



E.N.V.Y

ENVISION WHAT NEW VARIETIES YIELD

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Market Researcher/Copywriter: My name is Jessyca Jones and I am a senior at New York City College of Technology. I will be obtaining my Bachelors’ in Business and Technology of Fashion in Spring 2021. My goals include continuing my education with a master’s degree in Business Management as well Textiles/Surface Design. I also have ambitions to have my writing published, namely my autobiographical novel and collection of poetry. My role in this project included conducting research on the market, pinpointing our target audience, and writing the research foundation. I also wrote the script as well as designed the story board, provided the slogan/advertising speech to be utilized in media vehicles, and overseeing creative interpretation to ensure it matches the campaign’s overall goal.



Media Researcher/Production : My name is Paige Toni Sanderson and my role in our advertising campaign is media researcher/production. I was born and raised in Brooklyn New York and I am of Afro- Panamanian decent. I am currently a business and

technology of fashion major at New York City college of technology. I love my current major because I love fashion, but I have many other passions as well and I want a degree in all of them. My other two passions are helping others pursue higher education, so I want to pursue a degree in human services to help people not face the challenges that I did during my journey as a college student. Dental hygiene is another one of my passions because I feel that having a healthy beautiful smile makes everyone more confident in themselves.



Account Executive: My name is Renee Birchwood; I am a business and fashion major in my sophomore year of college. My goals are to obtain a well-paying job within the fashion industry after I graduate and have my own ecommerce store hopefully up and running by 2021. My position in this group is Account Executive. My job is to fulfill my role of checking in with my group occasionally to make sure we are on the right track and offer help if needed to other group members. One example of this is to oversee the budget to make sure we hit our goal budget of \$100,000,000 and in return the members will report back to me to keep me updated.



Media Planner/Account Executive: My name is Tamara Gallup. I am an Upper Junior at New York City College of Technology. My ambition is to be accepted and graduate from the CUNY BA Program Jan. 22. My life goal is to work and mentor high school girls ages 15-19, helping them to navigate through and complete H.S and pursue their dreams. As a member of the amazing E.N.V.Y Team I served as one of the account executives and on the media team, helping to determine the best ways to get the product out to the public.



Media Planner/Buyer: My name is Miriam Martinez Lima and my role in this project is being a media planner and buyer. Currently I am a sophomore studying to get my bachelor's degree in Business and Technology of Fashion. My responsibility in this project is to select the most appropriate and effective advertising media to promote our company's target market. As well as creating an effective media schedule for our company.



Graphic Artist: My name is Maya Gutierrez and my role in this project is the Graphic Designer. I was born and raised in Bronx, NY. Currently I am studying to get my bachelor's degree in Business and Technology of fashion at New York City College of Technology. I previously obtained my associate's in Graphic Art and Design at Queensborough Community College, so it only seemed fitting to take this role to provide the best work for my team. Using programs like Photoshop, Adobe Draw, and Illustrator, I was able to bring our brand's advertisements to life.

MARKETING REVIEW

The hair care market has a lack of inclusion and diversity, which is present from the media vehicles to the ingredients label. Target consumers are often minority groups; however, the products impart more damage than benefits. Varying hair textures and history should be taken into more consideration, as it is advertised, during the manufacturing process. Most hair care brands deny efforts in producing safer products for consumers as there is a reliance on cheaper labor for capital gain. Utilizing chemical based and synthetic ingredients such as PVP (a synthetic styling aid derived from petroleum), parabens (a shelf life preservative), alcohols, and fragrance, present an ongoing episode of unreliability. Over 50% of average, hair care products utilize known carcinogens and such ingredients easily lead to health issues, such as endocrine failure.

Many consumers agree that it is the responsibility of the brand to be honest. However, many hair care brands hide behind a loophole of vague ingredient titles which give away to false advertising. One example is the use of polyethylene glycol/ PEGS, which is a skin irritant and drying agent, in moisturizing products. This will increase the brand's capital as the consumer will continue their search to fulfill the need. While it is at the discretion of the consumer to research these titles, it is unlikely. Many brands market hair care products with less substantial ingredients because while the consumer believes the product is helping them and they continue to consume, the product is slowly breaking down their hair.

Hair care is not only an aspect of self-care but skin care. Interest in scalp treatment, stimulation, proper proteins, and health-based substitutions. Over the past two years, there has been a predominant growth in awareness among the masses. Trends have included waterless products, such as dry shampoo and accessories such as hair bonnets, hair masks, and hair growth serums. Previously, consumers had no inclination of what was good/bad for them and markets made efforts to tell us all the ‘positives’ of their product. Presently, consumers have grown aware of what is beneficial for their hair, and specifically their scalp. Currently, hair care brands advocate that they “do not use any sulphates, phthalates, or parabens”. Often this is misleading, as brands do not change their ingredients and merely add one or two good ones. Aloe Vera juice has become one of the top ingredient’s brands’ market. The hair care market has had a reverse effect to cater to the trend.

