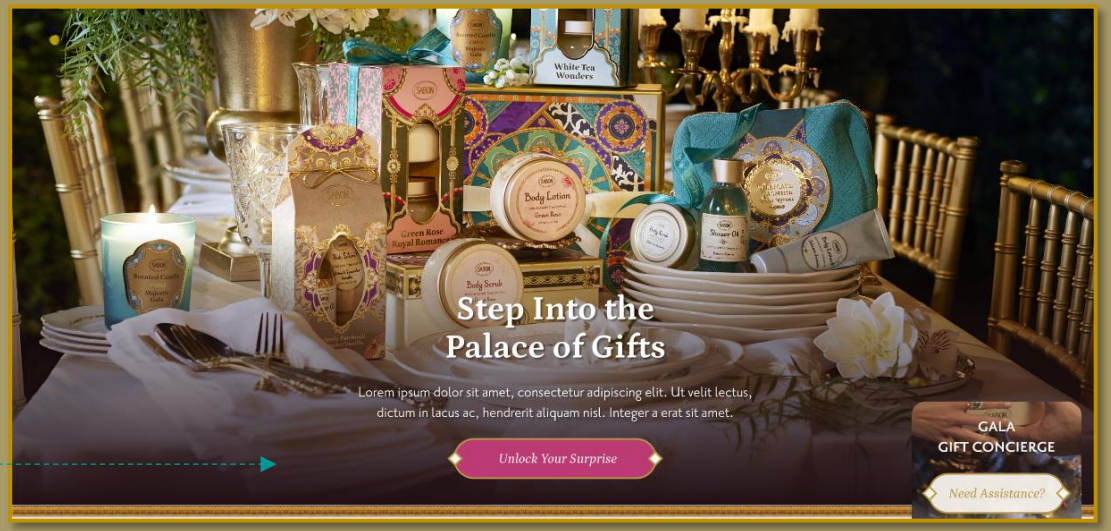
3

THROW THE BALL & UNLOCK YOUR SURPRISE

Winning Game

4

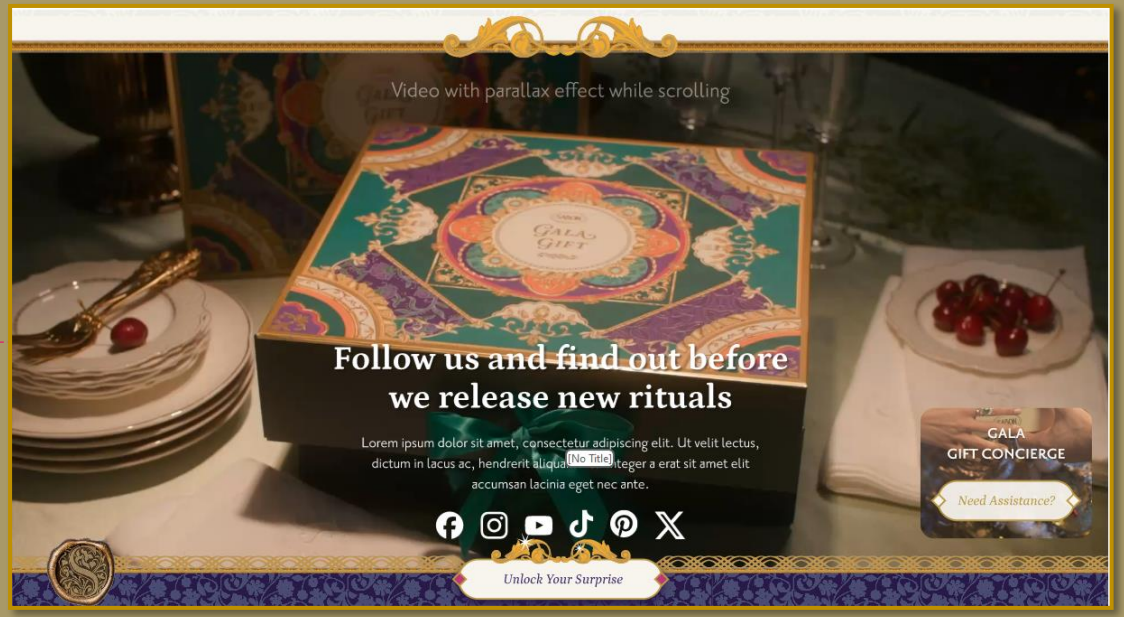
NEW LIMITED EDITION



Limited Edition
Holiday Collection

MODULAR LANDING PAGE

5 PUSH SM

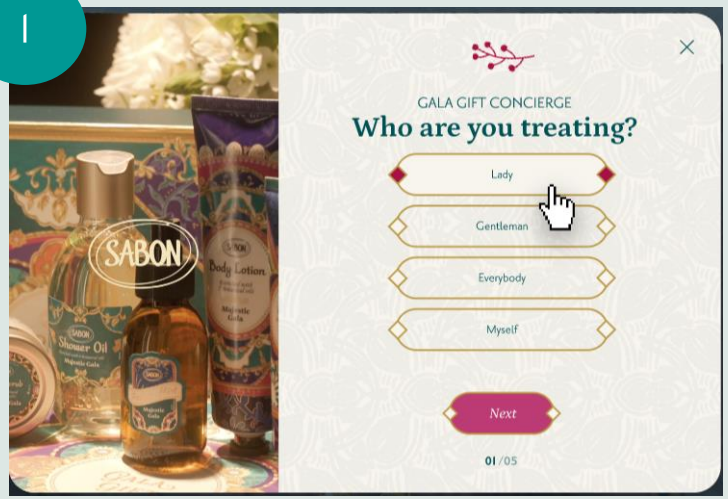


6 FAQ: FOR EACH MARKET TO LOCALIZE

2. LANDING **PAGE**

GIFT FINDER: *Includes CRM, ADS, SM assets to push throughout the holiday period*

