

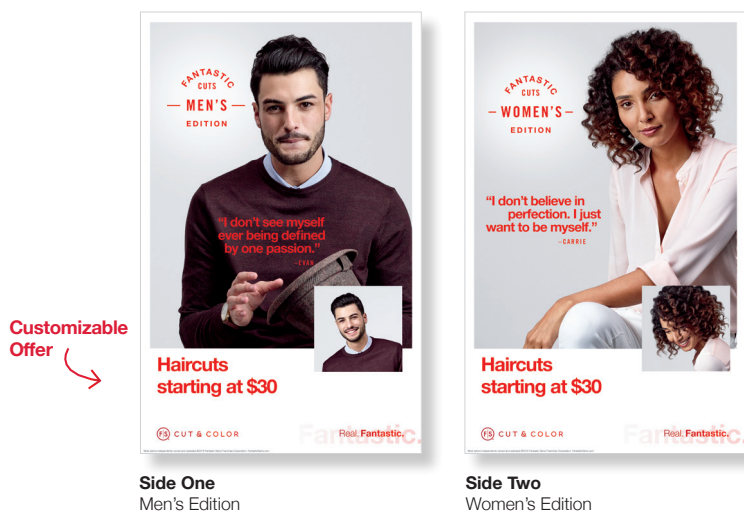
# Fantastic Cuts



# In-Salon Advertising

Thank you for saving your Block 3 Haircut box from 2018! It's time to reuse your Fantastic Cuts T-Stand Poster and Window Cling. These two pieces are also available for download.

**Reuse Your Block 3 Materials From 2018!**



**T-Stand Poster** 14" x 22" (double-sided)

If using the T-Stand Poster for the first time or changing your offer, download the editable pdf and customize the Haircut offer on both sides.



**Window Cling** 23.375" x 35.25" (double-sided)

Window clings do not require an adhesive or hanging hardware to adhere to windows. They may be installed on the inside or outside surface of your windows. For salons with darker window tinting, outside application is recommended.

How to install:

- For proper adhesion the surface must be clean and dry.
- Using a spray bottle, spray the window with water and apply the cling to the window surface.
- The water will help you slide the cling across the surface for positioning.
- To remove air bubbles, spray additional water onto cling, and roll the water out, working from the center of the decal to the edges using a flat-edged object. When removing air bubbles, use a layer between the object and the printed surface to prevent scratching.

**Watch a video on how to save your window cling for storage and how to re-install the cling at [youtu.be/3aKqQcBzvXc](https://youtu.be/3aKqQcBzvXc).**

# Direct Mail

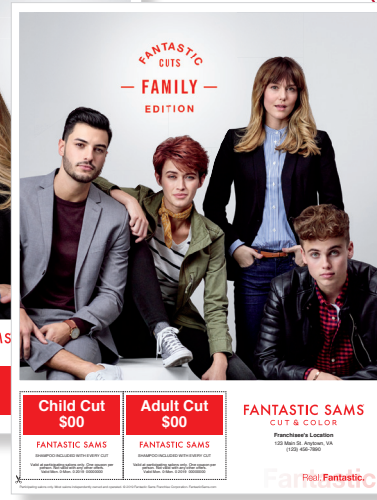
Targeted direct mail is popular because it works. Highlight family cuts and your specific haircut offers with these six new designs!

**8.5" x 11", Two Coupons** (one-sided or double-sided)

**6 New Direct Mail Designs**



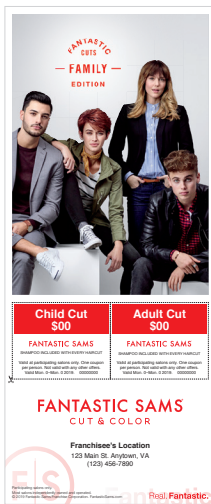
One Sided



Two Sided

**3.5" x 8.25", Two or Four Coupons** (one-sided or double-sided)

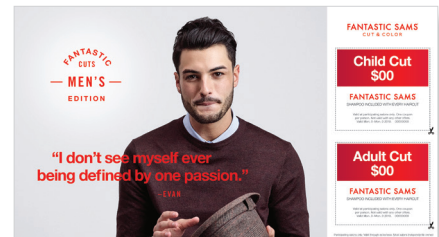
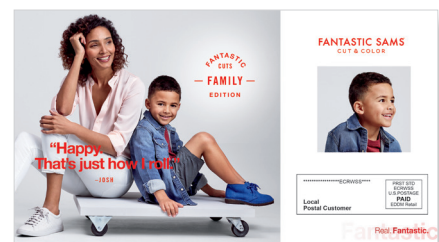
**11.75" x 6.5", Two Coupons**