There has also been an insurgent of fraudulent , ‘ natural’ hair care brands. Hair care brands such as Carol’s daughter and Shea Moisture, still use synthetic ingredients and drying agents in their products, which defeat the purpose of their brands. The rule of thumb when shopping for new hair care products is the first three ingredients are the most prominent in the product. In *Carol’s Daughters’ Black Vanilla Sulphate-Free Shampoo*, the second ingredient is cocamidopropyl betaine, which is a chemical compound often used in disinfectant products. The side effects of this ingredient include skin irritation and immune system disruption. Despite the small changes made by hair care brands, the price of products has stayed the same. On average, hair care products range from \$8 to \$25, the majority of which are detrimental. Eco-friendly and organic hair care brands set their price range between \$12 to \$34. Solutions for hair care have included restructuring, shine, scalp care, and validating hair loss. In 2020, consumers are actively searching to fill such needs, at a large amount and at a decent price.

SITUATION ANALYSIS

In the proposal of our advertising campaign for Harmony Hair Care, the Symphonic collection, we researched the brand itself, its previous advertising campaigns, and its' competitors. Using this data, we created a SWOT analysis of the company and its competitors in the marketplace.

Strengths of Harmony Hair Care

- Our brand caters to a wider audience of people by promoting hair growth for men and women.
- For women, our product helps women with scalp issues and breakage to grow longer or and stronger hair.
- For men, our product helps men grow fuller beards.
- We are family owned and black-owned.
- Our product was featured in a blog written on June 7, 2020, by Ari Edwards called “Five Black Beauty Brands We Love”.

The Weaknesses of Harmony Hair Care Product Cost and Previous Advertising

- The higher cost of our product versus other brands currently in the hair care marketplace with a similar target audience.
- Previous advertising for this company was only done online using only YouTube and Instagram due to the company’s small advertising budget at the beginning of this brand's launch in March of 2011.

Opportunities for Harmony Hair Care

- Our campaign can lead to a natural hair movement among African American women because our product can help men and women fix common hair problems such as dandruff and dry scalp.
- This campaign might also encourage our customers to love and wear their natural hair more often.
- We believe our advertising agency can make this brand a household name by introducing new media vehicles for our January 2020 - December 2020 campaign including a television commercial, national billboards, radio, and a product launch at Sephora.
- We will also expand on online advertising by adding Snapchat and Tic Toc.

Threats against Harmony Hair Care

- Cheaper hair care brands with a similar concept
- The possibility of having our brand be mistaken with other brands, such as Deva Curl or Carol's Daughter.
- Competitor brands that are also organic like ours, such as Organigrow.

QUESTIONNAIRE

1. Main troubles you have experienced with your hair? Please check all that apply.

Dryness/Brittleness []

Dandruff/Psoriasis []

Oily []

Limp []

Split ends / Unevenness []

2. What is your hair porosity ?

Low []

High []

3. What are your hair attributes ?

Straight []

Wavy []

Curly []

Combination []

4. What is your skin type?

Dry []

Combination []

Oily []

5. How often do you use heat on your hair ?

Daily []

Twice a week []

Once a month []

More than twice a month []

Never []

6. If so , what products? Please select all that apply in order of most used (1) to least used (4).

Blow dryer []

Curling Iron []

Flattening Iron []

Heating Cap []

7. Have you experienced any side effects from previous hair products ? Please select all that apply.

Skin Irritation []

Allergies []

Psoriasis []

Hormonal Imbalance []

Hair Breakage/ Hair Loss []

None of the Above []

8. How often do you wash your hair a month?

Once a month []

Twice a month []

Three times or more []

Never []

9. In a typical week, how many different forms of hair care products do you use ? (e.g., shampoo, conditioner, stylers, hair spray, gel, treatments.)

1-2 []

3-4 []

5 or more []

I do not use any hair care products []

10. Do you utilize any protective hairstyles ? (ex: braids, cornrows, weaves, wigs etc.)

Braids []

Wigs []

None of the Above []

11. If yes, how do you leave it in for?

Two weeks []

Three weeks []

One month []

Two months []

12. How many times have you trimmed the ends of your hair at least in the last 6 months?

Only once []

Less than three times []

More than three times []

Never []

13. How do you select your hair products ?

Scent []

Ingredients []

Social media status []

Price []

14. How likely are you to try new products you heard about online ?

Most likely []

Somewhat Likely []

Unlikely []

15. What price range would you find applicable in purchasing hair care products?

\$6-10 []

\$ 11-20 []

\$20-\$24 []

\$25+ []

16. What are the most valuable attributes to purchasing a hair product? Please number from 1-5 as least important to most important.