1



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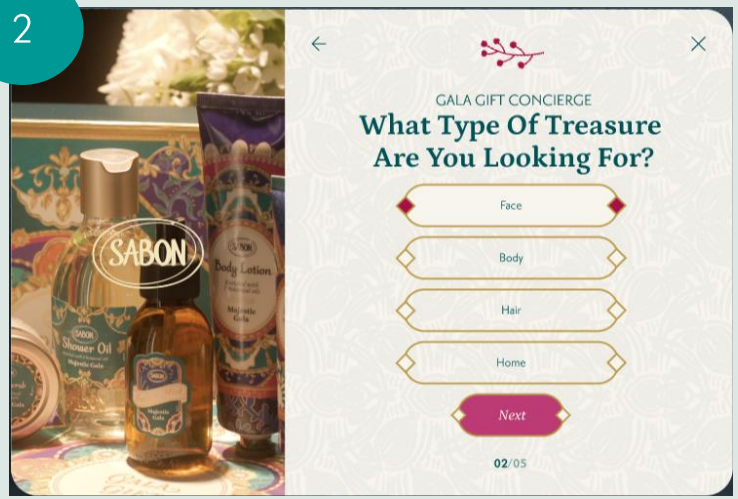

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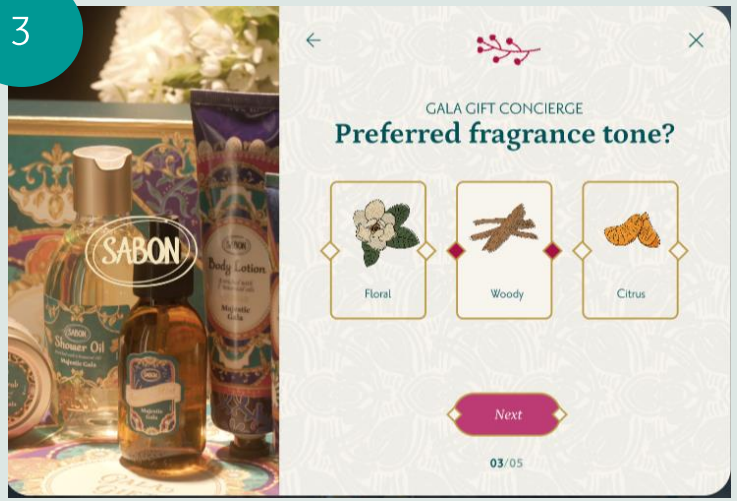

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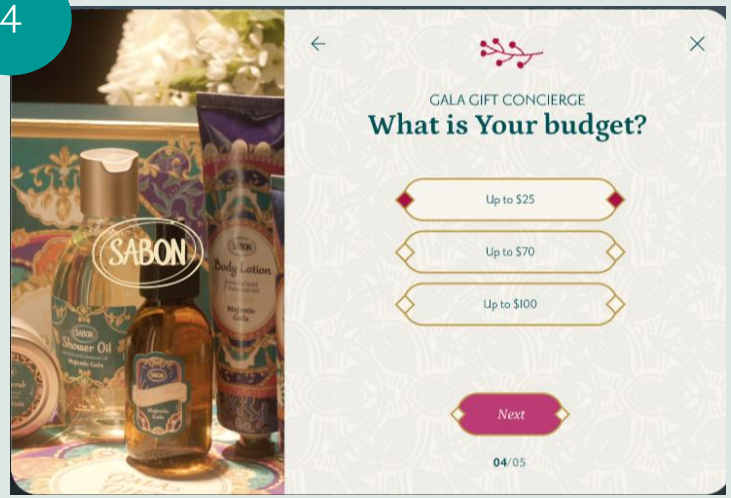

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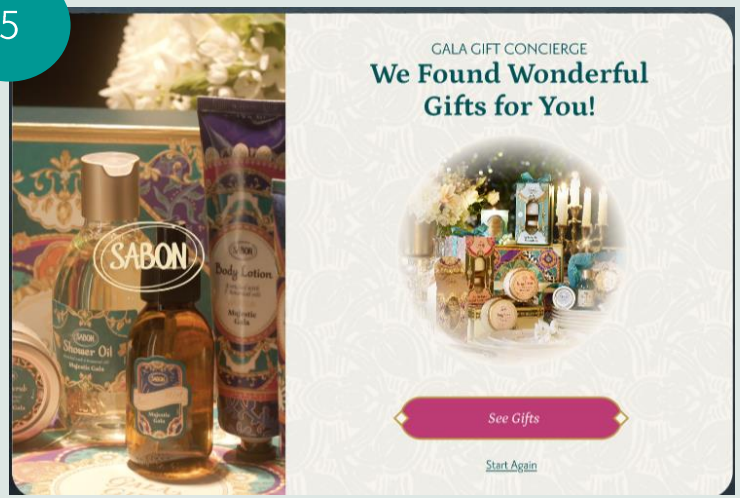


