"This is where I hope to be for the rest of my career."



#FantasticLife



Fantastic Sams is a fantastic place to work.

We're here to improve the company's employer brand to make sure that message is loud and clear to potential recruits.

WHY?

Because you want to hire the best people for your salons. And we promise to help you do that.

HOW?

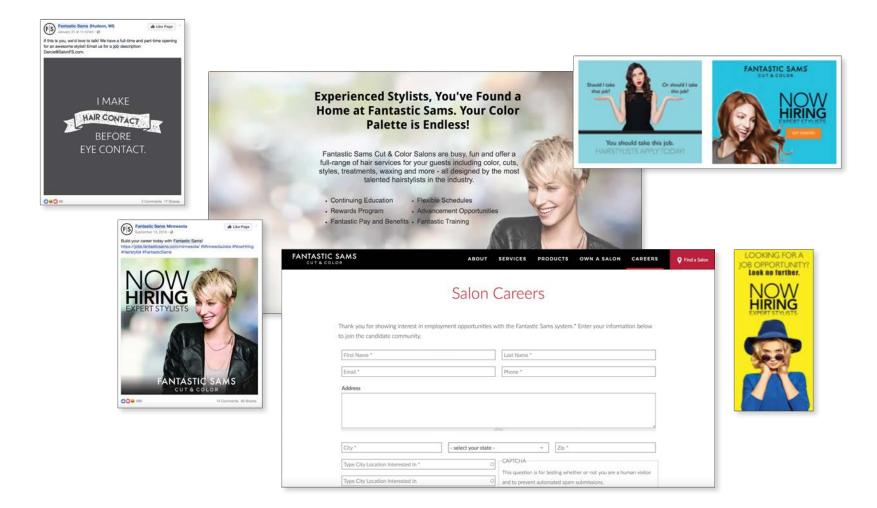
We will make people feel something about Fantastic Sams, rather than just know about it.



Our Mission



Where we are



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...and where we're going.

We're striving for best in class. We're going to crush the category.



We're going to make sure we look fantastic and achieve success in every employee branding channel.



And we're going to flood those channels with key brand messaging and brand owned content that fits into three simple buckets.

BUCKET 1

Employee Value Proposition **BUCKET 2**

Company
Culture &
Values

BUCKET 3

Employee Stories

Why would I want to work at Fantastic Sams?

What is the Fantastic Sams experience like?

What kind of people will I be working with?

To get to that messaging and generate that content we created three pillars of Fantastic Sams' unique employee value proposition:

A THRILLING EXPERIENCE

core value: Be bold. Be unique. Be authentic. Our culture empowers the people who work at Fantastic Sams to make a creative impact.

INSPIRING COMPANY

core value: People are at the core of Fantastic Sams. We believe diversity and inclusion make our teams fantastic.

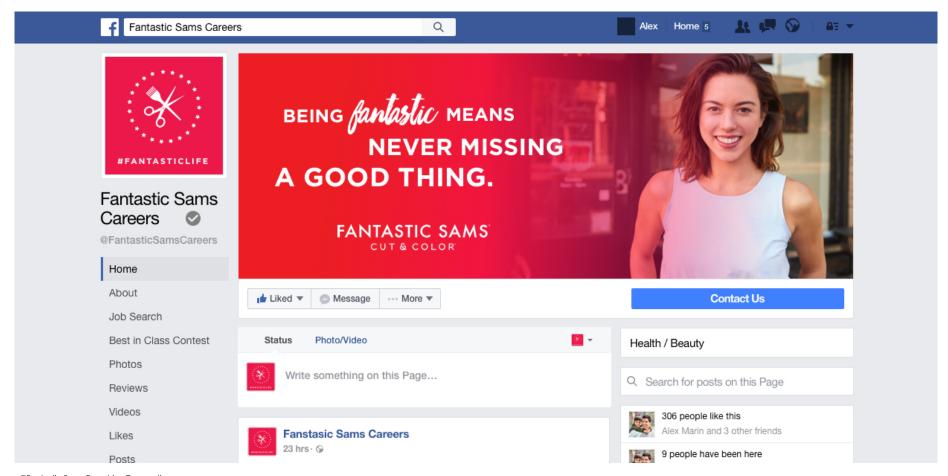
SCHOOL OF EXCELLENCE

core value: We're a learning organization with a growth mindset, and we're always looking for ways to improve our product and ourselves.

