



**Happy Valley Communications
Campaign Book
Fall 2015**

Produced by:

Account Executive: Kendall Mar

Account Associate: Alexis Komatsu

Account Associate: Logan Mayo

Account Associate: Megan Schwab

Account Associate: Flory Silverman

Account Associate: Julianne Stanley

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Contact Information

Client:

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Jen Rose
www.jroseandcosalons.com
(814) 380-0339
@jroseandcosalons

Account Executive:

Kendall Mar
kendallmar38@gmail.com

Account Associates:

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alexiskomatsu@gmail.com

Logan Mayo
loganalexismayo@gmail.com

Megan Schwab
meganeschwab94@gmail.com

Flory Silverman
floryannsilverman@gmail.com

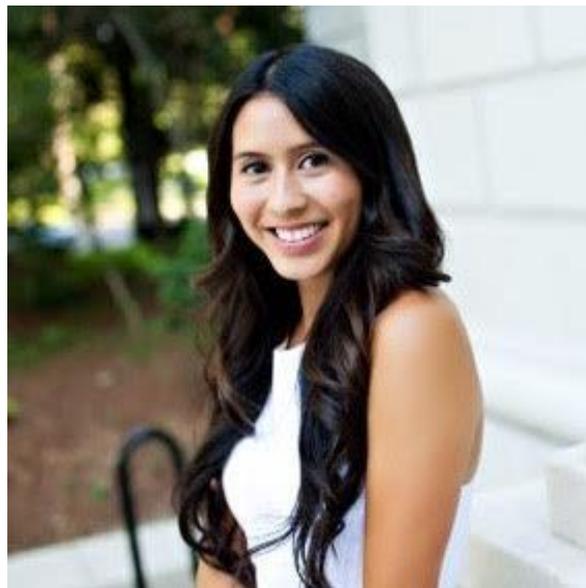
Julianne Stanley
julstanley58@gmail.com

Team Bios

Account Executive:

Kendall Mar

My name is Kendall Mar and I am a junior majoring in digital and print journalism with minors in entrepreneurship and innovation and international studies. This is my fifth semester in HVC and I was previously an Account Executive for Good Seed Baking Co. and an Account Associate for Blue IV Boutique, Nittany Consulting Group, and Simple Car Wash. In addition to my involvement with HVC, I serve on the executive board of my sorority Delta Zeta as the Vice President of Membership. I previously held a sales and marketing internship with ThirdChannel featuring Cosmopolitan and Marie Claire magazines. This past summer, I interned for the Downtown Sacramento Partnership in the marketing department and completed a communications internship for the Sacramento Antique Faire.



Account Associates:

Alexis Komatsu

Hi! My name is Alexis Komatsu. I'm a sophomore in the College of Communications, majoring in public relations and minoring in business as well as digital media trends and analytics. I'm from Livingston, New Jersey. At Penn State, I'm involved in various clubs relating to my major like AdClub and the Public Relations Student Society of America (PRSSA). I am also in the PR division of Valley Magazine. I am an active member of my sorority, Phi Mu. This summer I completed an internship at PR Revolution, a public relations and marketing agency located in New Jersey. My favorite project I worked on was a launch event for an energy drink with Kim Kardashian.



Logan Mayo

My name is Logan Mayo and I am currently a senior studying Public Relations and receiving a certificate in Sports Journalism through the John Curley Center for Sports Journalism. I grew up in Princeton, New Jersey. I am extremely involved on campus and I am always trying to get my hands on new opportunities each semester. Besides this being my second year as an Account Associate for HVC, I am also a Strategic Communications Student Assistant for Penn State Athletics, and Public Relations Chair for the Student Affiliate Wrestling Club. I am a committee member for THON and a member of the Gamma Phi Beta sorority. I have completed internships at Linda Gaunt Communications, a fashion PR firm in NYC as well as at Novo Nordisk, a corporate pharmaceuticals company.



Megan Schwab

My name is Megan Schwab and I am a junior majoring in public relations and minoring in business and international studies. I am from Long Island New York. I serve on the executive board of my sorority, Sigma Delta Tau, as Panhellenic Delegate. In this position, I am the representative of my chapter to the Panhellenic community. I work collaboratively with the 20 other delegates to figure out what is best for Greek life at Penn State. Summer 2013 I interned at Clear Channel Media and Entertainment. Summers 2014/ 2015 I worked as a marketing associate at Rand & Paseka Mfg. Co., Inc. Also during summer 2015 I interned at Entertainment Fusion Group PR, which is a fashion, beauty, and lifestyle firm. This summer at EFG I had my first experience with beauty clients. After that, I found my interest for the beauty industry.

