

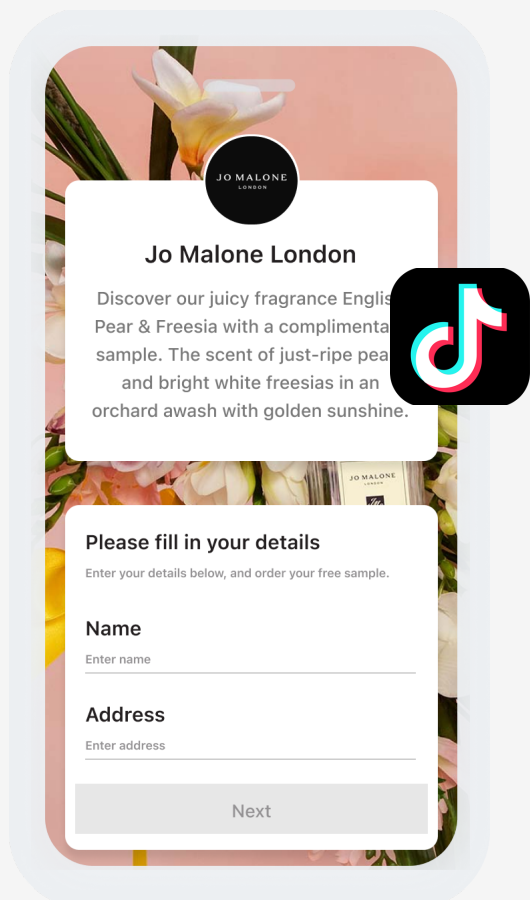
JO MALONE LONDON

How we helped Jo Malone London engage a brand new audience and achieve an 18% purchase rate through sampling

OBJECTIVE

Jo Malone London wanted to drive awareness and trial for English Pear & Freesia Cologne, the brand's best-selling fragrance.

The campaign's key objective was to reach a new and younger audience.



SOLUTION

Jo Malone London partnered with SoPost to launch a social sampling experience through TikTok's Instant Forms.

The consumer experience needed to feel seamless from start to finish, so the SoPost team designed fully branded lead forms that integrated with TikTok. This allowed consumers to request a sample directly within the platform.

SoPost then analysed sample requests in real-time to validate shipping addresses and filter duplicate orders, all to maximise campaign results.

A few weeks post-trial, consumers were asked to submit a review and provide feedback via a survey. The survey included questions based on purchase intent, recommendation likelihood, and consumer habits to offer detailed insight into Jo Malone London's audience base.

Consumers also received a second email containing a link to purchase the full-size product on the Jo Malone London website.

RESULTS

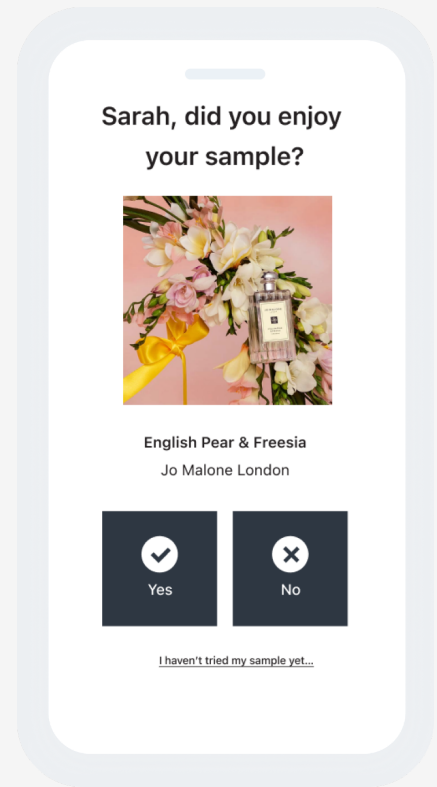
Sampling through TikTok attracted an overwhelmingly positive response from Jo Malone London's key target market. 20% of consumers who claimed via TikTok were under 24, and 18% had already purchased the product post-trial. The campaign also garnered a wealth of quality five-star reviews.

5%

click-through to purchase rate from post-trial email

18%

of consumers had already purchased the product



80%

of consumers have recommended the product

44%

of consumers heard about Jo Malone London through social media

82%

of respondents gave the product a five-star rating

“ A touch of luxury

In love with this fragrance.

It's so classy, fascinating and at the same time, fresh and happy.

I wear it in the morning and feel a bit special. ”

★★★★★ 4.5 average rating

