

Ramp Up Guide: Holiday 2018

# Fantastic. Real.Festive.Style.

HOLIDAY SEASON COLOR EVENT



Sparkle  
and shine



Holiday  
game



All the  
trimmings



Dashing  
day to night

**Reminder!**  
Please keep all  
kit materials for  
use later

# In-Salon Advertising

Our holiday visual merchandising strategy ensures that your salon is spreading good cheer and making customers aware of the Holiday Season Color Event.



← **Mirror Cling**  
4.26" x 6.75"  
(8 copies)



**Side One**  
Dashing day to night  
(stickers included)

Offer stickers enclosed



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

**Side Two**  
Sparkle and shine  
(not customizable)



← **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 squeegee previously provided or any hard, flat object.

**When removing air bubbles, use the liner on the printed surface to prevent scratching.**

# Direct Mail - 2 Coupons

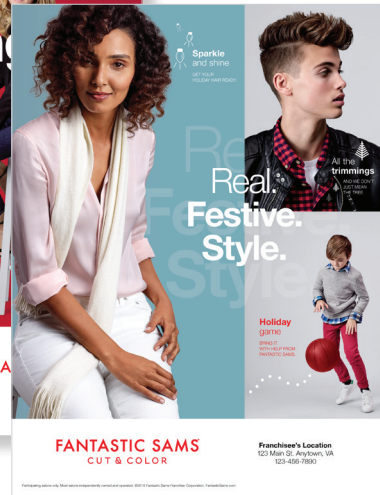
Targeted direct mail is popular because it works. Feature area highlights and all-over color this holiday season with these five new designs. Better yet, use them all!



One Sided



8.5" x 11"



Two Sided

5 New Direct Mail Designs



One Sided

3.5" x 8.25"



Two Sided



Two Sided

11.75" x 6.5"

# Direct Mail - 4 Coupons

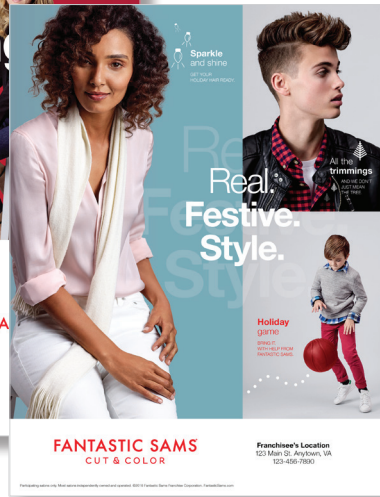
Targeted direct mail is popular because it works. Feature area highlights and all-over color this holiday season with these five new designs. Better yet, use them all!



One Sided



8.5" x 11"



Two Sided

5 New Direct Mail Designs

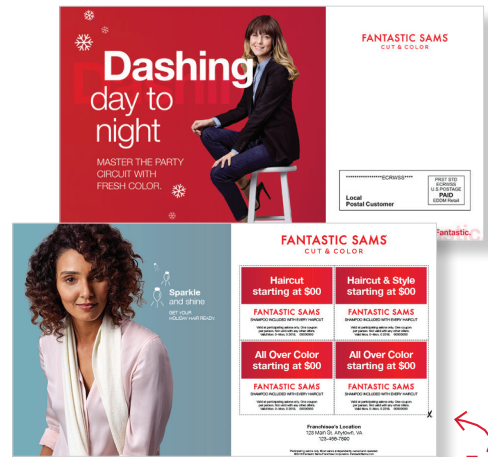


One Sided

3.5" x 8.25"



Two Sided

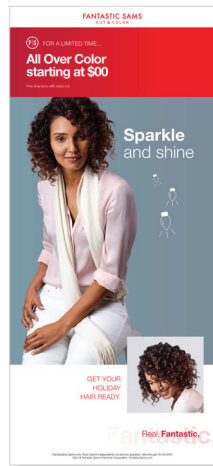


Two Sided

11.75" x 6.5"

# 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!



## Emails 2 designs

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

2 New Email Designs

Two Holiday Designs



2 New Facebook Ads



## Social Media 2 designs, 1 size

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



2 New TV Slides

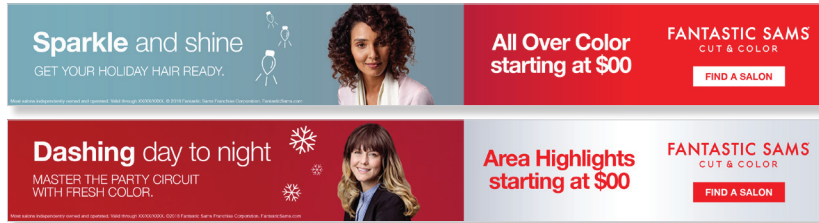


## TV Monitor

1 design, 1920 x 1080 px

Add the new Holiday 2018 slide to your in-salon digital signage to make your salon experience even more engaging.

