

How an Irish Fragrance Brand Achieved a 22x ROAS: A TikTok Case Study

For many small Irish businesses, the world of paid digital advertising can feel like a gamble. But for Handsome Scent, a Galway-based fragrance brand, a well-executed strategy turned into a story of massive, measurable success.

This case study is a perfect blueprint for how any Irish SME can leverage the platform's unique tools to build a community, create urgency, and generate an incredible return on ad spend (ROAS).

The Challenge: Standing Out in a Crowded Market

The fragrance market is dominated by global luxury brands. As a small Irish business, competing on a "brand awareness" budget was impossible. Handsome Scent needed a way to connect with customers directly, show the human side of their brand, and drive real, immediate sales.

The Strategy: Combining LIVE Video with Spark Ads

The brand's founder, Paul Jackman, had already seen success with organic TikTok LIVE videos, where he would pack customer orders in real-time. This "behind-the-scenes" content is authentic and builds a strong community. The team decided to turn this organic success into a major, promoted event.

The plan was to host a "Pack Your Order Day" and promote it heavily. This is where the ad strategy came in.

1. **The Creative:** The brand created several short, engaging organic videos announcing the date and time of the LIVE event. These were not polished ads; they were authentic, personal invitations.
2. **The Ad Format:** They did not use traditional In-Feed ads. Instead, they used "Spark Ads." This allowed them to put their ad budget behind those authentic, organic announcement videos. This made the "ad" feel like a native, exciting event notification.
3. **The Event:** On the day, the founder went live for over 7 hours, packing orders, telling stories, and engaging with the hundreds of viewers who tuned in.

The Results: A 22x Return on Ad Spend

The results of this integrated campaign were staggering.

- The **tiktok ads** (the Spark Ads) generated over 411,000 views and reached almost 200,000 people.
- The LIVE event itself maintained a huge, consistent viewership.
- The campaign created a powerful sense of urgency, with the brand recording over 400 orders.
- The final, incredible metric: The campaign generated a **Return on Ad Spend of 22**. This means for every €1 they spent on advertising, they made €22 back in sales.

Why It Worked

This strategy was a masterclass in "making TikToks, not ads."

- **It was Authentic:** It centred on the real founder, not an actor.
- **It Built Community:** It invited people to be part of a live, shared experience.
- **It Created Urgency:** The limited-time nature of the LIVE event drove immediate purchases.
- **It Used the Right Tools:** Spark Ads were the perfect choice to amplify the authentic message.

This case study proves that you do not need to be a global giant to win. You just need a good product, a creative idea, and a smart strategy.