

Fantastic Sams Hyper-Local Marketing Strategies

2019

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What are we promoting with this new idea?

Over one thousand Individual Fantastic Sams hair salons across the country.

What is the marketing problem we want the new idea to solve?

How can a national brand like Fantastic Sams get hyper-local with its real.fantastic message, down to the neighborhood level?

What is the key insight behind the idea?

Fantastic Sams franchisees get their business from drive-by and very local traffic. All business comes from people living within 2-3 miles. That's why we need to grab their attention in the local markets.

Is there a specific "kind " of idea required?

We are looking for unexpected, but proven ways to drive traffic to Fantastic Sams at a hyper local level AND in ways the franchisees will actually be able to (and excited to) execute. Unique promotional themes around haircut or hair color promotions and media vehicles, specifically.



Who is the primary audience for the new idea?

Female Fantastic Fans are optimistic and adventurous social organizers. She's confident in her own skin and not afraid to stand out in a crowd. It's important to her to feel connected to her family, friends, community and cultures around her. She's fun. She's more than a little impulsive and she's willing to do or buy something new at the spur of the moment. She keeps up with fashion but wouldn't consider herself obsessed. She'll pay more for quality and works to stay young-looking but isn't going to buy the latest anti-aging creams.

Male Fantastic Fans are equally adventurous and confident. In their own way, they're working to stay connected and want to stand out among their friends and family. They're quality oriented, but convenience is a critical driver of their salon choice.

What is the one thing the idea must communicate?

Get your next haircut at the Fantastic Sams around the corner.

What is the tone of the brand?

hip, fun, beautiful, confident and real

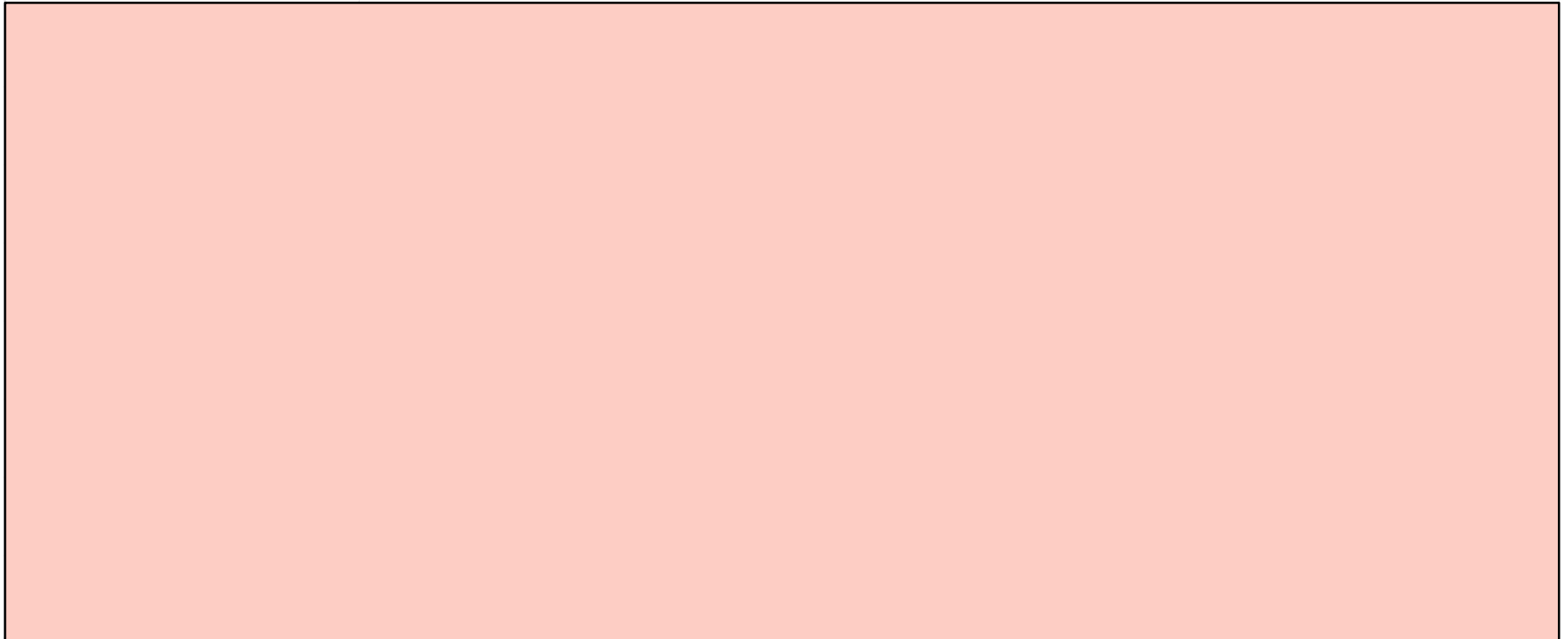


- Some of the ideas are small and easy.
- Some are more elaborate, but attention-getting.
- We looked at several co-promotion opportunities with other local businesses.
- We looked at new technologies.
- We have both promotional themes and local media tactics.
- All images in this presentation are quick placeholders with the expectation that Rivers Agency will execute the ones NAF likes.
- None of the ideas are entirely fleshed out. And some are fleshed out more than others.