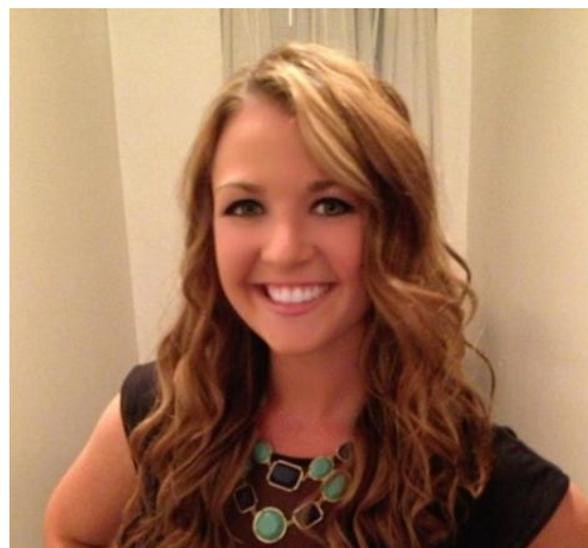


Flory Silverman

My name is Flory Silverman, and I am from Bethesda, Maryland. I am a sophomore majoring in public relations. Beyond HVC, I am involved with my sorority, Alpha Omicron Pi. This past summer, I was an intern for a jewelry designer named Lori Albert. Her company is called "Lori Albert Designs." I was also an intern for a novelist, David Bulitt, and helped promote his first book titled, "Card Game."

**Julianna Stanley**

My name is Julianne Stanley and I am a Bucks County, PA native studying advertising. I am a seventh semester student who is highly involved with Penn State's IFC/Panhellenic Dance Marathon as a Special Events Committee member. I am also a member of Gamma Phi Beta International Sorority, as well as the Penn State Advertising Club. I have effectively completed internships for Havas Health and Bindle Chat Incorporated. Additionally, I have lead multiple campus marketing initiatives to drive awareness of this App across the Penn State Community.



Client Summary

J. Rose & Co. Salon is a California-inspired salon located in State College's brand new, luxury style living, Retreat cottages. The salon provides the newest products and services at affordable prices for all clients, making this beauty destination a hidden treasure. Salon owner, Jen Rose, got her start in the beauty industry as a stylist in Los Angeles, Calif. She worked for various photo-shoots and television shows. After living in Philadelphia for a short period of time, Jen moved to State College to raise her family and finally found the perfect opportunity to open her own beauty salon. J. Rose & Co. Salon offers State College residents a unique beauty experience and upholds the standards of providing high quality products and services while simultaneously maintaining strong relationships with its customers.



Figure 1: The HVC & J. Rose & Co. Team at the fall 2015 photo shoot

SWOT Analysis

STRENGTHS:

- Attractive media presence
- Penn State friendly
- Offers great deals and promotions weekly
- Consistent posting on various social media platforms
- Customer-oriented
- Wide range of services offered
- Online purchasing available
- Male and Female services offered
- Great employee involvement
- Most necessary information is provided online, if not, contact info is provided as well

WEAKNESSES:

- Website is set up in a difficult format
- Social media platforms are utilized often, but not all content is appropriate for customers
- Need clearer photos/visuals of services, customer satisfaction, promotions
- Blog is a great idea but needs to be used more frequently unless taken down
- Need to increase followers on social media platforms
- Photos that are used on website/social media platforms should be from actual customers/products
- Customer feedback should be kept on sites but comments in response should be messaged privately

OPPORTUNITIES:

- Instagram Competition- Individual
 - Increase users by promoting a competition on the Instagram.
 - Users post their haircuts/color/tan, etc. on Instagram using a specific hashtag and tagging the salon. The user with the best/most liked photo wins a prize (discount/deals/etc.)
 - Considerations:
 - Budget for prize.
 - Privacy issues of sharing location on Instagram
 - Prize ideas: tanning package, discount on haircut/color, waxing
- Promotion Event
 - Increase customers by having a promotional event (to be discussed further) which allows newly registered customers a discount and/or special when signing up
 - Show students/customers why this salon is worth the drive and the services are better

THREATS:

- Downtown salons already available/walking distance to students
- Other salons having a more appropriate social media presence

Communications Plan

Objectives

J. Rose & Co. is the only California-inspired salon in the State College area. The main objective for the J. Rose & Co. campaign is to increase brand awareness about the salon on Penn State's campus and throughout State College. This can be achieved through social media strategizing, community and media outreach, and consistent execution of publicity efforts.