One Sided, 2 Coupons



Two Sided, 2 or 4 Coupons



## Ramp Up Guide: Block 1 Haircut 2019

# Localized Campaign Materials

What's better than great campaign marketing materials? Customizable ones. The NAF Marketing Hub gives you access to pro-level marketing assets in the form of editable PDFs, so you can make them fit your salon's location and pricing. Download away!



**Email** 600x600 px

How do you get people to read an email? Make it personal, and make it beautiful. Download and then edit this email template and customize to your salon's special. Then grab their attention; put the special in the subject line!



**Digital Display Ads** 6 sizes

Paid digital media ads are a great way to reach many customers all at once. Just customize and then contact a media buying vendor and tell them you have six sizes ready to go!





**Social Media** 2 Facebook ads

We heard you: Facebook is where you want to be. Each of these two standard-size Facebook ads comes with a Fantastic Cuts Family Edition icon.



**TV Monitors**

2 designs, 1920 x 1080 px

Add a new Fantastic Cuts slide to your in-salon digital signage to make your salon experience even more engaging.



# Block 1 Haircut 2019

## National Marketing Plan

2019	January					February				March			
	1	7	14	21	28	4	11	18	25	4	11	18	25
	1	2	3	4	5	6	7	8	9	10	11	12	13
	New Year's Day (1)			MLK Jr. (21)			Valentine's Day (14)	President's Day (18)					
<b>Seasonal Focus Period</b>	<b>HAIRCUTS BLOCK #1</b>												
<b>NAF Kit Promotions</b>				<b>Haircut Sale</b>									
<b>Regional Promotional Options</b>				<b>Haircut Sale</b>									
<b>FS Retail: Interior FS Focus</b> 20% Off Salon Cost	Thick n Full Shampoo 12 oz, Thick n Full Conditioner 12 oz, Keratin Shampoo 12 oz, Keratin Conditioner 12 oz, Lavender Mint Shampoo 12 oz, Lavender Mint Conditioner 12 oz, Smoothing Keratin Treatment, Volumizing Potion												
<b>Social Media</b>	New Year's Day (1) -- Trivia Day (4)	Popcorn Day (19)	MLK Jr. (21) -- Fun at Work Day (28)	Groundhog Day (2)	Superbowl Sunday (3)	National Pizza Day (9) -- Valentine's Day (14) -- President's Day (18)		World Compliment Day (1)	St. Patrick's Day (17)	Puppy Day (23)	Waffle Day (25)		

Ramp Up Guide: Block 1 Haircut 2019

# Block 1 Haircut 2019 Ramp-Up Guide Overview

## Promotions Checklist

✓	Date	Item
<input type="checkbox"/>	Reminder	Take down Block 4 Holiday Sale promotional materials.
<input type="checkbox"/>	3 Weeks Prior	Confirm promotions (and contests) with owner; set salon goals for promotion.
<input type="checkbox"/>	3 Weeks Prior	Review goals, contests, materials and scripts with team. Set salon and stylist goals.
<input type="checkbox"/>	3 Weeks Prior	Check inventory of FS retail promotion products and get order ready for Product promotion.
<input type="checkbox"/>	1-2 Weeks Prior	Enter Fantastic Cuts promotion and FS product discount codes into POS system.
<input type="checkbox"/>	1-2 Weeks Prior	Fantastic Cuts promotion: feature promoted service stickers with the price point offer. Put up all Haircut Sale materials in salon: one Window Cling and one T-Stand Poster.
<input type="checkbox"/>	Always	Retail Walk: Walk every guest to the product display and showcase the FS retail product promotions. Monitor product inventory for promotion.