Promotion Themes

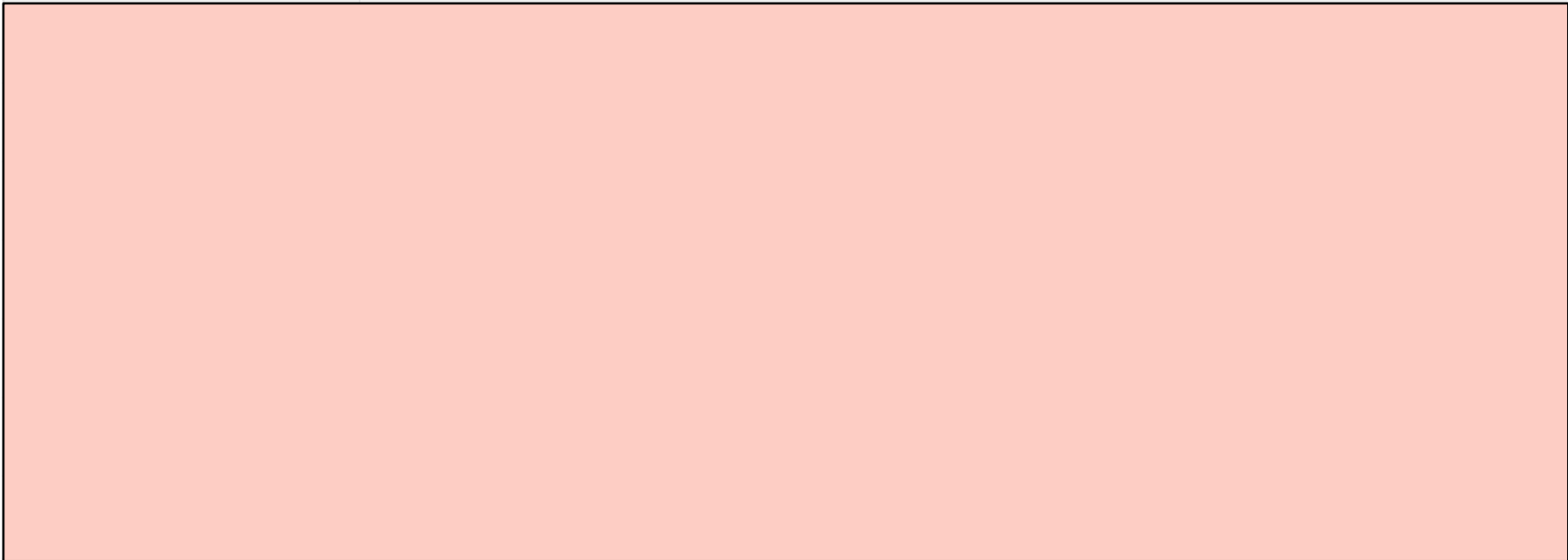
FREE STYLE PROMO

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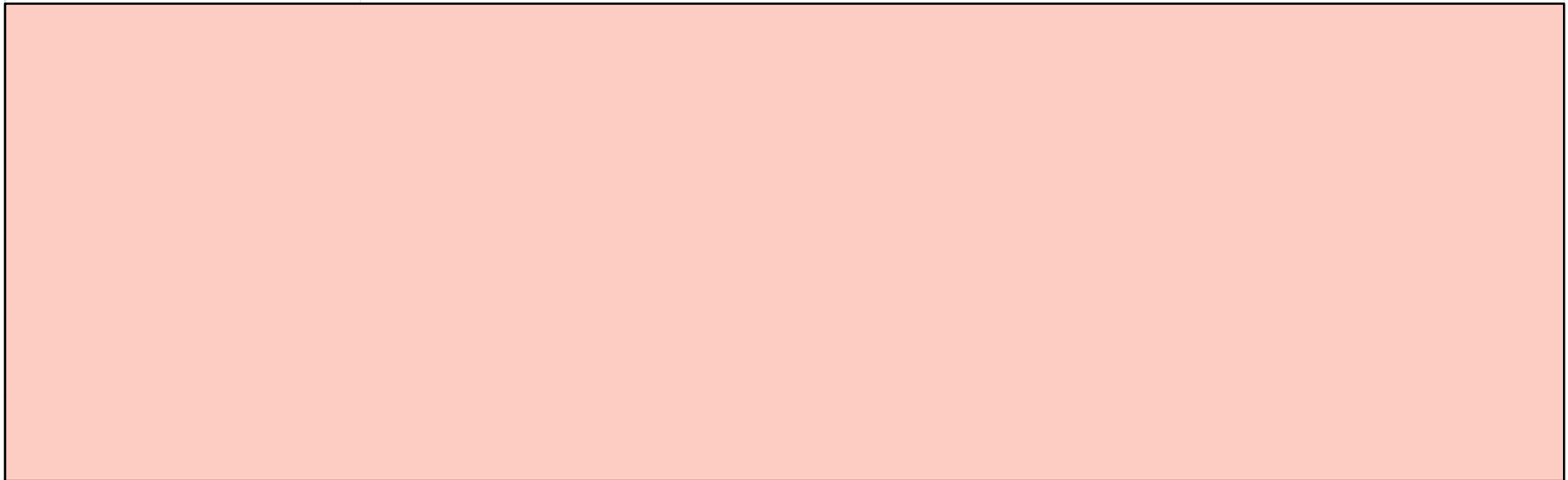
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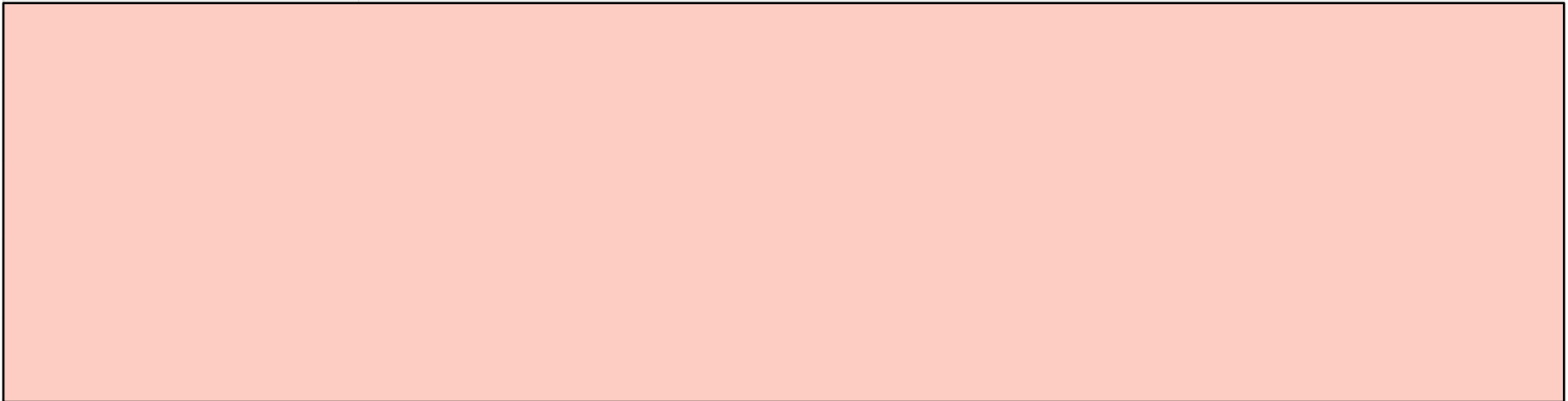
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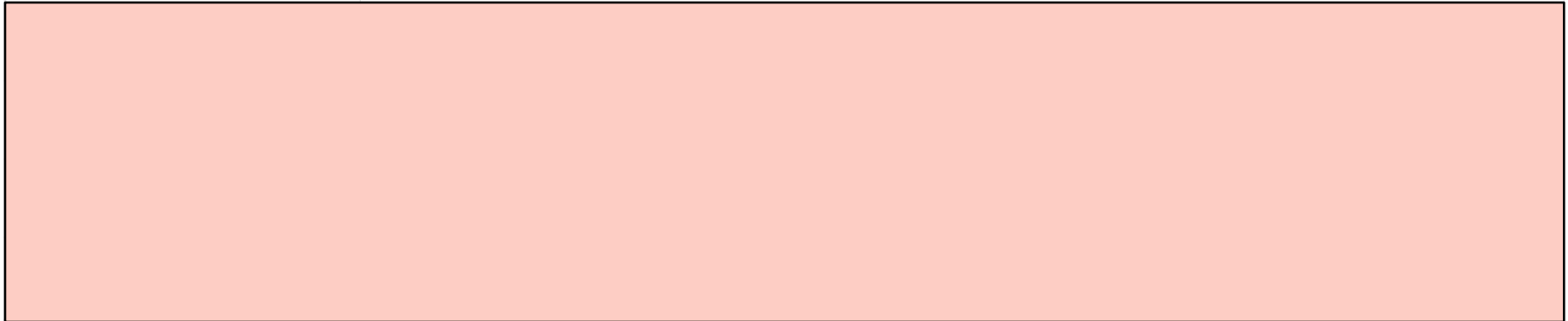
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SCHOOL PICTURE DAY PROMO	Partner with Stomping Grounds, a company specializing in school picture day pictures (not boring photos) and bundle a photo session with a Fantastic Sams haircut for school picture day. Share marketing costs with Stomping Grounds or simply offer coupons for them to use as incentives.



