



PR AWARENESS KIT

dōTERRA™ | EUROPE

Sharing Moments in Time

The first PR campaign - The Netherlands

Welcome to the first edition of our PR Awareness Kit. Moving forwards, we will be bringing you a toolkit for each of our PR campaigns. You can use this information to show to your customers and potential prospects, helping you to highlight the PR campaigns that dōTERRA is working on to support you and your business.

As we came towards the end of the pandemic last year, dōTERRA wanted to research and highlight the 'moments of time' that women are taking during the day to themselves, either during their working day over a break or lunch, or as they relax into the evening with their families and loved ones. The purpose of the campaign was to raise awareness of dōTERRA as a wellness company in The Netherlands. In addition to build relationships with editors to secure future coverage for product placement and corporate news.

I hope you enjoy this first edition and please do not hesitate to get in touch if you have any queries.

Best wishes,

Sheryl Franklin
Head of PR Europe
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The Research – More women are taking time for themselves in the ‘New World’

dōTERRA discovered how Dutch women relax; scent, music and clothing were cited as key elements for creating a relaxed atmosphere.



Over 2,000 respondents were surveyed to uncover ways in which Dutch women are taking time for themselves. The findings indicate that they like to listen to music (68%), change into more comfortable clothing (whilst at home) (55%) and use scented candles or essential oils (53%) to create a relaxed atmosphere.

Nearly 9 in 10 women take time for themselves during the day when working from home; however, this personal time is shorter than when they work in the office.

When it comes to taking personal time, 38% of women said they take a moment for themselves every day, 24% say they do so several times per week, and 9% say they take time for themselves each month or never.

Here are five of the most common ways respondents relax:

- Sleep (75%)
- Listen to music (64%)
- Go outside in nature (45%)
- Take a bath (43%)
- Read (41%)



Netherlands Relaxing Survey

Top 3 Things Women do to Create a Relaxing Atmosphere

 **68%** Turn on Music

Use Scented Candles/Oils **53%**

55% Change Clothes

24%

take a moment
several
times a week

38%

Women say they take
a **moment** for
themselves
every day

9%

Take a moment
for themselves
once a month
or never

68 Percent

indicate that **scent** plays an
important role in relaxing

41%

of 24-34 year olds use
scented oils and
candles to relax





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Comparing Generations

The dōTERRA survey found that 78% of 18-24 year olds relax the most by sleeping compared to 47% of women 55 years and older. Women over 55 prefer to spend time in nature (73%) compared to only 4% of 18-24 year olds.

More than two-thirds (68%) of women say scent plays an important role in relaxation, with 41% of 24-34 year-olds regularly using essential oils or candles.

In comparison, the 55+ generation attach less importance to scent when it comes to relaxing. Among this target group, a third have never used essential oils or candles.





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Work and Leisure



While working from home, 9 in 10 women say they take a moment for themselves; 46% do this regularly. The study found that women take less time to relax at home than when they work from the office or when colleagues are nearby (47%). In fact, 15% of women found that working at home reduced their relaxation time by an hour or more compared to working in the office.

Top five ways to relax while working from home

Among 18-24 year olds, 54% find social media the most popular pastime to help them relax while working from home. Making tea or coffee comes first for 34-44 year-olds (53%), followed by 66% of 45-54 year-olds and 63% of 55+.

Going for a walk is most popular among 45-54 year-olds, at 64%. 33% of the 25-34 age group uses calming scents most often versus 19% of 55+ year-olds.

Overall, the top five ways women relax while working from home:

- **Social media (49%)**
- **Making coffee or tea (48%)**
- **Making or listening to music (45%)**
- **Taking a short walk (39%)**
- **(Online) shopping (32%)**

Top five ways women relax while working at the office

When working at the office, 13% say they do not take time to relax. Women aged 55+ are more inclined to continue working with 32% saying they do not take any relaxing moments. When people work from the office, they also take less time to enjoy nature.

Taking a walk is common among only 29% of those aged 45-54, compared to 64% of those who from home. The use of calming scents is also less popular in the office with only six percent using them when colleagues are around, compared to 28% who said they use scents at home.

Overall, the top five ways women relax while working at the office:

- **Social media (37%)**
- **Making coffee or tea (37%)**
- **Taking a short walk (30%)**
- **Making or listening to music (24%)**
- **(Online) shopping (16%)**

Top 10 ways women relax during their free time

Engaging in social media continues to be the top way that women relax, along with the following pastimes:

- **Social media (59%)**
- **Making or listening to music (53%)**
- **Online shopping (47%)**
- **Taking a nap (47%)**
- **Taking a short walk (44%)**
- **Making coffee or tea (41%)**
- **Following a beauty routine (37%)**
- **Enjoying sports (36%)**
- **Reading (35%)**
- **Experiencing calming scents (31%)**





Campaign Partnerships

dōTERRA collaborated with *Happy in Shape* and *&C Magazine* to promote the campaign to a female audience aged 30-45 who are conscious of their health and wellbeing. The publications are two of the top lifestyle titles in The Netherlands with a prime target audience to promote dōTERRA as a company that offers the purest, high quality essential oils. Both publications have a combined audience of 1.5 million visitors to their website per month and a circulation of 90,000 people. This creates great exposure for dōTERRA in The Netherlands.

Alongside the media exposure, both publications ran product giveaways on social media to promote our essential oils and provide *Happy in Shape* and *&C Magazine* customers with the opportunity to try the products.

Campaign Outcomes

The campaign secured 10 pieces of coverage in online and print media. Total circulation was 82,000 with an exposure to 682,000 via digital and print media.

The full press release was featured in key titles including:

- &C Magazine
- Happy in Shape
- Gezondheid
- Happify
- Wo Magazine

In addition, the following products were featured in the magazines below as part of the extended press coverage for the campaign:



Marie Claire

September 2021

BAZAAR

September 2021

Campaign Summary

The purpose of the campaign was to raise awareness of dōTERRA as a wellness brand in The Netherlands. In addition, our goal was to build media relationships with key press in the market with a view to secure future PR for our brand.

Managing Director, Europe, Isaac Wilson comments on why the first PR campaign was important for The Netherlands:

“The Netherlands was one of dōTERRA Europe’s earliest markets to develop and remains an important piece of our long-term growth plans. Recognising the importance of public sentiment on consumer behaviour in The Netherlands, we are excited to launch the PR kit first in the Netherlands and believe it will be a great asset to our leaders within the market.” - Isaac Wilson

We will continue to work with editors in the market to strengthen the reputation of our corporate brand. Watch this space!





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The dōTERRA survey was conducted online by Research Without Barriers (RWB). All studies were conducted between September 27, 2021 and September 30, 2021. The sample included 2,005 Dutch women aged 18 and over. The research provided in this document is the copyright of dōTERRA.

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