Audience

J. Rose & Co. Salon's current audience is primarily residents of the Retreat and State College. The Happy Valley Communications (HVC) team will strive to expand the salon's customer base to include Penn State students, living on campus as well as an increase in local residents.

Goals and Timetable

The HVC team's goals this semester include updating and improving J. Rose & Co.'s social media platforms, producing high quality content to be displayed on the salon's website, social media accounts, and in the salon itself. In addition, the HVC team hopes to increase J. Rose & Co.'s media hits and expand its clientele. We will execute our plans by analyzing and strategizing effective ways to strengthen J. Rose & Co.'s social media accounts, organizing photo and video shoots to create visually appealing, relevant content, and by pitching to local media outlets about salon updates and special offers/events.

Evaluation

We will measure the success of our efforts by tracking the increases in followers and likes on J. Rose & Co.'s social media platforms, counting the number of media hits that J. Rose & Co. receives, and comparing the visual content displayed online as well as in the salon from the beginning and end of the semester. Finally, our hope is to see an expansion in J. Rose & Co.'s clientele.

Media Kit

In order to strengthen J. Rose & Co.'s publicity efforts and audience reach, the Happy Valley Communications team produced a media kit for the salon, throughout the course of the fall 2015 semester. The purpose of the media kit was for the salon owner, Jen, to have the necessary tools to effectively publicize current and future salon events, offers, and news.

The HVC team compiled several media and contact lists including: potential advertising channels, news outlets, THON organizations, and fraternities to reach out to. Each list was created to accomplish a specific goal set by Jen and the team.

The team produced a general media pitch that the client could tailor to fit any event or promotion in the future. Beyond this, the team wrote two other pitches about the salon's "Tanning Week" and "THON Fundraising Opportunity". Additionally, an associate wrote a press release for the salon's "Tanning Week" that was not sent out due to the effectiveness of the pitch letter, written for the same promotion.

Lastly, early in the semester an associate compiled a fact sheet for J. Rose & Co. that can be sent out with future pitch letters and press releases, to provide reporters and news organizations with key facts relative to the salon's services and core values.

J. Rose & Co. Salons' Fact Sheet

Address: 300 Waupelani Drive, State College, PA 16801

Phone Number: (814)-380-0339

Hours of Operations:

Sunday & Monday: CLOSED
Tuesday: 9 a.m.- 5:30 p.m.
Wednesday-Friday: 9 a.m.- 8 p.m.
Saturday: 10 a.m.- 5 p.m.

Website: www.jroseandcosalons.com

Social Media Platforms:

Facebook: www.facebook.com/jroseandco

Instagram: [@jroseandcosalons](https://www.instagram.com/jroseandcosalons)

Twitter: [@jroseandco](https://twitter.com/jroseandco)

Owner and Stylist: Jen Rose

What is J. Rose & Co. Salons?

(Information compiled from company website)

J. Rose & Co. Salons is a California-inspired salon nestled in the heart of State College, Pa. Located in the brand new, luxury style living, Retreat collages. Experience a California inspired salon with the newest services and products. This is more than just a salon; it's an experience.

Services Offered: haircuts, hair styling and blowouts, tanning packages, spray tanning, waxing, nail, and professional makeup.

Logo:



Motto: "A California-inspired Salon in the Heart of State College"

Tanning Week Media Pitch

Dear **[Media Contact]**,

My name is **[Name]** and I am contacting you on behalf of J Rose & Co. Salon.

Winter in State College is drawing nearer and nearer and it has become impossible for one to not lose their “summer glow”. Luckily, J. Rose & Co. Salon offers state of the art tanning services ensuring that customers can keep their skin sun-kissed year round. The salon provides the highest quality tanning facilities at the lowest possible price. J. Rose & Co. would like to highlight an upcoming promotional event for the week of November 9-15, 2015. During this time, the salon will be implementing a special offer on tanning services. The offer will include: tanning once for only \$7.00 and the customers next tan will be completely free of charge (within the dates of the promotion). This specialty price week is an exceptional way to promote the salon not only to the State College public community, but to the Penn State student body as well.