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PRO-FILES	Statistics say, most businesses hire around Jan/Feb of the year (new budgets) so let's have a drive period where we get people ready for interviews with fantastic cuts and styles and include a selfie photo station for professional looking LinkedIn and Facebook profile pics. Maybe even co-promote with LinkedIn for discounts on Premium subscriptions.

Hyper-Local Strategies

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Coaster Coupons

The idea:

- Let's be where our local audience is out having fun, seeing other people, getting social and for God's sake hoping they look good. We can do that with branded bar coasters with our medallion logo on one side and a promotional message on the back.
- Bars like these because they're free coasters. Local franchisees will like them because they're inexpensive to produce - \$375 for 500 at Vistaprint.

Rationale:

- These will look cool (when Rivers designs them!) and be in places (bars, e.g.) where people are often concerned about their style and looks, i.e. trying to meet someone...so also a "mentally" captive audience if you will. Great association with hot, fun, local brands/bars, sure to get talked about. Gets the brand in front of people we may not currently be reaching.
- NAF could also print and ship to each salon in the Block kits.



The Walk-in Beacon

The idea:

- Since everyone has a phone and we want to get hyper local, each FS with traffic walking by can have a beacon installed outside the store that will connect with any phone passing by that has bluetooth enabled. Each store can geo-fence a specific area and target just the people walking by.
- The notice on the phone will be a landing page with a coupon that can be downloaded into a iPhone wallet, Google pay, etc., and redeemed on the spot. Even if the person does not want to download it into their wallet, the coupon can be used as a screenshot. It is easy to make Snapcodes that do the same thing. This way they can share it with their friends.



Rationale:

- This is a super simple way to try to attract more people who are walking blindly by, not realizing they are walking by a Fantastic Sams on a day when they actually do need a haircut or color. At a minimum, the idea reminds people that THERE'S A FANTASTIC SAMS RIGHT HERE!



