

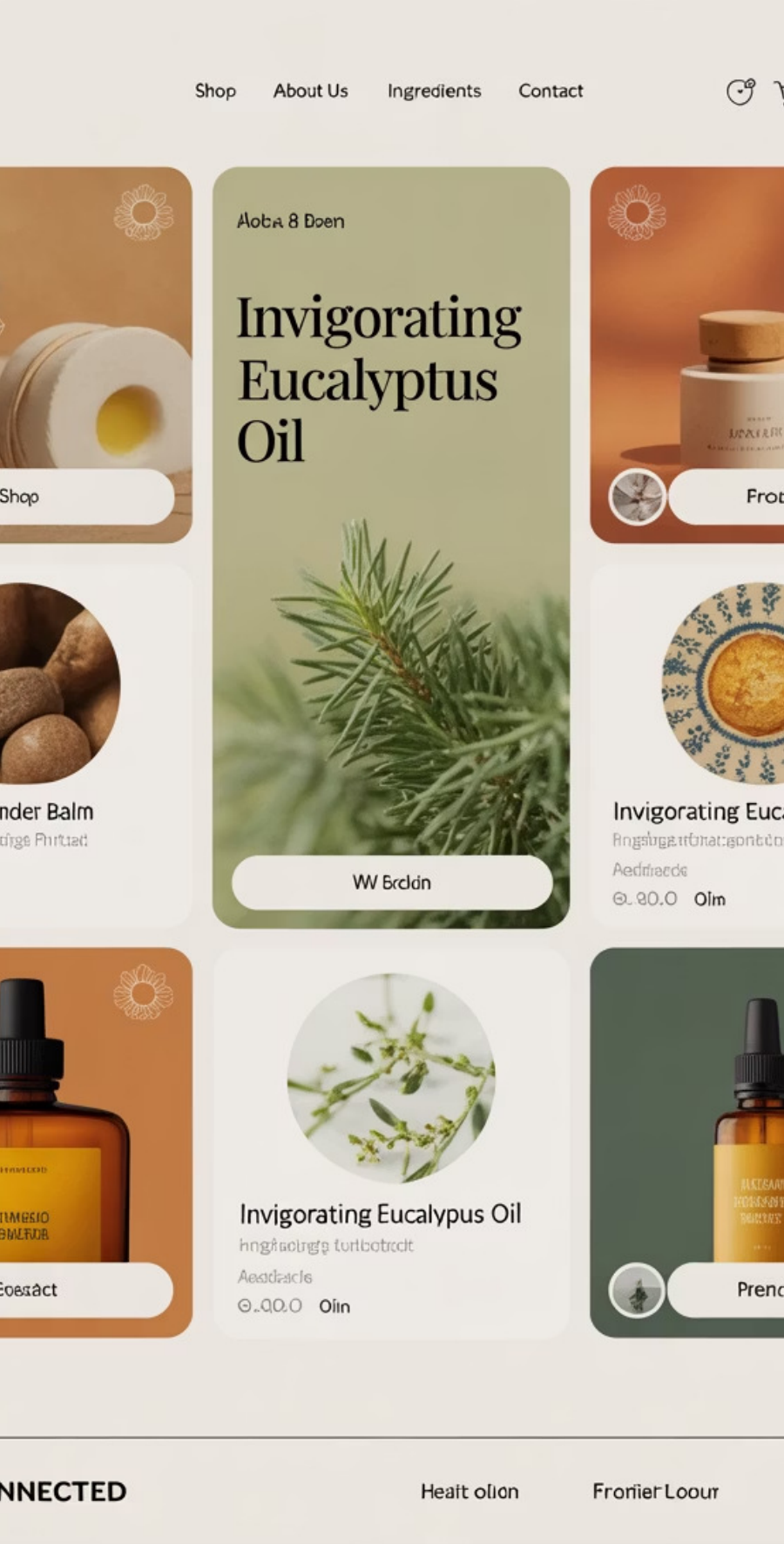
D2C Aromatherapy Brand



Challenge Overview

The brand needed to **position itself as premium wellness** while competing against mass-market aromatherapy products.





Strategic Approach

1

Luxury Narrative

We crafted a **luxury narrative**: *"European wellness meets Indian purity."*

2

Storefront Optimization

Shopify storefront optimization to reflect premium positioning

3

Product Storytelling

Enhanced product descriptions with cultural and wellness narratives

4

Content Campaigns

Content-driven campaigns that highlighted the brand's unique positioning

AI Tools Utilized



GPT-based Narratives

GPT-based product and lifestyle narratives that conveyed premium positioning and cultural fusion



AI-enhanced Visuals

AI-enhanced packaging visuals and image testing to determine most effective visual presentation



Automated Content

Automated social and email content schedules to maintain consistent brand presence

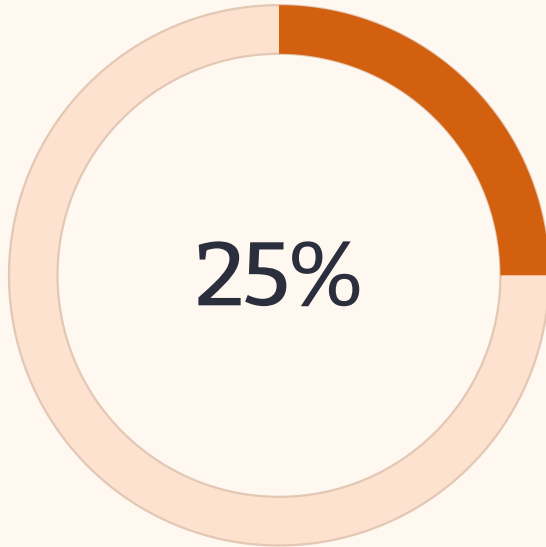
Cultural Considerations

- Blended **European wellness traditions with modern minimalism.**
- Designed experiences around **self-care and gifting rituals.**

Our approach carefully balanced authentic cultural elements with contemporary design aesthetics to create a unique brand identity that resonated with premium wellness consumers.

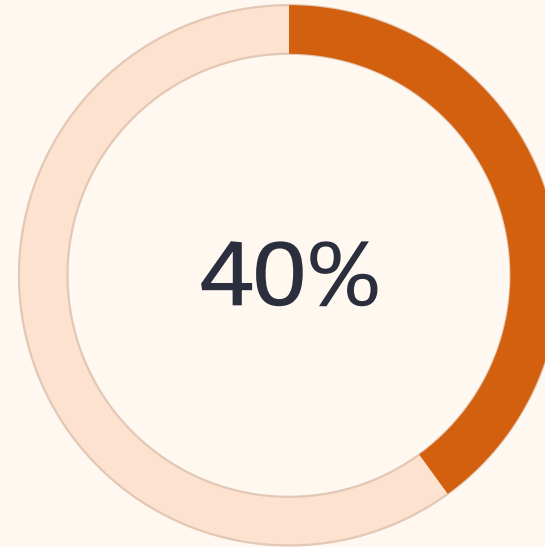


Measurable Outcomes



Sales Growth

Online sales grew **25% in 2 months** following implementation of our strategy



Engagement Increase

Product page engagement rose by **40%** with enhanced storytelling

Created "brand ritual kits" that improved customer retention and reinforced the premium wellness positioning



Client Testimonial

"Our brand now feels like a premium wellness experience — not just another product line."