J. Rose & Co. Salon offers unique California-inspired beauty trends to hair, tanning, waxing, makeup, and nail services for incredibly affordable prices. Available to students and State College residents alike, J. Rose & Co. prides itself on friendly service and a loyal customer base, that enjoys the many deals and packages that the salon offers.

Salon owner, Jen Rose, got her start in the beauty industry as a stylist in Los Angeles, Calif., working for various photoshoots and television shows. In order to continue to deliver a sunny California ambiance and experience, Jen thought, what better way than a discounted tan for the onset of our infamous State College winter season.

Customers can schedule an appointment by calling (814) 380-0339.

J. Rose & Co. Salon’s upcoming tanning promotion would make an excellent news candidate for **[Media Name]**. Attention brought to this company would not only benefit the business itself, but it would also benefit the local community by opening their eyes to a cost effective, pleasing, and relaxing salon experience. For more information please visit the web site www.jroseandcosalons.com. Additionally, I am available at your convenience to answer any further questions that you may have. Thank you for your time and consideration. The direct email of J Rose & Co. Salons is as follows, jroseandco@gmail.com.

Best regards,

[Name]

THON Fundraiser Media Pitch

Dear **[Contact Name]**,

With two of the three canning weekends cancelled, organizations are looking for fun alternative fundraisers to raise money for THON. Instead of going for the typical food fundraiser, host an event at **J. Rose & Co. Salons!**

Fundraising options such as 20% of a day's proceeds toward your org's THON total can be arranged. We can also do events such as a hair donation day. We would love to be able to help your organization raise money for THON in any way that we can.

J. Rose & Co. Salons is a California-inspired salon located at The Retreat in State College. The salon is very easy for students to get to - the R, RC, or RP CATA bus routes make the salon very accessible. J. Rose & Co. Salons provides a variety of services including haircuts, blowouts, tanning, waxing, makeup and nail services for prices that every college student can afford. Salon owner, Jen Rose, is very passionate about THON and the Penn State community.

If you have any further questions or require any additional information, please feel free to contact me directly. Thank you in advance for your time and consideration. I look forward to hearing back from you!

Best regards,

[Name]

J. Rose & Co. Salons - 30-Minute Guarantee: Formal Package

Dear [To whom it may concern at... media outlet],

My name is **[Name]** and I am contacting you on behalf of J. Rose & Co. Salons.

J. Rose and Co. is a high quality, full service California inspired salon located in the heart of State College. The salon provides a wide variety of products and amenities such as: haircuts, styling, blowouts, tanning, waxing, nail care, and professional makeup services.

J. Rose & Co. Salons would like to highlight an upcoming promotional event for the weeks of **December 1st - December 11th**, a period during which a variety of **end-of-semester** formal events will be taking place. Specifically, **Frat Formal Friday**, the last Friday of the Fall Semester during which **all** Pennsylvania State University Fraternities host a formal dated function.

Salon owner, Jen Rose knows that this means a large number of young women will be seeking professional hair and makeup services leading up to the event. Therefore, J. Rose & Co. will be implementing a **thirty-minute guarantee for hair and makeup** promotion. Meaning, for only **\$25.00**, each client will receive thirty minutes of professional hair or makeup services. If the customer desires **both hair and makeup**, the package will be upgraded to a 1-hour guarantee, and the price will shift to _____. These specialty prices are an exceptional way to promote the salon to the large number of Penn State students who live outside of *The Retreat at State College*, the location of the salon.

The **30 Minute Guarantee** Promotion would make an excellent news candidate for **[Media Name]**. Attention brought to J. Rose & Co. for such a widely attended event would not only benefit the business itself, but would also benefit the local community of students by opening their eyes to a location efficient and relaxing salon experience that they can afford.

For more information, feel free to visit, <http://www.jroseandcosalons.com/>. I am also available at your convenience to answer any further questions that you may have. Thank you for your time and consideration. The direct email of J. Rose & Co. Salons is as follows, jroseandco@gmail.com

Tanning Week Press Release

J. Rose & Co. Salons
300 Waupelani Drive (Clubhouse)
State College, PA 16801
(814) 380-0339
www.jroseandcosalons.com

Contact: **[Name]**
[Phone Number]
[Email Address]

FOR IMMEDIATE RELEASE**J. ROSE AND CO. SALONS HOSTING PROMOTIONAL TANNING WEEK EVENT**

STATE COLLEGE, Pa., – Nov. 2 –J. Rose & Co. Salons would like to highlight an upcoming promotional event for the week of Nov. 9-15, 2015. During this time, the salon will be implementing a special offer on tanning services. The offer will include: tanning once for only \$7.00, and the customers next tan will be completely free of charge. This specialty price week is an exceptional way to promote the salon not only to the State College community, but to the Penn State student body as well.