2. LANDING **PAGE**

WINNING HOLIDAY GAME: *Global Reco = 2 new Prizes per week, 7 prizes total*

1. **Reach the game:** Scrolling CTA / Block
2. **Throw the bowl**
3. **Surprise unlocked to Add to Basket**
4. **Go to Check out**

→ **1 New Surprise Twice a Weel**

→ **SM Stories & Post + CRM (+/-) Ads Assets**

to Push during the holiday period

III.b

The Organic Media

New Limited Edition: MAJESTIC GALA

GUIDELINES FOR INSTAGRAM SUCCESS

1. DEFINE YOUR OBJECTIVE

- **Awareness** → Reels (reach new audiences via Explore/Reels tab).
- **Consideration** → Carousels & Stories (educate, inspire, show rituals/kits).
- **Conversion** → UGC-style Reels, before/after, close-up carousels with CTA.

2. REELS = GROWTH ENGINE

- **Main driver of follower growth** (priority format in latest algorithm).
- **Post 2–3 Reels/week** (consistency > raw volume).
- **Ensure a hook i**n the first 3–5 sec.
- **Use local language + trending audio** to feel native → *Localization is key*

3. CAROUSELS = DEPTH

- Carousels > single static photos.
- **Great for education & consideration** (rituals, gifting ideas, textures).
- **Algorithm hack:** carousels get re-shown until all slides are seen.
- **Always include a descriptive caption** (not just product name).

4. ENGAGEMENT = REACH

- **Shares & saves > likes & comments** in latest ranking signals.
- **Encourage interaction**: polls, questions, cultural hooks.
- **Actively reply to comments & DMs** → builds trust + boosts visibility.

5. CONTENT THAT WORKS

- **Relatable but premium** → rituals, textures, gifting inspiration
- **Emotional storytelling** → link back to **to SABON Mission ++** =Happiness in all small moments
- **Behind-the-scenes & sensory focus** → wrapping, textures, daily rituals.
- **Local influencers/UGC** → authenticity + reach + **trust**

6. CONSISTENCY OVER VOLUME

- **Never go silent for more than 7 days.**
- **Choose a sustainable pace per market**.

→ Building community = marathon, not sprint.

7. LOCALIZATION BEST PRACTICES

- **Use local captions + trending audio.**
- Leverage local holidays, key shopping moments & gifting traditions.
- **Partner with local creators aligned with SABON values**.
- **Keep visuals premium & sensory:** adapt trends without losing DNA.

POST RECOMMENDED GLOBAL TIMELINE

Sequence 1: *ADVENT CALENDAR*

INTRODUCING THE AC
CAROUSEL INCLUDING REEL

CAROUSEL PUSHING FINAL AC WITH FULL SIZE PRODUCTS

CONTEST
FIND WHAT'S UNDER N.1

CONTEST GAME:

WHAT INSIDE N.1?

- Answer = Body Scrub
- For each market to define conditions

UGC 1
LIHI TO ADD REEL NAME FROM MADELINA

Sequence 2: *NEW LIMITED EDITION*

INTRODUCING
CAROUSEL: WELCOME TO THE ROYAL BANQUET

INTRODUCING THE SCENT
CAROUSEL

FOCUS BODY RITUAL

UGC 1
LIHI TO ADD REEL NAME FROM MADELINA

POST RECOMMENDED GLOBAL TIMELINE

Sequence 3: *GIFTING*

THAT'S HOW A MAJESTIC GALA HOST FOR CHRISTMAS
READY TO PREPARE YOURS?

CONTEST
WHAT PRODUCTS INSIDE OUR ICONIC 1-2-3 BODY RITUAL?

- Answer = Shower Oil, Body Scrub, Body Moisturizer
- For each market to define conditions
- **Retargeting on E-com session ++**