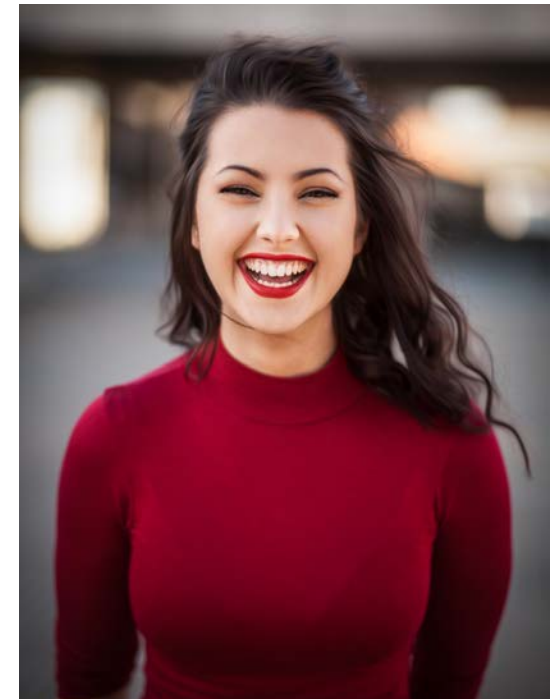
Extremely Local Makeovers

The idea:

- Let's hold extremely local makeover weekends, where we invite the community via social media and other local media (newspapers and sites) to nominate someone in town for a makeover. We narrow it down to three finalists who would each get a hair and face (make-up for women, a shave for men) makeover. It elevates Fantastic Sams as someplace capable of making amazing transformations, while also supporting people in the community to have reasons to need good new hair.
- A recent widow going on her first date. A mother of a bride. The local high school theater star who is going off to college to pursue her dream in New York City, a cancer survivor, someone who founded a wonderful local nonprofit. There is no shortage of stories in any town.
- In fact, we could see a wall of each store full of nominations from the community.
- We could also partner with a local make up artist, photographer, clothing boutique for the full makeover.

Rationale:

- Great way to endear ourselves to the local areas. We engage with the entire community and then capture the before/after of the winners for social media and local press.



The idea:

- What if we were to start new "Get Real Salon Parties" where one of our super talented staff goes to someone's house after hours and sets up a chair in the kitchen. Wine is pouring, conversations flying, women encouraging each other to get bold cuts, pictures getting taken, laughing, etc.
- Fantastic Sams is at the center of it all transforming each attendee before the others' eyes.
- Each party starts with a presentation from our staff member on the latest trends in hair, styles she's been seeing (show photos), new trends in hair-care product (have some on hand to sell), etc. And then everyone takes turns "Getting Real" with Fantastic Sams.
- Could include a little gift back with product samples and a coupon for their next cut at Fantastic Sams.

Rationale:

- Can't get much more local than in someone's home! The fact it's a party means we're reaching multiple people (women, likely). Likely to get social media play out of each one of the ladies. Price it to make money, but realize it's mostly a marketing play.



The idea:

- Parents are always looking for fresh birthday party ideas for their kids. Birthday girls as young as 7 or 8 have spa parties, manicure parties, so why not hair coloring parties?
- We create a local promotion targeting parents of girls to hold their next birthday party at Fantastic Sams. Each girl gets a cut and a crazy - temporary - color (if they want it), feather scarves and we have a Fantastic Sams “Glam Birthday” photo card we pull out for selfies and parent pictures.
- Each girl gets a party favor bag with some hair color, a fat paddle brush, other hair product and a promotional card for a discount on their next visit.

Rationale:

- A great way to get a bunch of local girls into the store that may not have otherwise visited (not to mention all of their parents). The selfies the girls take will make their way to the social stratosphere, thereby “normalizing” Fantastic Sams locally AND promoting the “Glam Birthday” event itself. We price it to make money, realizing it’s still mostly a marketing event.



Take Care of Yourself, Too

The idea:

- People in the local community are constantly buying services to improve things. They are getting their car detailed, they are getting their dog groomed, they are getting their lawns landscaped. Let's do a co-promotion with these local businesses who handle car detailing, dog grooming and lawn care, where we provide coupons for them to hand out to their customers that say something like,
- "Now it's time to take care of yourself. Get 10% off your next haircut at Fantastic Sams." Could customize the line on each card to the business. For example, "You've taken care of your car. Now it's time to take care of yourself..." And each would remind people that there's a Fantastic Sams right around the corner.
- We could also flip it and accept coupons from these businesses that send business their way.

Rationale:

- There's an implied endorsement for Fantastic Sams from the car detailer, groomer, landscaper the people trust (or they wouldn't be there) and positions Fantastic Sams as a business of the community. Further, the partnering businesses may share any marketing expenses with Fantastic Sams.



Take Care of Yourself, Too - Brand Partnerships

Tanning

- Banana Boat Sunscreen
- Palm Beach Tan
- Sun Tan City
- South Beach Tanning

Fitness

- Anytime Fitness
- Planet Fitness

Charities

- Make a Wish
- Children's Hospitals

Retail

- Rack Room Shoes – sponsor shoes for stylists
- Platos Closet
- Costco
- 5 Below
- David's Bridal – offer blowouts or up-dos on day of wedding, bridesmaids up-dos, groomsmen cuts

Auto

- Jiffy Lube

Women's Beauty

- Amazing Lash Studio
- Wet and Wild
- NYX
- NYC Cosmetics
- LA Girl

Kids

- CeCe's Pizza
- Claire's Accessories
- Once Upon A Child

Men

- Buffalo Wild Wings
- Little Caesars
- Nascar
- Baseball - local teams
- Soccer - local teams
- Hockey - local teams



Who's Fantastic Today?

The idea:

- Let's make it a new thing to put up a random first name every day and give away haircuts to them just for that day.
- "Today is FANTASTIC MARYS day."
- And then the name(s) are filled in, with the daily offer. Could be anything from X% off a cut/color, to a free hair product of their choice, or a two for one.
- We post the day's first name on social media every day, maybe swap out the strip mall signs (pictured), post a sign in store that's updated every day, etc.

Rationale:

- Talk about being on a first-name basis with the community! We like how something like this may keep people engaged every day checking to see if their names came up. Plus, having your name chosen makes you feel special, like a winner (fantastic?) and might inspire selfies in front of our store signage with corresponding name.