Waterless []

Lather []

Ingredients []

Scent []

Shelf Life []

The following questions are demographic.

17. What is your gender ?

Male []

Female []

Other: Please Specify _____

18. What is your ethnicity ?

African American/Black []

Hispanic/Latino []

Asian []

Caucasian []

19. What is your age group?

18-25 []

26-35 []

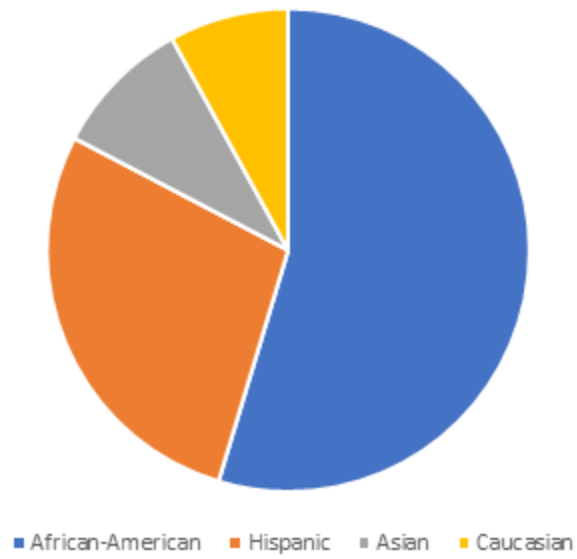
36-48 []

50+ []

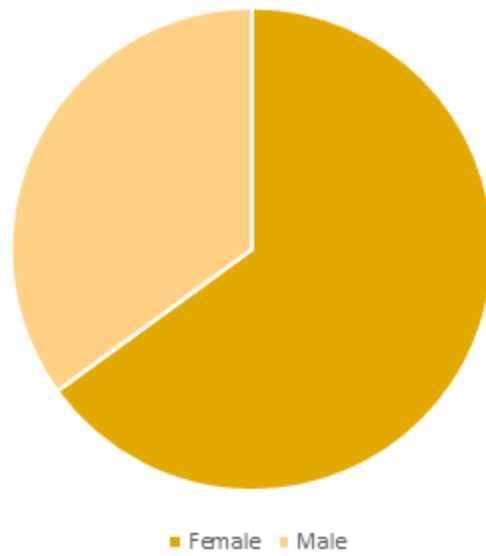
RESEARCH FOUNDATION

To conduct our data analysis, we made a questionnaire to hand out to our peers and target consumers. The results established that African American females are more likely to pursue interest in new hair products. The most prevalent indicators of purchase include fragrance by 56% , light hair oils by 63% and efficient, scalp treatment by 69% . The theme of our advertising campaign, *Envision What New Varieties Yield* , challenges young adults to act in self-love and expression. Our campaign actively supports brands who are by the people and for the people , regardless of capital. The symbolism of the peacock feather synonymous with our company has been regarded as a sign of integrity, freedom, self-expression, spirituality, nobility, awakening, and vision. Below are the results of our questionnaire, which is how we determined the route of our advertising strategy for our brand.

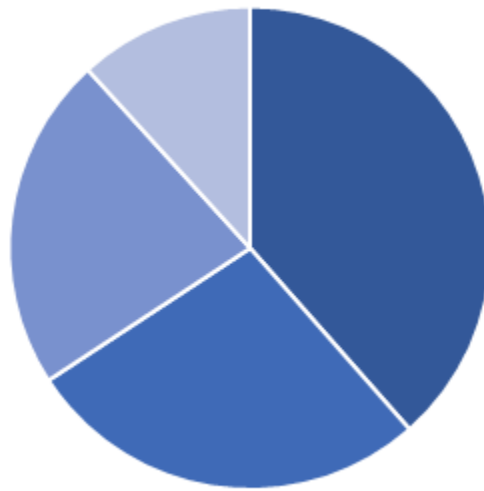
What is your ethnicity?



What is your gender?

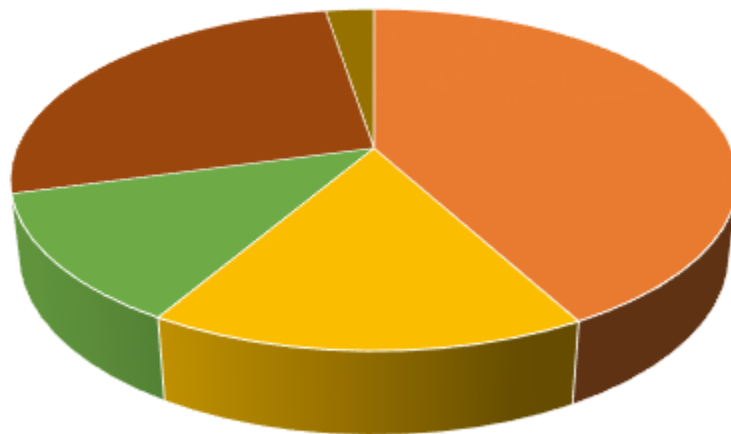


How do you select your hair products?