J. Rose and Co. Salons is a California-inspired salon located in the luxury styled, living complex that is, The Retreat at State College. The salon provides a wide variety of products and amenities that include: haircuts, styling and blowouts, tanning packages, spray tanning, waxing, nail, and professional makeup services.

J. Rose & Co. Salons is currently owned and operated by Jen Rose, a State College resident who began her career as a stylist in Los Angeles. In order to continue to deliver a sunny California ambiance and experience, Jen thought, what better way than a discounted tan for the onset of the infamous State College winter season.

For more information on J. Rose & Co. Salons, contact **[Name]** at **[Phone Number]**, or visit the web site at <http://www.jroseandcosalons.com/>. The direct email of J Rose & Co. Salons is as follows, jroseandco@gmail.com.

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Media List

PUBLICATION	FIRST	LAST	EMAIL
AltoonaMirror.com	Amanda	Gabeletto	agabeletto@altoonamirror.com
AltoonaMirror.com	Emily	Dimov-Gottshall	emilyandjon@atlanticbb.net
CATA	George	Pastor	gpastor@gatewayoutdoor.com
OnwardState.com	Anna	Foley	annafoley@onwardstate.com
OnwardState.com	Caitlin	Gailey	caitlin@onwardstate.com
OnwardState.com	Katie	Klodowski	katie@onwardstate.com
StateCollege.com	Jaime	Rosenberg	jfr5142@psu.edu
StateCollege.com	Seth	Foresman	seth.foresman@statecollege.com
State College Magazine	Maggie	Anderson	manderson@statecollegemagazine.com
State College Magazine	Amy	J. Downey	manderson@statecollegemagazine.com
The Daily Collegian	Scott	Witham	switham1010@gmail.com
The Daily Collegian	Sierra	Baldwin	campus@psucollegian.com
Town & Gown Magazine	Debbie	Markel	dmark@barashmedia.com
Town & Gown Magazine	Vilma	Shu Danz	vshu@barashmedia.com
Valley Magazine	Anna	James	amj5488@gmail.com
Valley Magazine	Kate	Perkins	kzp5194@psu.edu
Valley Magazine	Celine	Ridgway	car5654@psu.edu
Valley Magazine	Emily	Keifline	elk5158@psu.edu

Advertising Contact Sheet

Outlet	Price	Potential Outreach	Benefits	Contact
Valley Magazine	A. Full Page - \$240 B. Full Page (design by Valley - \$275 w FREE web ad) C. Half - \$110 D. Web - \$75	PRINT: Circulation: 5,000 magazines; Readership: 12,000 WEB: 500 views/day	Target demographic: females ages 18-22, could place ad in "Beauty and Health" section of magazine for relevance	Anna James: amj5486@gmail.com (570)-690-5979
The HUB	FREE (placement in "The Toilet Paper" (bathroom advertisement) or flyer throughout HUB)	25,000 PSU students walk through each day	reach PSU students, cost effective	USAmarketing@psu.edu (814)-865-5620
StateCollege.com	A. Free B. Ad \$200-\$700/week C. Social Media (FB, Twitter) \$200-\$205/week	>350,000 unique visitors; over 5 million page views	A - category listing, business page; #1 google search for state college pa	Seth Foresman seth.foresman@statecollege.com (814)-238-6021
The Daily Collegian	PRINT: \$13.30/column in. MOBILE: \$130-\$50/week WEB: \$75-100/week	Circulation of 7,000 newspapers/day	Readers primarily PSU students, on many social media platforms	Scott Witham switham1010@gmail.com (814) 865-2531
State College Magazine	Print: \$325 - \$2,029/issue Online: \$195 - \$375/mo.	> 40,000 readers/mo.	Readers with disposable income, distributed throughout central PA	Sandy Lauri sandy@statecollegemagazine.com
Town & Gown Magazine	** Debbie would like to sit down and meet to discuss pricing and media information		Free publication, holiday gift guide	Debbie Markel dmark@barashmedia.com (814) 238-5051 (ext.: x615)