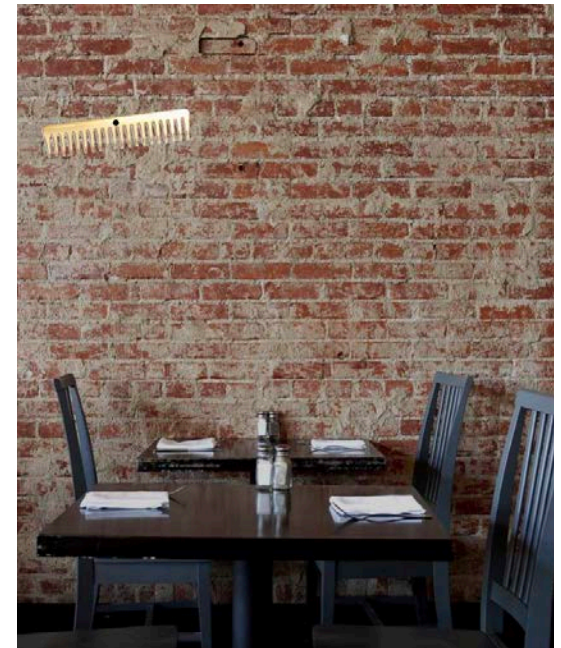
Find the Golden Comb

The idea:

- Let's hold a hyper local promotion that combines social media and local bricks and mortar. We tell people through social that we've hidden a Fantastic Sams "Golden Comb" somewhere in the town. Whomever finds it gets a free haircut.
- After the announcement, clues could be posted on the Facebook and Instagram pages. Cross promote with the establishments you hide it in since you'll be sending traffic there. And then post the winner on social media and local press.

Rationale:

- A real world scavenger hunt that gets people associating Fantastic Sams with the fabric of the town. People love games and love winning free stuff, so we think the social media element of this will create some nice chatter about the brand. And it's a nice reminder that Fantastic Sams is right around the corner.



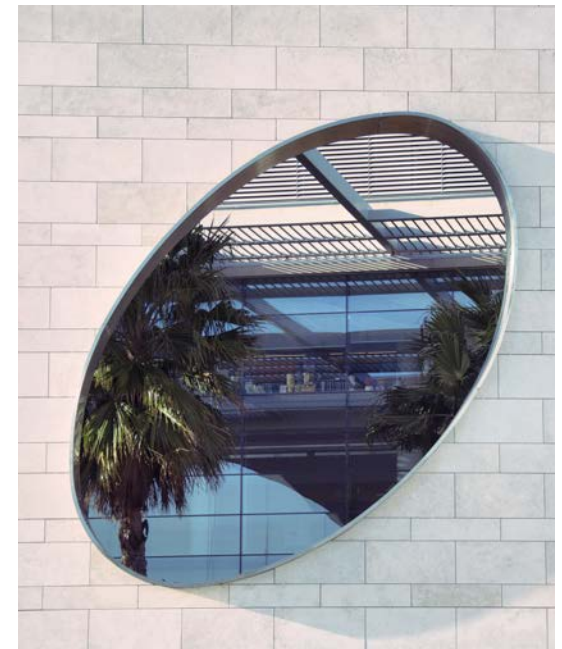
Reflect...Then See Sams

The idea:

- Let's hang or suction-cup mirrors on telephone poles, sides of buildings, bus stops, other human eye-level locations (could vary the heights for men, women, kids), and have a little sticker/message on it that reads e.g. "Like what you see?" or "Tired of this hair color?" and then has location of the nearest Fantastic Sams.
- Could also have a promo code on each mirror that you can take a picture of and bring to the salon to get X% off your first visit.

Rationale:

- Even if this idea only manifested in the much-easier-to-produce mirror clings, these mirrors all over the local community would create a real curiosity and remind people in a fun way (they can see themselves, after all) that now might be the time to get that haircut or coloring. Nice way to communicate that Fantastic Sams is right around the corner.

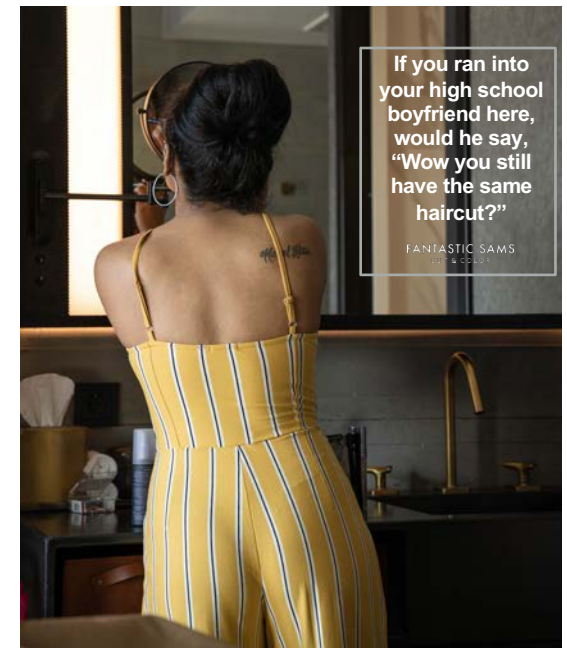


The idea:

- Another way to do the mirror idea is with mirror clings on existing mirrors in local restaurants, bars, movie theaters, gyms, etc. Write great lines that take advantage of the local location (pictured is in a bar).
- Other possible lines:
 - “As long as you are checking your lipstick, how about checking those roots?”
 - “You are beautiful just the way you are. And if you want us to take care of those roots, totally fine too.”

Rationale:

- This idea would go well with the Coasters idea in restaurants and bars or as an extension of the “Reflect...Then See Sams” mirror idea. But being in the bathrooms of local establishments will get talked about and raise fast awareness of Fantastic Sams at a local level.