■ Scent ■ Ingredients ■ Price ■ Social Media Status

Have you experiences any side effects from previous hair products ?



■ Skin Irritation/Psoriasis ■ Allergies ■ Hormonal Imbalances ■ Hair Breakage/Loss ■ None

Harmony Hair Care will be presenting the Symphonic Collection targeting minority groups, who have been negatively , affected by previous hair care brands. Overall, we hope to instill new life to their skin and their hare through use of natural ingredients and continued efforts to cater to all hair types. The Symphonic Collection includes a hair +scalp treatment, hair + scalp mist, locs + tresses oil, hair + body butter, a shampoo, a leave in conditioner, a deep conditioner, and a styling creme. Active ingredients include aloe vera, calendula, hibiscus, Brahmi, lavender, neem, nettle, cocoa butter, cocoa powder, raw apple cider vinegar, and marshmallow root. These ingredients give all our products a slight chocolate scent. There are also sections of the collection which pure essential oils and carrier oils are used to provide a natural fragrance. Products have a price range of \$6 to \$39, depending on the size. Our website also includes the various uses of each product, recommendations based on low or high hair porosity, as well a suggested, sequence for product use.

PROPOSED TARGET CONSUMERS

Our agency is exploring many factors within the hair care industry to maximize our company's revenue such as key demographics, key psychographics, and challenges. For the key demographics, we are focusing on ages 18-50 years old. *E.N.Y* believes that these age groups are appropriate to reach our target consumers because at these ages is when men, women and girls have the most concerns about their hair. The genders we are looking to reach are 30% men and 70% women. We selected these percentages based on women caring more about organic hair care than men but, still including men because they also suffer from hair issues such as hair balding. We are seeking consumers that are looking for a product that can help them grow their hair longer, stronger, and healthier. Our proposed target customers are consumers that are willing to pay the extra money to obtain high-quality hair care products that are proven to show results.

Key Demographics

- The general age range of our target consumers is 18-50 years old.
- In magazines, we will focus on ages 26-50 because our agency and our client concluded that people in this age group read more magazine ads versus the younger generation.
- Regarding social media, we will focus on ages 18-25.
- Our target audience for television is ageless and gender neutral.
- Gender 30% men and 70% women

Key Psychographics

- There is a need for stronger hair and healthier hair.
- To become more comfortable and confident in wearing their natural hair.

Challenges

- Finding organic hair care products that fulfill the need of all hair textures.
- Products that are completely organic and not masked with water and sulfates.

Preferred Channels

- Watches television shows on networks such as BET
- Watches and follows hair tutorials on YouTube.

Preferred Content Types

- Social media post
- Television commercials
- Magazine articles

ADVERTISING OBJECTIVE

How often do you research hair care products before buying them? How often do you question if the product is beneficial to your hair? The final question is how well do you know your own hair? Most of us have all run to the beauty supply store or a drug store like Rite Aid to pick up products for our hair like shampoo's, conditioner, hair lotions, the aisles are filled with so many products to choose from! Aussie to Pantene and Tresemme but do you stand at least fifteen minutes in the aisle deciding what is best to purchase for your hair? If the answer is no, welcome to the party. As humans we live a life that is constantly busy and when running errands, we just pick up what we need, instead of deeply looking into the product itself. At Harmony Hair Care we understand that you are busy, you simply do not have the time to research what ingredients are in your hair lotions or if the bottle of conditioner actually dries out your hair due to the alcohol content instead of "moisturizing" it as it would state directly on the bottle.

One of the main objectives in Harmony Hair Care is to help you gain knowledge on your beautiful locks and become a hair care brand that the people can rely on for ingredients that do not use harmful chemicals in their products. An introduction to getting to know your hair will be done through a short survey asking the following questions: What is your hair type? (ex: type 2(a)(b)(c),3(a)(b)(c),4(a)(b)(c)) is curly to kinky and type 1(a)(b)(c) is straight to wavy. What is your hair porosity? Meaning how easy is it for your hair to retain moisture and to find this out simply take a strand of clean hair and leave it in a glass of water for 5 minutes if it floats on the top it means your hair is low porosity(not easy for moisture to go in out of the hair), if it's in the middle of the cup it is normal porosity (hair can easily accept and retain moisture) and if it sinks its high porosity (hair can easily allow moisture in and out the hair due to holes and cracks in the

shaft of the hair.) Are there any added chemicals to your hair? Such as a relaxer or perm. How often is heat used in your hair and is your hair constantly dry or oily? With this information the consumer will be able to understand their own hair and shine light on problems that they have not fully acknowledged.