UGC 1
LIHI TO ADD REEL NAME FROM MADELINA

DISCOVER OUR GIFT READY TO OFFER
CAROUSEL

UGC 2
LIHI TO ADD REEL NAME FROM MADELINA

PUSH LOCAL GIFTS

ONE FOR HER, ONE FOR HIM ONE FOR ME

POST RECOMMENDED GLOBAL TIMELINE

Sequence 4: *HOME*

DISCOVER THE HOME SEGMENT
THE LAST TOUCH OF A SUCCESSFUL MAJESTIC GALA

A MAJESTIC SMELL
FOR A MAJESTIC GALA

UGC I
LIHI TO ADD REEL NAME FROM MADELINA

GIF's: *to use all over the period*

LE body ritual

LE body ritual- focus on body scrub

HOME

REEL LIST THAT WILL BE PROVIDED BY GLOBAL TEAM

N	REEL TITLE		KEY MESSAGE
PARTI I: TO BE RECEIVED BY END OF SEPTEMEBR			
	ADVENT CALENDAR	UGC: how to build your final decorative AC	Awareness
1		ASMR unboxing	Consideration
2		Unboxing, showing products + texture on the skin	Conversion
4	THE NEW LIMITED EDITION	Initial reactions of the Majestic Fragrance	Engagement
		Decorating the Christmas tree and unboxing it with Sabon's special holiday packaging	Lifestyle Consideraton
5		Discovery of the New L.E	Conversion
6		What to put in your Christmas stockings , SABON edition	Consideration
8		Body Ritual	Conversion
9		GRWM reel (Christmas vibes) with the body ritual	Engagement
PART 2: RO BE RECEIVED BY END OF OCTOBER			
10	GIFTING	Behind the scenes in store: Wrapping the perfect holiday gift	Engagement
11		Unboxing ready to offer kit	Conversion
12		Unwrapping a gift: family / friend holiday celebration	Lifestly, Consideration
13		Come pack with me for the Holiday	Engagement
		Discover the Tree of Ready To Give Gifts	Conversion + Push to traffic
14	HOME	ASMR of Fabric Mist	Conversion
15		Aesthetic unboxing of Aroma	Consideration
16		Transform your space: Quick tips to refresh your home with SABON fabric mist ,candles and aroma	Lifestyle, Engagement
17		Evening reset ritual: Using SABON Fabric Mist and candles to unwind after a long day	Lifestle, Consideration
e18	CORE CATALOG GIFTING	Unboxing a Gift (Body Ritual x Candle x Aroma)	Consideration
19		Behind the Scenes of Wrapping a Gift (generic |air Care push)	Conversion
20		Transition Reel, Face Care: From Empty Box to Full Gift (generic)	Engagement

LOCALIZE YOUR REELS: GUIDELINES & CONTENT IDEAS

SQUENCE	KEY MESSAGE
ADVENT CALENDAR 1. **Maximize Sales:** Position the ACas a must-have, limited-edition holiday icon → Drive urgency through exclusivity and early-bird campaigns. 2. **Acquire New Customers:** (AC = entry point for first-time buyers). 3. **Drive Engagement & Seasonal Buzz→** Keep Sabon top-of-mind throughout the holiday season. ✓ Digital activations ✓ Influencer unboxings (go to influencer strategy part) ✓ UGC	**UGC-STYLE OPENING VIDEO:** **See Influencer Guidelines Advent Calendar Section** **REEL CONTEST: SABON ADVENT CALENDAR - FOR EVERY MOOD** **Whatever your daily mood (romantic, tired, energetic, or cozy days): each will be pleased in a different box.** • Reel = Each day, open a different drawer in the AC link to your mood & product discovery. • **Contest**: Share your favorite product, tag SABON, use a dedicated hashtag (#SABON #SABONmajestic), and mention which mood it matched for. • **Giveaway:** Every tagged post counts as an entry into a **final prize draw at the end of the campaign**. • **Prize:** Hero kit of the new Limited Edition **ADVENT CALENDAR: A COUPLE / LOVER / FRINDSHIP EXPERIENCE** **Reel**: Couples / friends… open one drawer together each day, capturing the moment on camera (for me or for you).
NEW LIMITED EDTION 1. **Increase Sales of Limited-Edition Products, with a focus on BR, by emphasizing:** ✓ Exclusivit & Urgency ✓ Limited-time availability → Encourage immediate purchase before stock runs out. 2. **Acquire New Customers through contest** 3. **Use Limited Edition as a gateway for first-time buyers:** ✓ Attracted by exclusivity & holiday excitement ✓ Convert them into loyal Sabon customers (go to funnel strategy part)	**UGC UNBOXING VIDEO See Influencer Guidelines NEW LIMITED EDITION Section** Creators videos who share authentic unboxing moments of the Limited Edition products. The focus is on their **reactions, the sound of unwrapping, and the first impressions of the scent and textures**. **INFLUENCER SEEDING: FIRST IMPRESSIONS** **Send the Limited-Edition Body Ritual:** set to selected micro & niche influencers in each market. Ask them to share authentic **first impressions in local language:** smelling the fragrance for the first time, trying the texture, **Before/After ++** **WHAT IS THE MAIN INGREDIENT OF THE NEW SCENT** • Push a Local Reel • Each participant needs to find what is the main ingredient of the New Scent • Winner = TBD Locally • Retargeting: as customers will check the fragrance on the e-com **(from Cold to Warm)→** Use DATAs to retarget