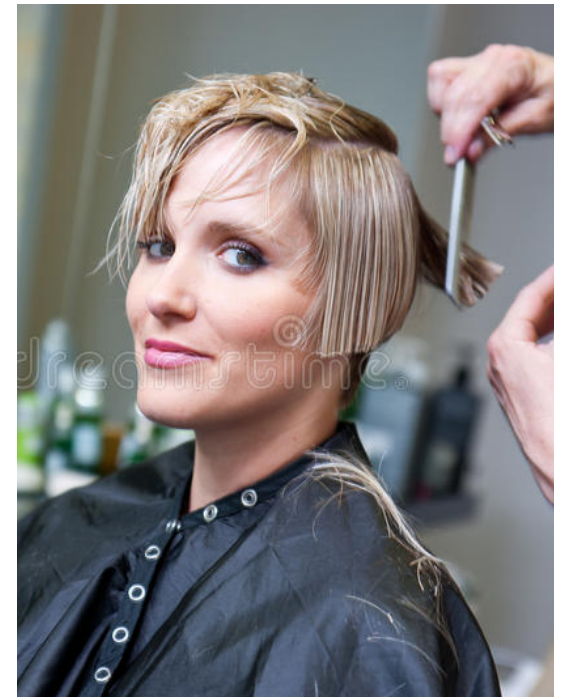


The idea:

- When someone in the community survives cancer, after they ring that bell ending their chemo treatments, it's an empowering, victorious, heartening, HALLELUJAH!, I can conquer anything! kind of moment. Let's make Fantastic Sams a stop on the celebration tour with a free first haircut for cancer survivors.
- It's a wonderful symbol of the person's health (the hair growing back) and the perfect time to celebrate. So let's offer to hold a first-haircut party/gathering called "Survivor Style" at Fantastic Sams after hours. There could be an easy to execute program around it with friends and family to attend the haircut. Maybe add a congratulatory card from the staff, selfie pictures for social, etc.
- Promote it at local hospitals, cancer centers, and with family practitioners.

Rationale:

- A nice way for a national chain to give back to the local community. Local newspapers/sites might cover these events as human interest stories. Pictures from the events are very likely to be posted on social media, thereby spreading the warm message to the local community. And it shows that Fantastic Sams cares about the people in the community.

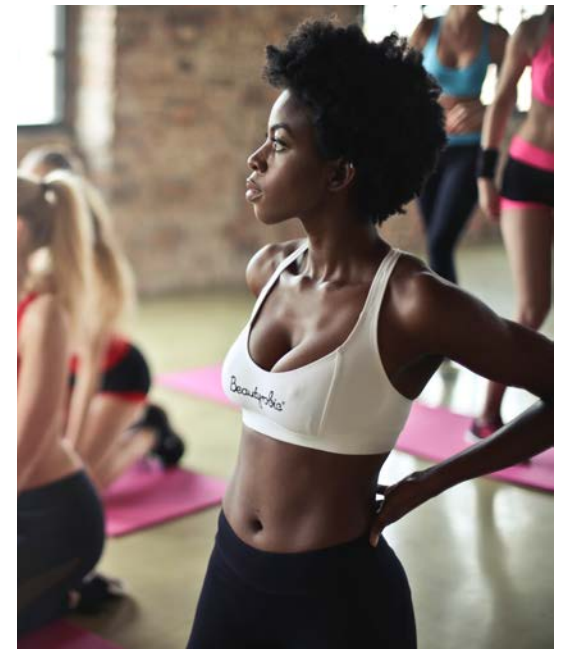


The idea:

- Let's have our local Fantastic Sams stores partner with the local gyms in town (chains and independents, Cross Fit Boxes, etc.) to give discounts and promotions under the banner "Fit & Finish." The "Fit" is the gym part, and the "Finish" is the Fantastic Sams part. They go together very well - it's about improvement on the inside and out.
- Ideally, we co-promote equally with the local gym, where the gym is trying to recruit new members and use Fantastic Sams coupons as an incentive. That way, the gyms can pay for some, if not all, of the cost. Could also work as an ongoing thing for members of that gym - discounts at Fantastic Sams for that "finish." Further, people who care about their bodies (go to gyms) are likely to care about their hair, too.
- There is an opportunity to productize this idea longer term and sell a special "Fit & Finish" bag of product (gel, mouse, comb, brush, etc.) they can take to the gym and keep in their gym bag for quick "finishes."

Rationale:

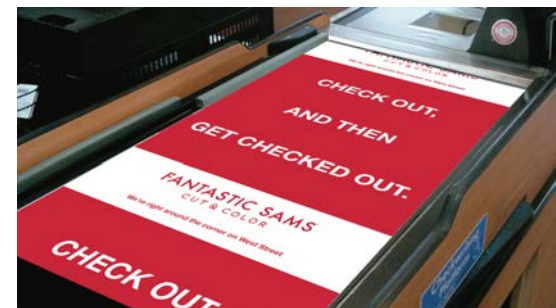
- As one of our female Experts put it, "A tie-in with a gym is so good because when you're in that locker room, you're TOTALLY thinking about how shitty your hair looks at that moment, ha." So there's that, but we also like the "inside and out" improvement aspect to this idea as well as the scope - so many in our potential audience joins gyms.



Check Me Out

The idea:

- Local supermarkets would be a great place to hit our target. Relatively inexpensive signage on shopping carts, floor clings/shelf talkers & and checkout/on conveyor, reminding people in fun ways about their cut/color. Each including the location of nearest Fantastic Sams & special offer/code.
- **CHECKOUT CONVEYOR:**
 - "Check out. Then get checked out."
 - "You've fed your family. Now feed your ego."
- **CARTS:**
 - "Now cross 'awesome new cut & color' off your shopping list."
 - "Child complaining about getting a haircut? The candy aisle is full of delicious bribes."
- **SHELF TALKERS:**
 - (cereal aisle) "Think there's lots of variety here?" (then subhead of "Countless new cut & color styles await..." e.g.)
 - (organic section) "Organic keeps you healthy inside. Now, let's work on your outside."
- **FLOOR CLINGS:**
 - "After all this time on your feet, your head deserves some pampering."
 - "Clean-up aisle 5. Your haircut, that is."
- **MAGAZINE RACKS:**
 - "Hollywood-level style. Right around the corner."



