

Ramp Up Guide: Summer 2018

Fantastic Cuts.



In-Salon Advertising

Inspire your guests as soon as they walk in. Our beautiful T-Stands and Window Clings clearly communicate the Haircut Sale and liven up your salon.



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

Side One
Fantastic Cuts
Men's Edition
(stickers included)

Side Two
Fantastic Cuts
Women's Edition
(stickers included)

Offer stickers enclosed



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.
- Place the window cling on a clean flat surface with liner side up (the liner has an off-white milky appearance). Please be sure to peel off the liner.
- 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 the enclosed squeegee. **When removing air bubbles, use the liner on the printed surface to prevent scratching.**

Fantastic Sams

Direct Mail

Targeted direct mail is popular because it works. Highlight men's, women's, family or back-to-school cuts this summer with these five new designs. Better yet, use them all!



One Sided

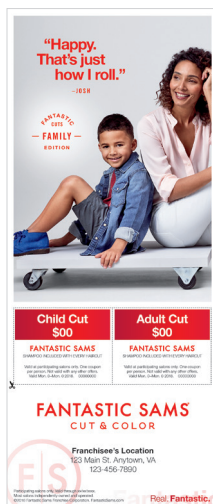


8.5" x 11"



Two Sided

5 New Direct Mail Designs

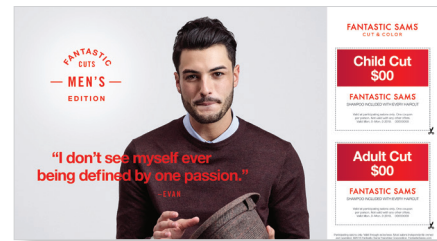


One Sided

3.5" x 8.25"



Two Sided



11.75" x 6.5"

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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!

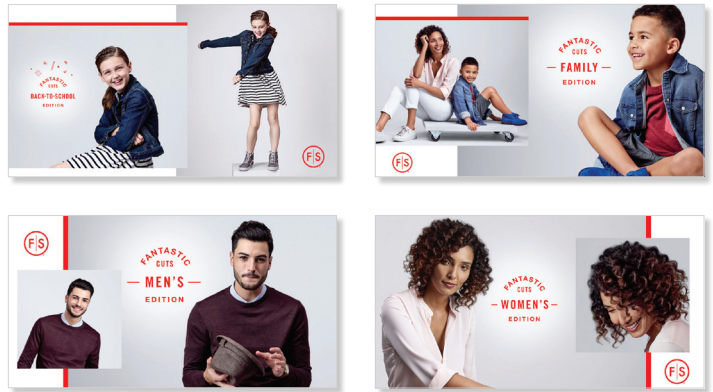


Two Back-to-School Designs

5 New Email Designs

Emails 5 designs, 5 sizes

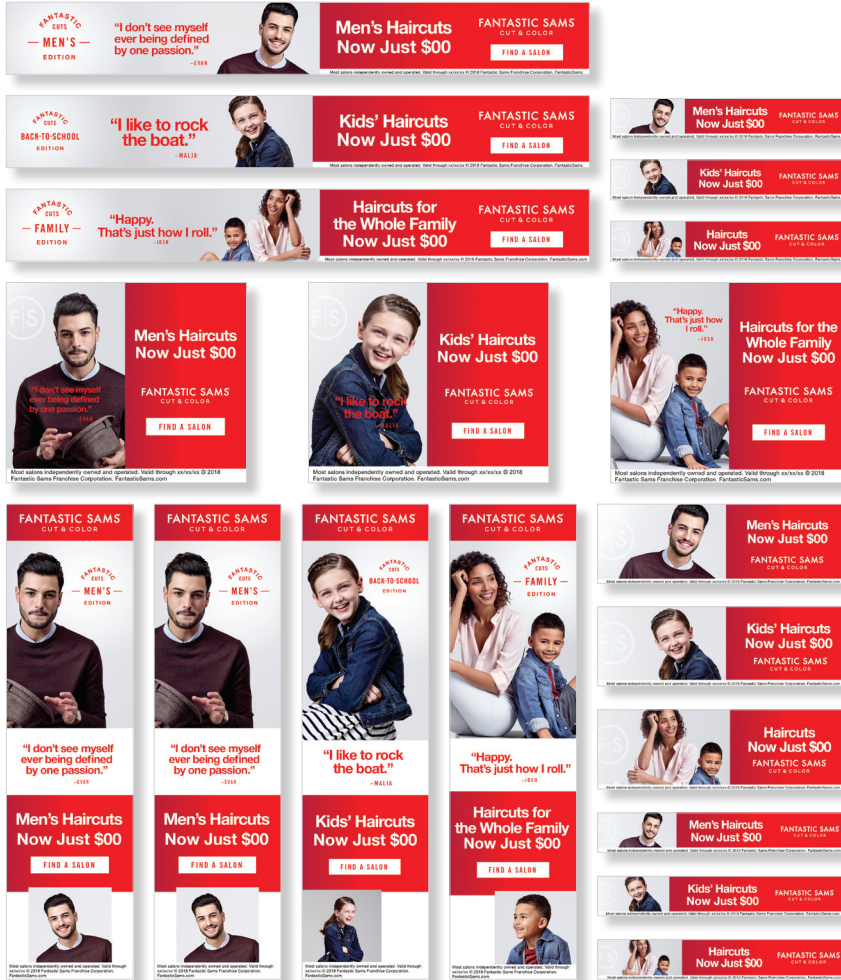
How do you get people to read an email? Make it personal, and make it beautiful. Download and then edit this summer's five unique email templates and customize them to your salon's specials. Then grab their attention; put the special in the subject line!