LOCALIZE YOUR REELS: GUIDELINES & CONTENT IDEAS

SQUENCE	KEY MESSAGE
GIFTING 1. **Increase Sales through Gifting →** promote curated gift sets / & ready to offer kits → **SABON AS THEIR GO-TO PRESENT.** 2. **Acquire New Customers via Gifting Moments:** Attract first-time buyers searching for the perfect gift (Gifting = entry point to SABON) 3. **Strengthen Brand Position as The Gifting Destination: Highlihgt** ✓ The unboxing experience & Premium presentation ✓ Emotional value of giving & receiving 4. **Drive In-Store & Online Gifting Experiences** ✓ Personalized in-store gift wrapping (reel coming from global) ✓ Seamless online-to-offline shopping journeys	**TESTIMONIALS REEL: "THE GIFT I'LL NEVER FORGET"** Capture short clips of real customers sharing a personal story about a memorable gift they once received. End with Sabon positioned as the brand that creates unforgettable gifting moments.
	COUNTDOWN TO GIFTING DAY Create a series of reels or posts counting down the days Christmas, with a different Sabon gift set featured each day.
	CONTEST " WHO YOU WOULD GIVE SABON TO?" • Pus Local / Global Reel about Gifting • Ask customer to say which kit would be their favorite (they have to visit the e-com) • Winning prize: TBD Locally • Retargeting: as customers will check the fragrance on the e-com **(from Cold to Warm)→** Use DATAs to retarget
	DECORATE YOUR SABON'S TREE WITH SMALL LUCURIES AND KITS (REFERENCE ON THE LEFT)
HOME **Prioritize Local Content Creator >> Influencer** **Objective: Meet Local wording on how to express the scent**	**1 UGC FOCUSING ON DESCRIBING THE SCENT OF THE 3 HOME PRODUCTS** **(+/- Unboxing → LOCAL WORDING MEETING LOCAL SCENT HABITS)**
	1 UGC MIXING MULTIPLE SCENTS → CROSS SELL WITH CORE CATALOG (Gentleman x Green Rose → Each market to define their Own Best Selling Scent)
	1 UGC ON LOCAL BEST-SELLER PRODUCT (AROMA VS CANDLE VS FABRIC MIST) How the product make them feel in a daily

III.c

The Paid Media

New Limited Edition: MAJESTIC GALA

I. THE ADVENT CALENDAR

SEQUENCE 1:
These assets are available in multiple formats

	OBJECTIVES			
	AWARNESS	**CONSIDERATION**		**CONVERSION**
RECOMMENDED COPY	SABON's Advent Calendar, 24 days of wonder, crowned in scent. Step into the Holiday's most enchanting tradition.	7 days or 24? Two journeys of daily delight await. Which story will you unwrap this season?	Every detail, a secret waiting to be unwrapped. Let the box tell the story before it opens.	Unwrap new joy every day with SABON's Exclusive Advent Calendar, a royal ritual to gift, cherish, and keep as a timeless decoration.
ASSET				
CTA	Discover the calendar	Choose your countdown	Discover the Secrets Inside	Shop the Advent Calendar Now
RECOMMENDED EMOJIS: ***Choose 2***	🌟 🕯️ 👑 ✨ 🎁	🎀 🕯️ 📅 ✨ 🎁	💌 ✨ 🎁 🕯️ 👑	✨ 👑 🎁 🕯️ 💎

2. THE NEW LIMITED EDITION

SEQUENCE 2:
These assets are available in multiple formats

	OBJECTIVES				
	AWARNESS	CONSIDERATION	CONVERSION		
RECOMMENDED COPY	Step into the Majestic Gala. A Holiday Limited Edition where beauty, scent, and gifting meet in a royal celebration for all senses.	Every feast has its ritual. Discover SABON's Holiday Body Ritual, 3 steps of indulgence blending softness, scent, and golden textures inspired by the Majestic Gala."	Three steps. One unforgettable gift. SABON's Holiday Body Ritual New Limited Edition, blends shower oil, body scrub, and body lotion into the ultimate celebration of softness and scent	A beautifully wrapped and ready to offer gift that says it all. The ultimate holiday gesture, filled with our most luxurious bestsellers, wrapped in festive elegance and crowned with Majestic Gala magic.	Since 1997, still unforgettable. SABON's iconic Body Scrub, now in New Limited Edition Majestic Gala, golden textures, Dead Sea minerals, and radiant skin loved by all.
ASSET					
CTA	Discover the GALA collection ✨	Begin your ritual ✨	Give the Ritual ✨	Shop the Gala Ready to offer gifts snow ✨	Scoop the glow now ✨
RECOMMENDED EMOJIS	🕯️ 🍾 🌹 ✨ 👑	🧡 👑 ✨ 🕯️ 🛁	🎀 🪞 ✨ 🕯️ 🛁	💝 🪄 ✨ 👑 🎁	🛁 💫 🫧 ✨ 🧴

3. THE GIFTING

SEQUENCE 3:
These assets are available in multiple formats

	OBJECTIVES				
	AWARNESS	CONSIDERATION	CONVERSION		
RECOMMENDED COPY	There's a gift for every story, every moment, every heart. SABON's Majestic Gala: a world of festive treasures, from little luxuries to grand gestures, all wrapped in elegance.	Some gifts light up the whole season. From thoughtful tokens to grand gestures, SABON gifts bring joy and elegance to every heart this season.	SABON's most-loved kits: indulgent bestsellers, beautifully wrapped and ready to gift.	Discover SABON's Gala Gift Box, a festive masterpiece filled with indulgent care, sparkling elegance, and the magical scent of Majestic Gala.	From festive discoveries to bestselling rituals, SABON kits are wrapped and ready for every budget and every heart
ASSET					
CTA	Explore the gift collection ✨	Find your festive match ✨	Tap to shop ✨	Shop the Gala Gift Box ✨	Shop the Holiday Kits ✨
RECOMMENDED EMOJIS	💝 🎄 🌟 💫 🎁	🎀 💫 🎄 ✨ 🎁	✨ 💫 🎀 👑 🎁	👑 🌟 🕯️ 💫 🎁	🎀 🛍️ 🕯️ ✨ 🎁