For the solution our brand is able to recommend products from our line to cater to your hair's needs so for example, if you are a person who suffers from having kinky 4c high porosity dry hair Harmony hair care can recommend shampoos, conditioners, and hair creams that will have your hair singing! As for our product, we make sure our ingredients are 100% safe to use on your hair. The most common harmful ingredients found in hair care products are the following: Sulfates, Parabens, Formaldehyde, Polyethylene Glycols and much more. We can almost guarantee that the hair care products that you use daily might include one of these harmful chemicals. People rarely investigate what is being added to their hair care products but that's where Harmony Hair Care steps in to remove that stress from our consumers. We want people to put their trust in our brand, we want consumers to know that all ingredients in our products are 100% safe to use.

There is a repeated cycle of people purchasing hair care products and they are depending on the hair brand and the product to be safe. The truth is in the world of supply and demand,

brands will create anything to make a “quick buck” without breaking the bank, meaning the other brands are fully aware that Sulfates or Parabens used in the products are harmful but they still choose to include them because it is a cheaper option, therefore allowing the companies to push out more quantities. At Harmony we care more about quality than quantity, our motto is: “Allied by Tresses United by Care” meaning we all share the common idea of wanting healthy beautiful hair. With Harmony hair care we want to be the “safety blanket” to your hair, we want to guarantee that every product the consumer purchases from us is safe for your hair and will work along with your hair, not against it.

MEDIA PLAN & SCHEDULE

As the media executives for Harmony Hair Care we decided to use the following sources to create a buzz and get the word out about the new 100% natural hair product on the market. Based on numerous conversations with the brand and understanding their target market, goals and ultimately where they wanted to take their brand, we at Envy decided to use the following platforms. We chose to advertise in the following magazines to reach the market that still likes to read magazines, social media for the technology generation and to reach the masses, billboards both print and digital because this would give the brand a larger than life feel. We choose to also use taxis across the nation. We feel as though our media plan will create a national present for the brand which will catapult the company to the next level and ultimately triple the company's revenue and make them a household brand.

Advertising on social media platforms like Instagram ,Snapchat, Facebook, and Tik Tok we are able to reach our target market of ages 18 through 25. According to Connex digital, "Consumers are 71 percent more likely to purchase a product based on social media referral...31 percent of 16-24 year old's say they find new products and brands through paid social media ads. Online stores that have a strong social media presence have an average of 32 percent more sales." Majority of the consumers can be found scrolling through social media platforms like Instagram and snapchat therefore putting ads out on a daily would reach thousands to millions of consumers. Having a strong Social media presence would help gain us on average 32 percent more sales.

Another media vehicle that we focused most of our advertising expenses on is through magazine advertising. Magazines allow readers to focus their attention to what they are reading.

Therefore, advertising our products would give our targeted audience a better look at what our brand has to offer. Magazines also adhere to a certain target audience. Our target market is from ages 18 to 50. Magazine companies like Cosmopolitan have a target audience ranging from 18 to 45 with both female and male readers. It would only make sense to advertise our product through Cosmopolitan. Advertising through magazines like Vogue, Cosmopolitan, Glamour, Harper's Bazaar, Essence, and W would capture the attention of our consumers since we are advertising a beauty product. Many of the readers of these type magazines have interest in fashion and beauty and adhere to our target market of ages 18 through 50.

Magazine Expenses

Magazines	Frequency	Time	Cost per Ad	Total
VOGUE	VOGUE online home page	12 months	\$47,261.55 for 7 days or \$236,305 for 1 month	\$2,835,660
Cosmopolitan	Second cover and full cover	12 months	\$302,000 for 1 month	\$3,624,000
Glamour	Second cover and full color	12 months	\$251,137 for 1 month	\$3,013,644
Harper bazaar	Cover z gate	12 months	\$437,700 for 1 month	\$5,252,400
Essence	Cover 4	12 months	\$205,088 for 1 month	2,461,056
W	Cover 4	12 months	\$172,877 for 1 month	2,074,524

Magazine Expense Ad Total: \$19,261,284

Social Media Expenses

Social media	Frequency	Time	Cost	Reach	Total
Instagram	12x	12 months	1,000 daily or 31,000 monthly	2,100,000-5,600,000	\$372,000
Tik Tok	12x	12 months	\$20 daily or 620 monthly	62,793k-76,748k	\$7,400
Facebook	12x	12 months	50,000 a week or 250,000 monthly		3,000,000
Snapchat	12x	12 months	\$10,000 daily or 310,000 monthly	10,800 – 20,100 swipes	\$3,720,000