4 New Facebook Ads

Social Media 4 designs, 1 size

We heard you: Facebook is where you want to be. Each of these four standard-size Facebook ads comes with suggested copy that was designed with our Real.Fantastic 2018 campaign in mind.



18 designs
6 sizes

← Digital Display Ads
18 designs, 6 sizes

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



← TV Monitor
1 design, 1920 x 1080 px

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

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2018 Fantastic Sams National Marketing Plan

2018	July					August				September				October					Nov.
	2	9	16	23	30	6	13	20	27	3	10	17	26	1	8	15	22	19	5
	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
	Independence Day (4)									Labor Day (9)					Columbus Day (8)		National Color Day (22)		Veterans Day (11)
Seasonal Focus Period	LITER SALE					FANTASTIC CUTS PROMOTION - BLOCK #3													
MARKETING																			
Primary Message: Featured NAF Kit Promotions		Fantastic Cuts						Optional Fantastic Cuts Event					Color Event						
Secondary Regional Promotional Options																			
FS Retail: Interior FS Focus 20% Off Salon Cost	Liter Sale + Smoothing Mousse, Smoothing Gel, Smoothing Keratin Treatment, Finishing Spray, Shaping Spray								Blowdry Primer, Keratin Thermal Protection Spray, Root Boost Thick n Full (National recommendation is 20% off)										
Social Media	Independence Day		Fantastic Cuts / Liter Sale (General Messaging)				General BTS Messaging								National Color Day - October 22nd (General Messaging)		Color Event (General Messaging)		

Fantastic Sams

Fantastic Cuts Promotions

Promotion	Recommended Sale Price	Discount Codes
July/August Liter Sale	National recommendation is 20% off.	2018LITERSALE
Fantastic Cuts Promotion	Consult with your regional office for recommended pricing.	For Adults AHCAUG18, AHCSEP18, AHCOCT18 For Kids KHCAUG18, KHCSEP18, KHCOCT18
September/October Blowdry Primer Keratin Thermal Protection Spray Root Boost Thick n Full	National recommendation is 20% off.	2018SO20OFF

Important Dates and Offers

July 1-31: Liter Sale

(National recommendation is 20% off.)

August 1-October 31: Haircut Sale

(Consult with your regional office for recommended pricing.)

September 1-October 31: Product Discount Promotion

Blowdry Primer, Keratin Thermal Protection Spray, Root Boost Thick n Full

(National recommendation is 20% off.)

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Summer 2018 Ramp-Up Guide Overview

July-October Promotions Checklist

✓	Date	Item
<input type="checkbox"/>	4 Weeks Prior	Receive Fantastic Cuts promotion kit.
<input type="checkbox"/>	Reminder	Take down previous Color Sale promotional materials.
<input type="checkbox"/>	Reminder	Order Palm Cards in preparation for promotion.
<input type="checkbox"/>	3-4 Weeks Prior	Confirm promotions (and contests) with owner; set salon goals for promotion.
<input type="checkbox"/>	3-4 Weeks Prior	Review goals, contests, materials and scripts with team. Set salon and stylist goals.
<input type="checkbox"/>	3-4 Weeks Prior	Check inventory of FS retail promotion products and get order ready for first week of September for Product promotion.
<input type="checkbox"/>	2 Weeks Prior	Hand out Fantastic Cuts Palm Cards (not included in kit; template available on the NAF Hub at www.FSMARKETINGHUB.COM).
<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.