

# The Total Beauty Experience

Jovance Salon specializes in transforming all hair types using care and specialized skill. Jovance is unique because it is the only multicultural salon on the west coast that provides services in an upscale atmosphere while making guests feel at home and a part of the salon family. The strong teamwork of the stylists and technicians is proven by the efficiency of their services and showcased in their care for the clients so that each guest walks away feeling beautiful inside and out.

## A New Location A New Beginning

With a new location opening in the summer of 2018. The management team wanted to launch with a freshly updated brand. Their brand identity was embedded into their customer and employee culture, however, they wanted to offer new services and experiences that would cater both to their loyal customer and new millennial customer.

Jovance was looking to learn what made their services so special and the best method is to hear it straight from their clients. We conducted extensive voice of the customer interviews and secondary research to create not only a brand but complete marketing strategy.

### SERVICES

- Website Design
- Market Research
- New Location Launch
- Social Media
- Email Campaign
- Branding





1

## Grand Opening Event

A party to remember. We needed a strategic plan leading up to the opening day that would welcome loyal customers, neighboring businesses and the community.

2

## Influencer Events

Establish a relationship with local beauty influencers. Host social media and blogger beauty nights after hours to educate and provide mini services.

3

## Website Re-design

An easy to navigate website with a clear call-to-action. In addition to a blog that features the Jovance team and the services, they can highlight.

4

## Updated Print Collateral

Create a new salon menu with updated pricing and organize services that make it easier for the customer to find what they are looking for.

# TOTAL *Beauty* EXPERIENCE

## Process

### Phase 1

#### Research & Programming

We began with primary and secondary research. Primary research consisted of "voice of the customer" interviews for both existing, potential clients, and social media beauty influencers. Secondary research included competition analysis, trends analysis, and pricing strategy.

We found that the Jovance community enjoyed the robust services offered. Their clients would get their nails, eyebrows, hair and skin care need all in one place. It is a total beauty experience. They often compared Jovance as their oasis they had to visit each week. Most clients had a close relationship with more than one stylist or aesthetician and found the comradery and "family" feeling to be unique to this salon. Their clients were also proud that they were considered to be "jovanced" everytime they stepped out of the salon. Their expert stylists are knowledgeable about different hair types and textures and clients were eager to try their new premium services like microblading and hair enhancement

### Phase 2

#### Implementation

Using the research from phase 1, we created a marketing mix customized to their needs. This included:

- partnering with local businesses
- hosting a VIP Event
- social media giveaway
- social media advertising
- blog features
- email campaigns
- social media event for local influencers

In addition to print and website updates to reflect the "new beginning" mantra without losing their already strong brand identity. Items that were updated were:

- New website
- salon menus
- referral cards
- Grand Opening signage
- Grand Opening promotional menus

### Phase 3

#### Evaluation

We began with primary and secondary The evaluation phase was a discussion of what worked and opportunities with senior management. In this phase, we presented website traffic and social media performance. These metrics set a baseline and for our next project, holiday and digital referral program launch in the fall.







*You had me at first post*