Rationale:

- A grocery store takeover like this is as hyper local as we can get. In fact, most Fantastic Sams are likely close to a grocery store. Great opportunity to write fun lines, engage with people, and remind them we're only just around the corner.

Six Degrees of Sam

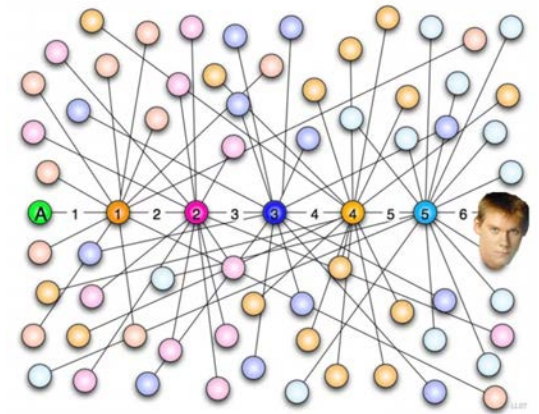
The idea:

- The local Fantastic Sams finds people in the target geographic area named Sam. Would include Sam, Samuel, Samantha, etc. They can use their own database of customers, Facebook fans, direct mail lists, etc. Even run ads in the local paper.
- Each Sam receives a special promotional offer to come into the salon - this could range from free services and product to discounted services or some other type of value add.
- The second part of this idea is the FOS (Friends of Sam) - if you know Sam you get a promotional deal (not as good as Fantastic Sams but still something cool). But each Sam must share this deal with his friends & family via text, app, Facebook, Snapchat etc. Sharing good deals with their friends and family makes each Sam "Fantastic."

Rationale:

- Every locality has a few Sams. We think people who are not named Sam will push any Sams they know to "check in" with Fantastic Sams and get the discount codes for FOS. Great social media fodder. Further, the whole idea is branded so builds awareness and familiarity with Fantastic Sams

Six Degrees Of Sam



- There are 153,992 people in the U.S. with the first name Sam.
- Statistically the 414th most popular first name.
- There are 203,139 people in the U.S. with the first name Samantha.
- Statistically the 328th most popular first name.
- There are 502,933 people in the U.S. with the first name Samuel.
- Statistically the 125th most popular first name.

Hedge Hair Sculptures

The idea:

- A fun out-of-home idea where we hire local landscaping companies to trim trees, bushes, landscape around the store's neighborhood into the shape of different haircuts.
- Could launch these unbranded to get people talking and wondering. Then reveal a Fantastic Sams sign on each (with "just around the corner" address) after a week or so.
- If a market doesn't have the right kinds of hedges or permission or artists to do it, we could use planters that look like heads and have different "hair" on them and put them outside our stores. With the planter idea the "hair" can be changed out daily/weekly or whenever. If they're fun, people will look for the next one, stay engaged.

Rationale:

- Something like this would certainly turn some heads. Even local media might wonder what's going on and cover these as a human interest story. Just a fun idea that says we love to make things beautiful by cutting/crafting.



The idea:

- The main problem retail stores face is location, and it's not something you can change very easily. We've worked with our retail partners to put together a "road show" that can take their store to events, conventions and carnivals to really take advantage of huge volumes of foot traffic, even if they're not walking past your store. Used properly, it's always increased turnover at stores in the next few weeks.
- Let's take the Fantastic Sams chairs out of their "natural habitat" and give people haircuts in totally unexpected places in the surrounding community. Like grocery stores, bus shelters, town parks, beaches, train stations, college campuses and anywhere else we can put them.
- Free haircuts for anyone who has the time to get one. We have signage at the station, stylist in branded uniform and we hand out (to everyone passing by) little business card-sized promotional codes they can redeem at the local FS store. Maybe include a QR code on the cards that automatically points the Maps app to the nearest FS store.

Rationale:

- The idea of seeing these "Pop-Up-Dos" all over the place will "normalize" Fantastic Sams and associate the brand with the fabric of the community, amongst the people doing something fun.

The Power of a Pop Up Salon

<https://www.modernsalon.com/article/9784/the-power-of-a-pop-up-salon>



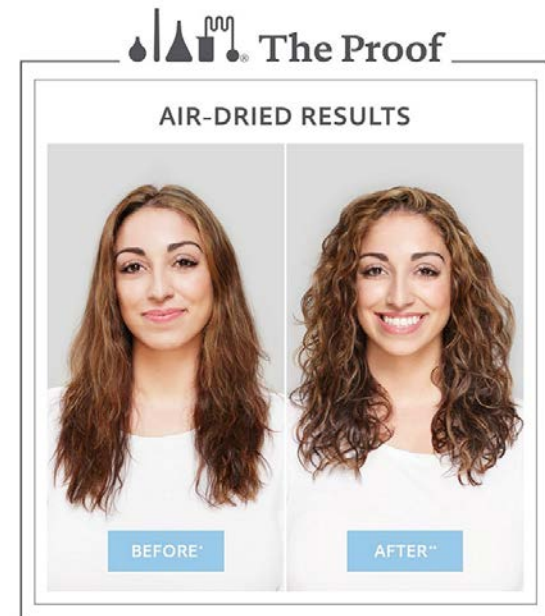
Before and After Social Media Template

The idea:

- Make “before and after” pictures easier and more professional for FS stylists with a pre-designed social media template, before and after’s at the local level become easy to execute.

Rationale:

- Creating a template allows stylist to upload their own images and show off their skillsets as a bonus, it also keeps the posts uniform and on brand with Fantastic Sams.