Facebook Careers Page

76% of social job seekers found their job through Facebook.

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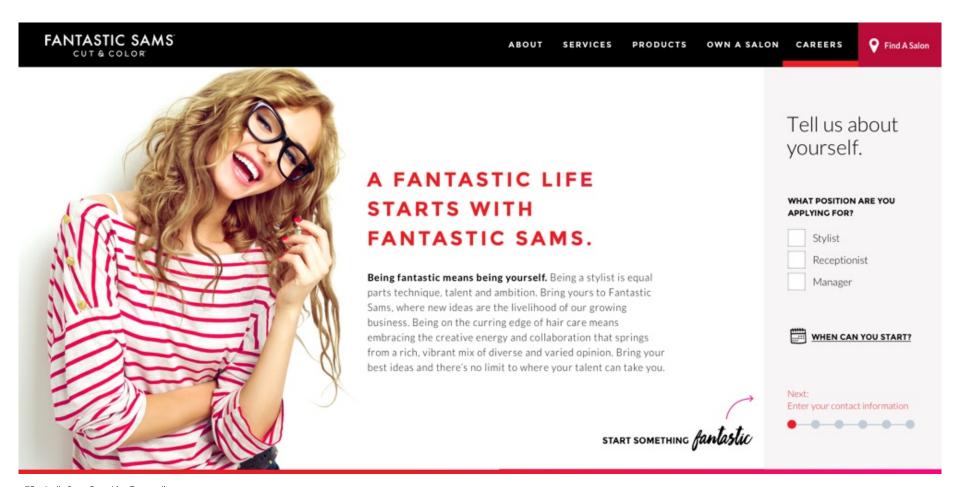
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Corporate Careers Landing Page

Single, fluid education and application process.

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Ad Campaign

Built around our unique employee value proposition.

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Ad Campaign

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Recruitment campaign



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Recruitment campaign



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START



Recruitment campaign

Unique materials for events and onboarding

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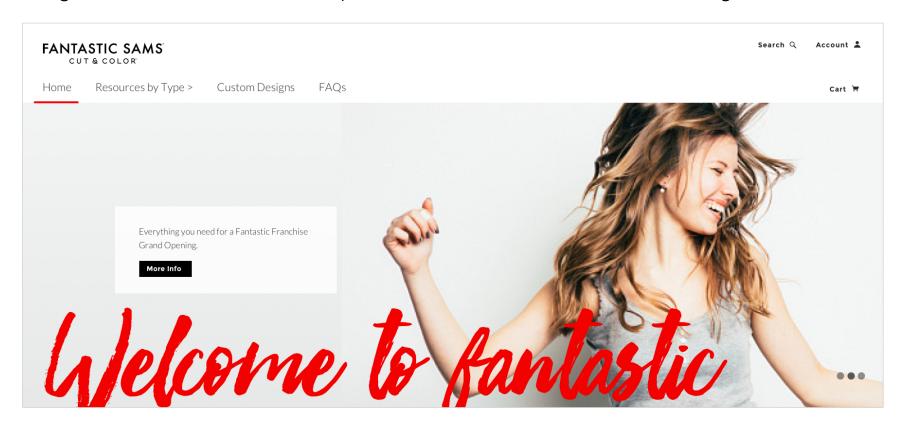




Recruitment campaign

A digital resource that makes it easy for stores to access recruitment marketing.

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HTTPS://FSMARKETINGSHOP.COM/

HTTPS://INVIS.IO/CPB26Q4HN#/224263691 HOME

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