Social media Expense Ad Total: \$ 7,099,400

Billboard Expenses

Location	Billboard type	Frequency	Time	Cost	Total
New York, NY	Print	monthly	Year	22,000	1,320,000
	Digital (Taxis)			75,000	1,875,000
Atlanta, Georgia	Print	Monthly	Year	36,000/12	432,000
	Digital			9,600/25	240,000
Chicago, IL	Print	Monthly	Year	12,000/5	720,000
	Digital			93,600/15	1,404,000
Detroit	Print	Monthly	Year	18,000/12	216,000
	Digital			72,500/50	870,000
Washington, D.C.	Print	Monthly	Year	8,000/5	480,000
	Digital			2,000/25	600,000
Los Angeles	Print	Monthly	Year	15,000/5	900,000
	Digital			36,250/25	435,000

Billboard Expense Ad Total: \$9,492,000.00

Television Expenses

Television	Show Title	Cost per 30 sec Ad	Monthly Cost	Duration	Total
ABC	Grey anatomy	\$213,829	\$855,316	3 months	\$2,565,948
	The Bachelorette	\$155,071	\$620,284	3 months	\$1,860,852
	The Bachelor	\$154,886	\$619,544	3 months	\$1,858,632
NBC	This is us	\$476,352	\$1,905,408	3 months	\$5,716,224
	Saturday night live	\$31,000	\$124,000	3 months	
		\$219,970	\$879,880	3 months	
	The voice				
					\$2,639,640
FOX	The masked singer	\$225,764	\$903,056	3 months	\$2,709,168
		\$78,459	\$313,836	3 months	\$941,508
	Hell's kitchen	\$125,971	\$503,884	3 months	\$1,511,652
	The Simpsons				

CBS	NCIS	\$130,260	\$521,040	3 months	\$1,563,120
	Young Sheldon	\$157,213	\$628,852	3 months	\$1,886,556
	60 minutes	\$129,733	\$518,932	3 months	\$1,556,796

Television expense Ad Total \$25,182,096.00

Total Ad Expenses: \$61,034,780.00

BUDGET

Magazine Expenses

\$ 19,261,284.00

<u>Social Media Expenses</u>	<u>\$ 7,099,400.00</u>
<u>Billboards Expenses</u>	<u>\$ 9,492,000.00</u>
<u>Television</u>	<u>\$ 25,182,096.00</u>
<u>Total Media Expenses</u>	<u>\$ 61,034,780.00</u>
<u>Production Costs @15%</u>	<u>\$ 9,155,217.00</u>
<u>Total Media Cost</u>	<u>\$ 70,189,997.00</u>
<u>Sales Promotion</u>	<u>\$ 10,000,003.00</u>
<u>Talent (Ex. Willow smith)</u>	<u>\$ 980,000.00</u>
<u>CONTINGENCY FUND</u>	<u>\$ 18,830,000.00</u>
<u>Total Budget</u>	<u>\$ 100,000,000.00</u>

CREATIVE RATIONALE

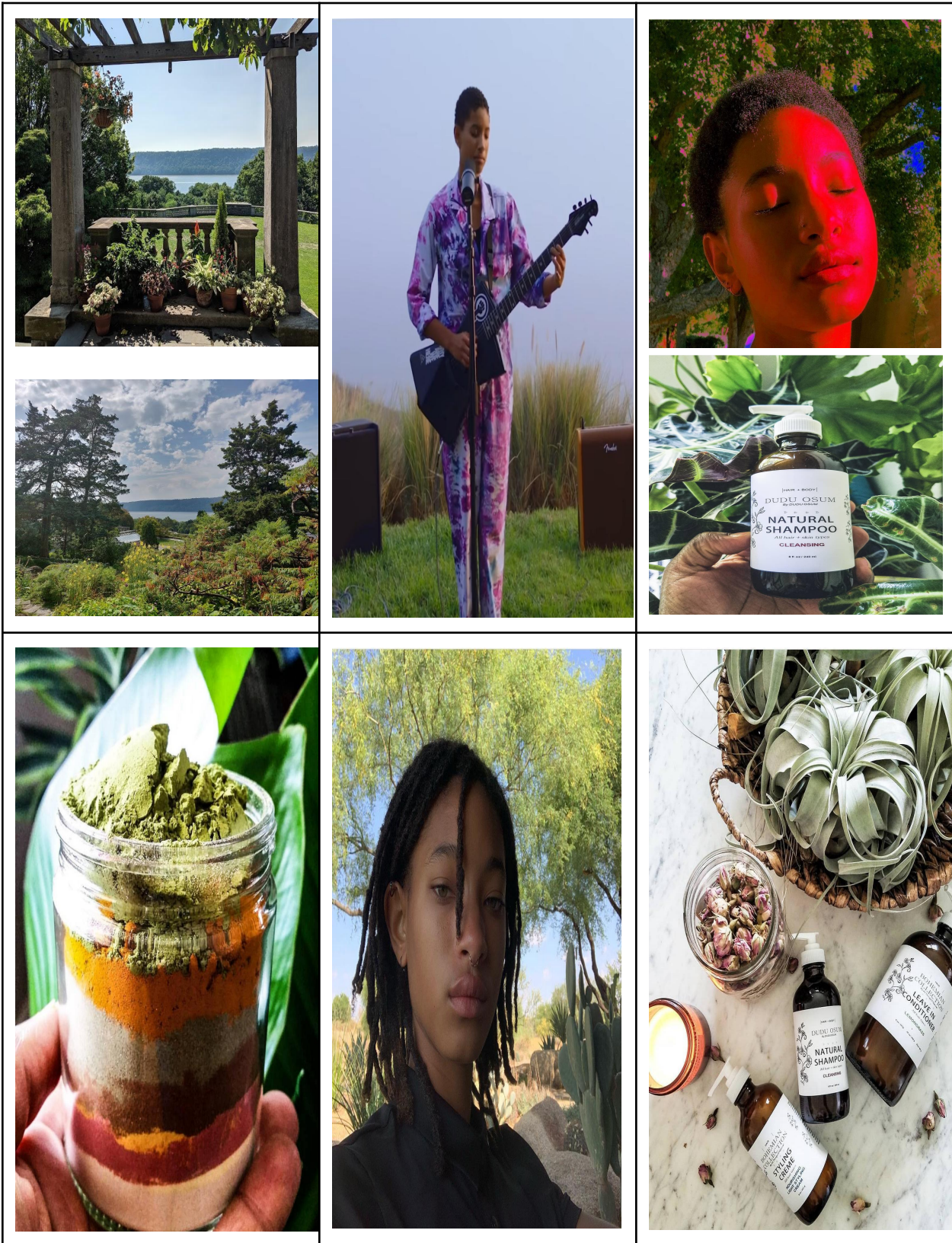
We chose E.N.V.Y. as our name for our advertising company. For our logo, we decided on a peacock feather. After doing some research, we gathered that the peacock feather