*Air-Dried, No Product

**Air-Dried with Perfect hair Day™ In-Shower Styler.

The idea:

- Encourage customers to use the 100% Real Selfie Frame at your salon to share their new do. Images populate social channels and the in-salon experience provides an additional, fun, interaction between stylists and clients.

Rationale:

- It's not high tech but this simple action can add surprise and delight to each visit and get a local salon more social media exposure.



Local Snapchat Filters

The idea:

- Snapchat filters can be designed locally by salons, setting the filter to the perimeter of the salon. Salon owners can design simple filters using templates, ranging from text only to fun filters with haircut and color options for clients to try on!

Rationale:

- Snapchat filters will make salons more interactive and create dialog among clients and stylists while spreading the word on social media.

<https://www.filterpop.com/filter/salon-hairdressing-geofilter>



The idea:

- More and more customers are interested in DIY solutions. Looking up information online is a huge part of consumer research. [Starting a YouTube channel](#) that chronicles your knowledge about your area or showcases how unique your merchandise is can help promote your brand, generate interest, and establish you as an expert. If you can help answer their questions and provide them with information, chances are they'll also want to buy from you.

Rationale:

- Videos are a great way to bring people into your salon and will showcase the talent of the stylists.

<https://www.shopkeep.com/blog/promotion-ideas-for-retail-stores>
<https://www.youtube.com/watch?v=J8Q90fCwozM>

3 Stunning Updos That You Can Do On Yourself! | Hair Tutorial ...

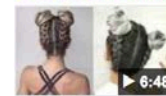


<https://www.youtube.com/watch?v=cW-qVgDK5wg> ▾

Oct 11, 2016 - Uploaded by Luxy Hair

In this video, Missy Sue shows 3 stunning updos that you can create on yourself!
Which one is your fave ...

Best and Easiest Hairstyle Tutorials | Hair Tutorial Compilation #11 ...

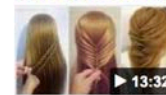


https://www.youtube.com/watch?v=RieR_xini_I ▾

Sep 28, 2016 - Uploaded by Beauty Freak

BEST HAIRSTYLE TUTORIALS AND TRICKS ✨ Show us love, leave a like ♥ ✨
Comment which hairstyle did you ...

The Most Newest and Top Hairstyle Tutorials for THIS WEEK - YouTube



<https://www.youtube.com/watch?v=udTilL41q0> ▾

Jan 13, 2017 - Uploaded by Make-Up & Hair Tutorials

The most beautiful Hairstyles Tutorials This week 2017 January! The Best and
NEW Hairstyles Tutorials This ...

The idea:

In every local FS, there's a captive audience simply sitting in the waiting area. Creating a localized quarterly magazine that shows inspiring looks, product features, tips and tricks and more can boost confidence in the brand and ticket prices in the salons.

Rationale:

By giving clients a chance to see all that FS has to offer, local FS salons can create a deeper relationship with its audience.



The idea:

- Print and digital ads at bus stops, on trains, gas pumps, etc., are powerful hyper-local marketing channels because they can reach large audiences through local mass-transit routes around the salon.

Rationale:

- You can't ignore transit advertising, it reaches drivers and passengers of all ages. They demand attention and the ad size and location are extremely flexible.

Types of Bus Advertising

- King and queen signs are located on the sides of transit vehicles. They are the largest of the signs and are attached to the bus with aluminum frames.
- Tail signs are located on the rear of transit vehicles. If you've ever been stuck behind a bus at a traffic light or in a traffic jam, you know what the back of that bus says by the time you start moving again.
- Interior cards are smaller and are seen only by the riders. They line the tops of the bus windows and include a sign located on the divider behind the bus driver (behind the driver sign). Some buses are assigned to school and college routes, so ask your transit company if you can put your signs in those particular buses to reach that younger audience.



Regional Ads in National Magazines

RIVERS
agency

The idea:

- Cashing in on the power of print: through local advertising in national magazines.

Rationale:

- National lifestyle magazines offer comprehensive, targeted magazine media plans and placement for advertisers.
- Reaching an educated female readership of mothers, businesswomen and family decision makers, these magazines represent the interests of women.
- One in five American women reads one or more of these magazines every month
- *Monthly topics include:* health and fitness, beauty and fashion, relationships, personal finances, recipes, gardening and home décor.
- Readers are homeowners with median household incomes with the disposable funds to purchase 80% of America's products and services.



Web Links

Advertising with Nascar

<https://www.forbes.com/sites/victoriabarret/2012/06/22/nascars-new-marketing-magic-a-behind-the-scenes-look/#550b1f043916>
<http://mentalfloss.com/article/24896/moving-billboards-brief-history-nascar-advertising%C2%A8>

Great Clips and Adopt a Classroom

<https://blog.adoptaclassroom.org/tag/great-clips/>

Each app download – donation is made to fundraiser

Great Clips and Children's Miracle Networks

<https://www.greatclips.com/about-us/giving>

Great Clips and the NHL

<https://www.businesswire.com/news/home/20180502005417/en/Great-Clips%C2%AE-Announces-Partnership-NHL-NHLPA-Official>

Sports Clips Partnerships

<https://sportclips.com/about-us/haircuts-with-heart/support/national-partnerships>

Sports Clips and Baseball Sponsorship

<https://www.businesswire.com/news/home/20180118005464/en/Regis-Corporation-Announces-Industry-Exclusive-Multi-Year-Sponsorship>

Zola and Dry Bar Partnership

<https://www.prnewswire.com/news-releases/zola-and-drybar-say-i-do-to-exclusive-registry-partnership-300502340.html>

JC Penney and Sephora

<https://globenewswire.com/news-release/2017/04/24/970383/0/en/JCPENNEY-PARTNERS-WITH-SEPHORA-TO-EXPAND-BEAUTY-RETAIL-OFFERINGS-WITH-70-NEW-LOCATIONS-AND-32-EXPANSIONS-NATIONWIDE.html>