4. THE HOME SEGMENT

SEQUENCE 4:
These assets are available in multiple formats

	OBJECTIVES		
	AWARNESS	**CONSIDERATION**	**CONVERSION**
RECOMMENDED COPY	Bring the magic home. From glowing candles to golden diffusers, the Majestic Gala Elevate your home with scents that linger like memories.	Elevate the Festive Atmosphere. With delicate notes and timeless design, our Home Collection turns every moment into a celebration of scent and elegance. Infuse your space with warmth and wonder, the Majestic way!	"Transform your home into a sanctuary of celebratoin. Shop the limited-edition Majestic Gala Home Collection, ready to give, ready to wonder.
ASSET			
CTA	Bring the Magic Home ✨	Explore the Collection ✨	Shop the Collection ✨
RECOMMENDED EMOJIS	🧴 💫 🌸 🕯️ 🏠	💫 🌿 🏠 🕯️ ✨	🪄 💫 🏠 ✨ 🕯️

5. THE CAROUSEL

These assets are available in multiple formats

	OBJECTIVES
	CONVERSION
RECOMMENDED COPY	From nourishing textures to captivating scents, the Majestic Gala collection invites you to treat your skin, your space - and your soul. Crafted for those who embrace beauty in every detail.
ASSET	
CTA	Shop Your Favorites ✨
RECOMMENDED EMOJIS	💫 🎀 💎 🛁 🕯️

III.d

The Influence Strategy

New Limited Edition: MAJESTIC GALA

1. THE ADVENT CALENDAR

Ex:

1. Select a niche / micro influencer to opens AC (5K-30K followers)
2. Send the 24 days AC.
3. Highlighting users experience.

What to put inside the boxes:

- **24 Days Advent calendar +/- 7Days**
- **Gala note card set for daily reveals**
- **briefing one-pager** (hashtags, dates)
- **GWP & Local Best sellers**

	OBJECTIVE	REELS	STORIES	CAROUSELS
MACRO	• BROAD BUZZ & AESTHETICS → • CRUCIAL FOR NEXT YEAR AC SUCCESS	• **Day I**: AC Reveal • **Days 2–3 montage**: "3 days in 10s" . • **Weekly round-ups:** with 1–2 hero picks highlighting texture & scent • **Cinematic ASMR drawers** (close-ups, paper/"click" sounds).	• **Daily countdown stickers + polls** ("Favorite drawer this week?"). • **Before/after open + link sticker to AC LP.** • **Short "what's inside?" captions.**	• **Top 5 of the week** (large visuals) + **one-line tip/use-case per item.** • **"Week in photos"** + CTA "Explore the Advent".
MICRO	• TRUST, • EXPLANATION, • CONVERSION	• **Daily "what I got today":** 1 weekly round-ups. • **Drawers discovery with comments:** texture / scent / HTU • **Mini routine:** combine 2–3 week items ("today's drawer joins my routine").	• **Countdown + polls ("Keep or gift?")** • **Link/code stickers** on relevant opens. • **"This or That"** between two-week items → swipe to LP.	**Top 5 this week + quick use-cases + Before / After** (AM/PM/travel/gift).
NICHE	• COMMUNITY • DEPTH • CONVERSION • RANKING	• **Daily drawer rating** (1–5s each; "Rate: 4/5 for cozy nights"). • **Weekly ranker round-up**: Top 3 + "hidden gem". • **Texture/scent focus** (close-ups, short descriptors: floral/woody, light/rich, Benefits pushed for the niche target).	• **Countdown** • **Real-life micro-moments** ("what I got today & bring with me… On the go..).	• **Top 5 of the week** with niche labels: self-care / gifting / scent pop / texture. • **Ranked grid** with one-line reason per item + CTA "Explore the Advent

2. THE NEW LIMITED EDITION

	OBJECTIVE	REELS	STORIES	CAROUSELS
MACRO Full COLLECTION	• **BROAD DESIRE** • **PREMIUM REVEAL**	• **First-look unveil** (pack + close-ups + smell + texture) • **1-week daily ritual** featuring the L.E. Body Ritual • **Mood montage tying the ritual to festive ambiance** (candle/aroma in background) **GRWM: "Gala night GRWM"** → integrate the L.E steps with local language ++ & captions	• **Texture/scent macro shots** (2–3 frames) • **Short Q&A snippets + Link sticker** to the L.E. LP • **Push Throw the bawl game**	• **Optional:** Prioritize reels & stories • **Meet the L.E. Collection**
MICRO ✓ 1-2-3 BR +++ ✓ Hero kit ✓ Commentary products (Home, Hand)	• **EXPLAIN,** • **COMPARE,** • **CONVERT**	• **Unboxing the collection** • **Daily routine** with the L.E. (AM/PM/travel) • **Texture test** (pour/scoop/absorb) wit live comments in native language : texture / scent / when to use • **Body ritual routine with the new LE** (Shower Oil + Scrub + Lotion)	• **Texture close-ups + how to layer** for a lasting impression • **Storytelling, vibes of L.E, scent, Benefits & usage on skin** • **Q&A on the collection** • **Code/link** stickers where relevant • **Push Throw the bawl game**	**Carousel (including reel = +)** 1. Products 2. Texture (on and off skin) 3. Scent Pyramid 4. Results: before / after
NICHE **Cross Selling ++** • **Body Care x Home** • **Body Care (2-3 different scents)**	• **DEPTH,** • **CROSS-SELL,** • **CONVERT,** • **COMMUNITY LINK**	• **Layering recipes:** L.E. body ritual + home scent pairing (candle/diffuser) • **Scent storytelling:** short personal moment tied to one L.E. note ("remind me" link to the niche interest)	• **Vibe storytelling link to niche interest:** the collection, majestic gala- vibes+ scent • **Push Throw the bawl game** • **Poles: "***Where would you wear the L.E. First holiday edition?"*	**Carousel (including reel = +), theme = niche interest first:** 1. Products into interest of the Niche 2. Scent Pyramid linked to Niche interest 3. Results: before / after