# Localized Campaign Materials



728x90

12 designs  
6 sizes



## Digital Display Ads

12 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!



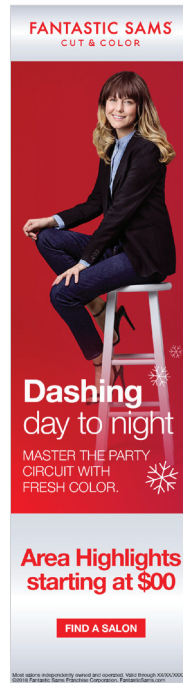
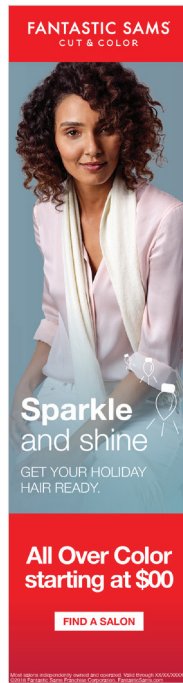
300x250



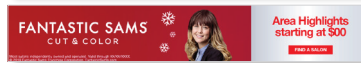
320x100



300x50



160x600



320x50

# 2018 Fantastic Sams National Marketing Plan

2018	November				December				
	5	12	19	26	3	10	17	24	31
	45	46	47	48	49	50	51	52	53
	Veterans Day (11)		Thanksgiving (22)					Christmas (25)	New Years (31)
<b>Seasonal Focus Period</b>	<b>COLOR BLOCK 4: Real.Festive.Style.</b>								
<b>MARKETING</b>									
Primary Message: Featured NAF Kit Promotions									
Secondary Regional Promotional Options					<b>Gift Card</b>				
<b>FS Retail: Interior FS Focus</b> <b>20% Off Salon Cost</b>	<b>Color Protect Shampoo, Color Protect Conditioner, Color Protect Leave-in, CP Deep Repair Masque, SMOOTH Gel, SMOOTH Keratin Treatment, SMOOTH Mousse (National Recommendation is 20% off.)</b>								
Social Media			<b>Thanksgiving</b>					<b>Christmas</b>	<b>New Years</b>

# Real.Festive.Style. Promotions

Promotion	Recommended Sale Price	Discount Codes
<p><b>November/December</b>                      Area Highlights or Highlights (=AH), (=H)                      All Over Color (=AOC)</p>	<p>Consult with your regional office                      for recommended pricing.</p>	<p>AHNOV18                      HNOV18                      AOCNOV18</p>
<p><b>November/December</b>                      Color Protect Shampoo,                      Color Protect Conditioner,                      Color Protect Leave-in,                      CP Deep Repair Masque,                      SMOOTH Gel,                      SMOOTH Keratin Treatment,                      SMOOTH Mousse</p>	<p>National recommendation                      is 20% off.</p>	<p>2018ND20OFF</p>

## Important Dates and Offers

**November 5-December 31: Real.Festive.Style - Color Event**

Area Highlights, Highlights and All Over Color  
 (Consult with your regional office for recommended pricing.)

**November 5-December 31: Product Discount Promotion**

Color Protect Shampoo, Color Protect Conditioner, Color Protect Leave-in, CP Deep Repair Masque,  
 SMOOTH Gel, SMOOTH Keratin Treatment, SMOOTH Mousse  
 (National Recommendation is 20% off.)



# Real.Festive.Style. Campaign Overview

## November-December Promotions Checklist

✓	Date	Item
<input type="checkbox"/>	4 Weeks Prior	Receive <b>Real.Festive.Style.</b> kit.
<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	Download all <b>Real.Festive.Style.</b> digital and print materials available on the NAF Hub at <a href="http://www.FSMarketingHub.com">www.FSMarketingHub.com</a> (not included in kit) to help promote Holiday Hair Color Sale.
<input type="checkbox"/>	2-3 Weeks Prior	Check inventory for FS retail promotion products and get order ready for first week of <b>Real.Festive.Style.</b> promotion.
<input type="checkbox"/>	1-2 Weeks Prior	Enter <b>Real.Festive.Style.</b> and FS Product discount codes into POS system.
<input type="checkbox"/>	Reminder	Take down Block 3 promotional materials and store for reuse later.
<input type="checkbox"/>	After closing on November 4th	Display <b>Real.Festive.Style.</b> materials in salon: one Window Cling, one T-Stand Poster and eight Mirror Clings. Feature promoted service stickers with the price point offer on T-Stand front.
<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.