represented some of the characteristics that we as a brand held ourselves to. These include integrity, freedom, self-expression, spirituality, nobility, awakening, and vision. The peacock feather is a representation of what we wish to do as an eco-friendly hair care brand for our customers.

The slogan we chose for Harmony Haircare is “Allied by Tresses, United by Care”. The brand is committed to creating natural products for all to use, no matter the hair type. They also choose to use natural ingredients because they care about the health and integrity of their customers’ hair.

We decided to use neutral tones for the backgrounds and fonts to emphasize the fact that Harmony Haircare is a natural and organic ingredient-based brand. The minimalist advertisements are to show that the brand rather focus all its attention on the product itself. It is also a symbol of its transparency and honesty about its purpose to be a brand that cares about their message and customers.

STORYBOARD & SCRIPT



Influencer: Willow Smith

Location: Wave Hill Public Garden and Cultural Center

Music: Waves of Nature by Willow Smith

Time Frame: 90 seconds

Purpose: Willow Smith is the youngest daughter of actor Will Smith. She is a model, musician, record producer, and entrepreneur in her own right. . She was chosen as an influencer for our commercial as she represents feminine empowerment and familial dynamic. She is also socially and environmentally charged youth, as she has been an activist for such causes previously.

Scene 1 / OPENING SCENE

Opens with the images of vegetation and an audio of Willow singing.

Scene 2

Camera pans down to an image of Willow standing in the vegetation while singing. The audio register lowers so the audience can hear her inner monologue.

Willow's Inner Monologue: Since a young age, I have always felt dissatisfied with my appearance. I changed as if I were a chameleon; and felt shame while expressing myself. I cut everything off at 12. Letting go of my own pain, other expectations, criticisms, allowed me to focus on my growth. That was the start of my journey. When I realized my hair is my crown. I should treat her how I want to be treated.

Scene 3

Willow Inner Monologue: With kindness, with harmony, with care....

Willow: Harmony Hair Care is an ecofriendly, sustainable hair brand assembled with ONLY earth-bound ingredients. No parfum, no foaming agents, no toxicity or negativity.

Scene 4

Willow: Natural scents of cacao powder , calendula flower, lemongrass, and a variety of essential oils are present.

Scene 5

Willow: Every batch is made to order , in a family home, with a shelf between 6-12 months.

Scene 6 /CLOSING SCENE

Willow: Check out the Symphonic Collection today. ***We are allied by tresses and united by care.***

PROMOTIONAL SALES ACTIVITY

Sales promotions include discounts on purchases, coupon codes and giving away sample products with purchases. Sales promotions give our customers reasons to come back to our store and purchase items. Whether it be purchasing Harmony Hair Care in person or online. Offering sales promotions allows for customers to make larger purchases since our promotions require you to make a purchase of 50 dollars or more to use the coupon. Including sales promotions in our campaign is an effective and easy way to boost sales in a short period of time. Including sales promotions instore and online would allow for customers to impulsively buy Harmony Hair Care. Since the customer may feel as if they do not purchase now, they may be missing out on a good deal. Sales promotions include offering our customers discounts on their purchases. Sales promotions creates incentives for our customers to purchase and test out our products. It not only helps us increase and generate sales, but it also allows for the customer to feel as if they are saving money.