3. THE GIFTING

	OBJECTIVE	REELS	STORIES	CAROUSELS
MICRO • Best seeling local Kits • Hero Kit mendatory	• TRUST, • EXPLANATION ON PRE-READY GIFTS & CURATED GIFTS • CONVERSION	• **Gift guides by persona** (host, bestie, mom), Llink to gift finder LP • **Split-screen** **"gift to me / gift to you"** • **Unboxing and presenting different kits** (combined sizes)	• **Link-stickers with codes on each guide** • **This or that kit choices (polls)** • **Q&A: "Who are you gifting** • **Push Throw the bawl game**	• **Kit comparison** (what's inside + who it fits) • **Decision tree:** "If they love XYZ→ pick this kit ready to offer
NICHE CROSS SELLING • Body care Kits x Home product • Body Care kit x Core catalog Kit	• DEPTH, • CROSS-SELL, • CONVERT, COMMUNITY LINK	• **"Ready-to-give in 60 sec"** (tag, ribbon, card) • **Secret Santa / Office swap** picks under a price • **Pairing: Kit + Home scent** (I-2-3 BR + Home Segment)	• **Polls:** "Help me choose for ____ (teacher/in-laws/bestie)" • **Gift etiquette tips** (What to offer to our guest during majestic holiday dinner, how to personalize your table with home segment…)	• **Persona grid:** 6 recipients → 6 kit matches • **Scenario-based**: office party / travel / cozy night / new parents

4. THE HOME SEGMENT

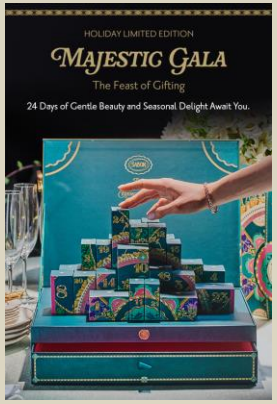
	OBJECTIVE	REELS	STORIES	CAROUSELS
MICRO Home Segment from Limited edition + 2 other local best sellers scent	• EXPLAIN, • COMPARE, • CONVERT	• **How to Host a Royal Banquet:** entry → living → bathroom → home Table (candles/aroma/gifts on plates). • **Scent zones at home:** for a balanced mood per room. • **Ready-to-gift in 60s:** wrap a small kit + add a hand-written tag. • **Day-to-night switch:** swap one candle/scent to shift the vibe for dinner.	• **Quick-gift pushers:** link stickers to "Ready-to-gift" LP → Last minute gift shopper • **Polls: "Candle or diffuser tonight?" / "Which room first- Entry or Dining?"** • **Home scent recipes:** Candle + aroma + Fabric Mist combos for Cozy / Festive / Calm / Selfcare linked to 1-2-3 Body riTUAL.	• **The perfect hosting experience with SABON's Home products** (Entry, Living, Dining, Bathroom → CTA). • **Last-minute gift line-up:** 5 "grab-and-go" picks (candle mini, diffuser 100, hand cream, small luxuries gifts & kits → add-on regular basket).
NICHE Home Segment from Limited edition + 2 other local best sellers scent + complementary products (hand cream)	• DEPTH, • CROSS-SELL, • CONVERT, • HOME / DÉCOR LOVERS	• **Tablescape 3 ways:** classic/modern/cozy, each with placement rule including Aromas and Candles • **Scent zoning map:** 4-area walkthrough • **Sheltie reset & entry vignette:** style a console with candle + aroma + fabric mist + tray • **Before/After ambiance:** lights off/on + mist pass for the "wow" moment.	• **Mood polls: "**Tonight's vibe-Cozy & warm / Sparkling & festive?" • **Placement tips:** where to put aroma , how candles should sit on a table. • **Pack-with-me:** "emergency gift" (kit + tag + ribbon) → Link stickers to Home LP.	• **Host basket build**: candle + aroma + fabric mist + hand cream + cards (step-by-step). + • **Before / After home decoration: 4 rooms** (entry, living room, bathroom, personal room)

IV

The Newsletters

New Limited Edition: MAJESTIC GALA

Newsletters

END SEPT - BEG OCT	MID OCOTBER	MID NOV	END NOV	DECEMBER
Sequence 1	*Sequence 2*		*Sequence 4*	*Sequence 5*
ADVENT CALENDAR	TEASER HOLIDAY COLLECTION + MAIN COLLECTION	3 STEP BODY RITUAL	GIFTING	HOME RANGE
				

