

Tab 1

VV Valentine's Day Campaign: Love is in the Air

Campaign Overview:

Celebrate love and connection this Valentine's Day with VINEVIDA's "Love is in the Air" campaign. Highlight our best-selling diffuser oils and engage customers through creative content and promotions inspired by the romantic season.

Campaign Duration:

February 3rd – February 14th.

Campaign Slogans / Captions:

"Experience Love at First Scent with VINEVIDA"

"Craft Your Love Story with Our Fragrance Oils"

This Valentine's Day, let your space bloom with love 🌸. From the elegance of Fresh Cut Roses to the sensual allure of Bombshell, our floral-inspired oils are here to create unforgettable moments.

Set the mood this Valentine's with romantic fragrances that speak the language of love 💌. Discover our floral-inspired collection and find your perfect match.

Email Marketing Ideas

"Fall in Love with Our Floral Collection 🌹"

"Romance in Every Drop—Your Valentine's Day Favorites Await"

"Set the Mood for Love This Valentine's Day 💌"

Body Copy

"Love is in the air, and so are our enchanting floral-inspired scents. From the classic elegance of Amazing Grace to the tropical allure of Brazilian Bum Bum, discover aromas that will make this Valentine's Day truly unforgettable. Perfect for gifting or creating your own romantic retreat. Shop now and fall in love with fragrance all over again."

CTA:

"Shop Valentine's Scents"

"Find Your Perfect Match"

Featured Fragrances:

Bloom, Flora, Guilty, Bamboo & Bloom Ambrosia di Flori (Inspired by Gucci): Sophisticated and chic for a luxurious Valentine's.

Cheirosa 40 & Brazilian Bum Bum (Inspired by Sol de Janeiro): Tropical and bold.

Bombshell: A flirty, playful fragrance perfect for date night.

Fresh Cut Roses: The timeless aroma of freshly bloomed roses.

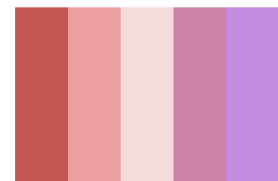
Amazing Grace: Soft and delicate, ideal for romantic moments.

Jasmine: Exotic and luxurious, perfect for adding sophistication.

Cherry Blossom: Light and sweet with a touch of freshness.

Vanilla Luxe: Warm and cozy for intimate evenings.

General Aesthetic/Colors:



Social Media

IG Stories: Valentine's Day Aroma Quiz

Idea: Create a short and fun quiz like "What's Your Valentine's Fragrance Personality?" using Instagram Stories.

Examples:

- Romantic & Classic: Fresh Cut Roses
- Flirty & Fun: Bloom
- Sweet & Playful: Cherry Blossom
- Exotic & Bold: Brazilian Bum Bum

CTA: "Take the quiz and discover your perfect Valentine's Day scent!"

"Your Perfect Pair" Posts

- **Idea:** Highlight two fragrances that pair well together for Valentine's Day.
- **Example Pairings:**
 - *Cheirosa 40 + Fresh Cut Roses:* Tropical romance meets classic elegance.
 - *Amazing Grace + Vanilla Luxe:* Soft, sweet, and comforting.
- **Caption:**

"Two scents are better than one 🌹 ✨. Discover the perfect fragrance duos for your Valentine's Day moments."

Valentine's Cards with a Twist (captions and general use)

"Roses are red, violets are blue, *Fresh Cut Roses* is the perfect scent for you! 💌"

"A little Bloom for the one who always lifts me up. 🌻"

"You're a total bombshell, and this scent is proof. 💕"

"To the person who brings amazing grace into my life."

"Love is in full bloom with you in my life."

"You're the sunshine to my tropical paradise. ☀️"

“A Fragrance for Every Love”

Romantic: Fresh Cut Roses for a romantic evening.

Friendship: Cherry Blossom for Galentine’s Day.

Family: Amazing Grace for a cozy family gathering.

Self-Love: Vanilla Luxe or Lavender for a relaxing self-care ritual.

- **Caption Example:**

“Love takes many forms 💕—romantic, friendship, family, or self-care. This Valentine’s, let VINEVIDA’s scents bring joy to every connection in your life. 🌸✨ #LoveInEveryForm”

TBD: Galentine’s Day Giveaway

Idea: Host a Galentine’s Day-themed giveaway to celebrate friendships.

- **Entry Mechanism:**

- Tag your best friend and share your favorite memory with them.
- Follow VINEVIDA and share the post on your story.

- **Prize:** Floral-inspired oils for both the winner and their tagged friend.

- **Caption Example:**

“It’s Galentine’s time! 🥂💕 Tag your bestie and tell us why they’re the ultimate friend for a chance to win a duo of floral-inspired VINEVIDA oils! 🌸✨”