A way to get customers to come back to our clients and purchase more items is through including sample products with their purchase of \$50 dollars. Giving away sample products to those who make a large purchase would create a reason for a customer to come back and purchase the full size of the product. Giving the customer another reason to come back to purchase Harmony Hair Care.

E.N.V.Y and Harmony Hair Care will be marketing two sales vouchers. The goal of introducing vouchers to customers who have never tried our products before is our way for saying “thank you” for choosing us and give consumers a chance to afford products with high quality ingredients without constantly breaking the bank. One in which first term buyers will

receive \$5.00 off their purchase of at least \$20 dollars. On the second voucher, you may qualify for free shipping and receive \$10.00 of a purchase of \$50. We will always encourage our potential consumers to physically go into the store to evaluate the product before making the final decision to purchase and if a customer doesn't not want to go inside of the store just because they are simply too busy or worried about the spread of Covid-19 will also be offering an promo code for online customers. By entering our code "HARMONY", you will receive an additional 25% off. This promotion will be valid until January 21, 2021. Our agency ENVY believes that by offering these promotions to our target consumers, it will increase our chances to attract more first-time customers and these same customers will return and buy more of our product. Customers should not need to break the bank to purchase a product they are willing to try. We want our potential consumers to have a feeling of "joy" when they see our vouchers during these difficult times, we value the customer more than their money. Our goal is to take care of our customers, we also think these promotions will give consumers the opportunity to buy more items at a cheaper price therefore allowing them to explore what items they like best and what works for their particular hair type and texture.

**\$5.00 OFF FIRST
PURCHASE**



**MINIMUM PURCHASE OF
\$20**



FREE SHIPPING

&

\$10.00 OFF



MINIMUM PURCHASE OF
\$50



MEDIA VEHICLES



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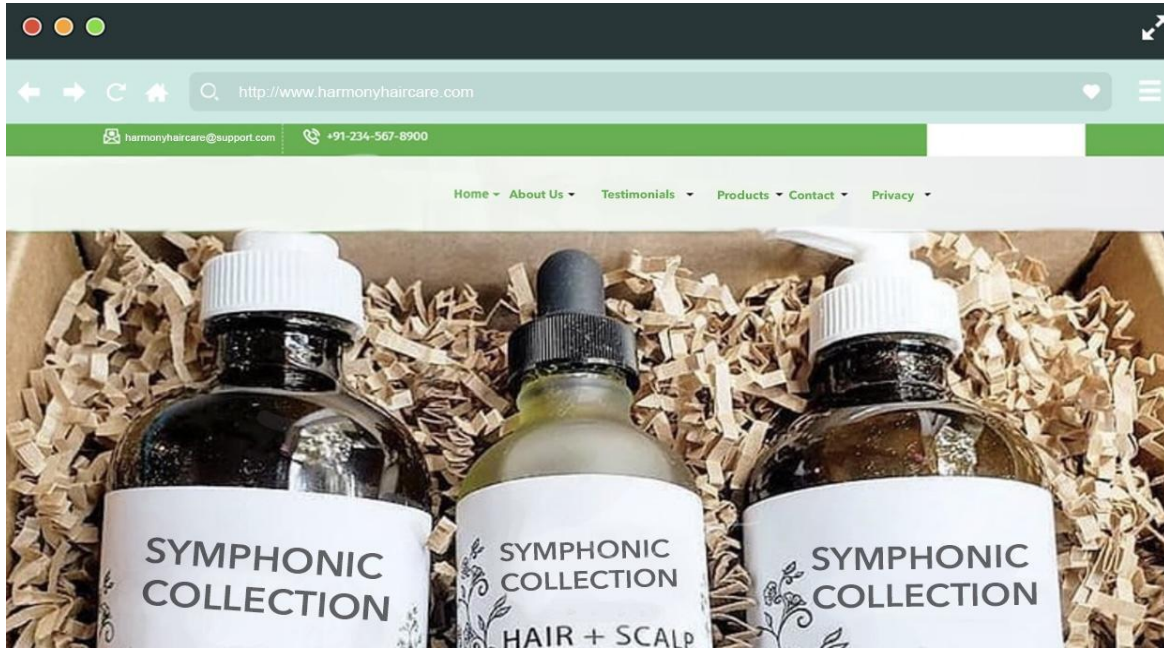


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
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Organic hair care, naturally sourced ingredients
Women owned
Black owned
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