ADVENT CALENDAR

ADVENT CALENDAR INTRO

ADVENT CALENDAR TEASER+ PRODUCTS INSIDE

ADVENT CALENDAR 7 DAYS OPTION

ADVENT CALENDAR REEL

PUSH GIFTING

NEW LIMITED EDITION

NEW LIMITED EDITION PUSH STORY + HERO PRODUCTS

NEW LIMITED EDITION PUSH SCENT

PUSH GIFTING / KITS

NEW L.E BODY RITUAL

BODY RITUAL NEW L.E INTRO

FOCUS STEP 1: SHOWER OIL

FOCUS STEP 2: HERO BODY SCRUB

FOCUS STEP 3: BODY LOTION

PUSH CROSS ON THE FULL L.E

GIFTING

PUSH KITS WITH FOCUS ON THE HERO GALA KIT

PUSH BEST SELLING KITS & SMALL LUXURIES

HOME

HOME INTRO

CANDLE PUSH

AROMA PUSH

FABRIC MIST PUSH

GIFTING PUSH

Annex

New Limited Edition: MAJESTIC GALA
THE STORY

Majestic Gifting

SABON invites you to celebrate the magic of the season with ***The Majestic Holiday Gala of Luxurious Surprises.*** This year's Holiday Collection blends sophistication, warmth, and joy, transforming gifting into a **royal experience.** The *Majestic Gifting* is more than a celebration, it's an immersive moment of wonder, where ambiance, products, and surprises come together in harmony.

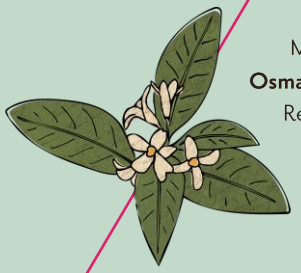
SABON's 2025 Holiday Collection is your invitation to embrace the season's magic, revel in *the joy of giving,* and indulge in a feast of luxury fit for royalty.

THE STORY OF THE SCENT

Floral & Woody, Majestic Gala

unveils the grandeur of a Royal Banquet celebration

As guests arrive at this magnificent feast, the air fills with the tinkling of crystal glasses, the echoing tassels of chandeliers, and the subtle clinking of precious jewels. The air is infused with the enchanting scent of Osmanthus flowers, releasing a symphony of yellow fruity notes and white floral facets. These golden blooms, complemented by white magnolia, lush sparkling rosé, and creamy sandalwood, envelop the banquet with a pure, majestic fragrance. A true gift from nature.



Mandarin
Osmanthus Petal
Redcurrant

White Magnolia
Sparkling Rosé
Tiger Lily

Crystal Musk
Sandalwood
Vanilla

Limited Edition
Holiday Collection

FULL ASSORTMENT LIMITED EDITION - *Majestic Gala*

ACCESS – **7 SKU's**

BATH BALL
IN A BOX

SHOWER OIL
100 ML -PET

MINI BODY SCRUB
60 GR

BODY LOTION
50 ML –NO BOX

FABRIC MIST
100 ML

Sampling

BODY SCRUB
15 GR

BODY LOTION
5 mL

INTERMEDIATE - **8 SKU's**

SHOWER OIL
450 ML

SHOWER OIL
300 ML -PET

BODY LOTION
150 ML

BODY SCRUB
320 GR

BUTTER HAND CREAM 75 ML

BATH OIL
200ml

FABRIC MIST
300 ML

BEAUTY OIL
100ml

PREMIUM - **2 SKU's**

AROMA
450 ML

CANDLE
180 GR

Limited Edition
Holiday Collection

LIMITED EDITION FRAGRANCE - KITS NEW

ACCESS – **2 SKU's**

HOLIDAY KIT 1

- ✓ Shower Oil 100 ML
- ✓ Body Scrub 60 GR

HOLIDAY KIT 2

- ✓ Shower Oil 100ml
- ✓ Body Lotion 50 ML Tube

INTERMEDIATE - **1 SKU**

New Clutch pouch

HOLIDAY KIT 3 – 123 RITUAL

- ✓ Shower Oil 100 ML
- ✓ Body Scrub 60 GR
- ✓ Body Lotion 50 ML tube

PREMIUM – **1 SKU**

Bestseller

HOLIDAY KIT

- ✓ Fabric Mist 100 ML
- ✓ Shower Oil 300 ML
- ✓ Body Lotion 150 ML Tube + box
- ✓ Bath ball
- ✓ Body Scrub 60
- ✓ Butter Hand Cream 75 ml

SABON

PERMANENT CATALOGUE - NEW KITS ASSORTMENT

ACCESS – **2 SKU's**

PLV HOLIDAY KIT

- ✓ Shower Oil 100ml
- ✓ Body Lotion 50 ML Tube

INTERMEDIATE - **3 SKU**

New pouch

DELICATE JASMINE HOLIDAY KIT 3 – 123 RITUAL

- ✓ Shower Oil 100 ml
- ✓ Body Scrub 60 gr
- ✓ Body Lotion 50 ml tube

GREEN ROSE/WHITE TEA

- ✓ Body Scrub 200gr (PET)
- ✓ Body Lotion 140ml (PET)
- ✓ Spoon
- ✓ **New Box- cardboard**

SABON