CATA Bus	A. Interior Side Spot: \$15/mo. B. Interior Ceiling Spot \$100/mo.	33,000 riders/mo.	Penn State students primarily ride bus, some CATA bus lines go to The Retreat	George Pastor gpastor@gatewayoutdoor.com (724) 863-7559
OnwardState.com	A. Social Media (Fb, Twitter) \$200-\$205/week B. Ad \$200-\$205/week	16 million views/year	Read by primarily PSU students, articles focus on state college businesses	Seth Foresman seth.foresman@statecollege.com (814)-238-6021

THON Organizations Contact Sheet

Organization	Name	Position in org	Phone number	Email	AA Pitching
Sigma Kappa	Amanda Brackbill	Fundraising chair	724-504-6939	ajb6037@psu.edu	Megan
Dancer Relations	Molly Cashman	Committee captain	408-219-9830	molly.cashman24@gmail.com	Megan
Delta Sigma Pi	Ally Brennan	Overall thon chair	570-956-4238	ally5296@gmail.com	Logan
Zeta Tau Alpha	Lindsay Edling	Thon chair	215-933-9384	lnedling7@gmail.com	Logan
Kappa Delta	Steph Bilyeu	Overall thon chair	717-880-8237	sabilyeu2012@gmail.com	Julianne
Hospitality	Will Coughlin	Committee captain	240-346-1068	willdcoughlin@gmail.com	Julianne
Hospitality	Eileen Seitz	Committee captain	610-393-2219	seitz.eileen5@gmail.com	Alexis
Delta Gamma	Gracey Schofield	Thon chair	508-333-2076	ges5143@psu.edu	Alexis
Epsilon Sigma Alpha	Kelly Duffey	Thon chair	267-625-4622	kellyaduffey@gmail.com	Flory

Fraternity Contact Sheet

Fraternity	First Name	Last Name	Contact #
Sigma Alpha Mu	Evan	Miles	(973) 494-4378
Pi Kappa Alpha	Tyler	Dineen	(516) 974-5900
Alpha Epsilon Pi	Max	Liche	(201) 925-6976
Delta Sigma Phi	Jonny	Lehrer	(516) 491-6854
Beta Sigma Beta	Alec	Beckman	(215) 990-7485
Sigma Alpha Epsilon	Tyler	Rongione	(610) 739-9022
Delta Chi	Skyler	Santomarti no	(301) 300-3288
Tau Kappa Epsilon	Mike	Burnham	(412) 527-1110
Lambda Chi Alpha	Brad	Zanette	(610) 316-1178
Delta Tau Delta	Avery	Paty	(412) 735-6821
Alpha Tau Omega	Zach	Gokhman	(973) 820-5857
Acacia	Cavin	Amble	(203) 814-2391
Theta Delta Chi	Peter	Pagano	(610) 675-9143
Alpha Sigma Phi	Daniel	Schwartz	(215) 704-5346
Sigma Pi	Spencer	Cohen	(732) 850-6457
Phi Kappa Psi	Matt	Gormley	(267) 804-3111
Sigma Phi Epsilon	Drew	Ungerleider	(908) 655-5617

Pitching

From the beginning of the semester, pitching was a key attribute to the strategic planning behind J. Rose & Co. events. We were able to not only brainstorm different ideas, but we also were able to show our client the most effective pitching strategies for future reference.

The pitch letters and emails that were sent to various prospective clients were written in a specific brand voice that we tailored for the salon. Upbeat, trendy and professional was the voice that we wanted to portray throughout our event exhibitions.

The first event that we pitched was for the biggest promotion of the semester, a tanning week. With the salon having state of the art tanning beds and spray-tan machines, we knew that the local student body would want to be informed on such nearby services. The pitch was sent to various publications in the surrounding area, Greek life organizations and multiple students throughout the community. Included in our pitch was a flyer that we collaborated with the creative team in order to execute, stating the event details, services and hash tag. The hashtag that we included to promote this event on various social media platforms was #JRose&Glow.

Once creating the flyer, we distributed it to the PanHellenic delegates of Penn State's Greek life. From reaching out to such a broad group of students, we were able to reach over 800 people through organizational list-serves.

The second event that we pitched to the local community involved J. Rose & Co. offering their services for various THON fundraisers. With THON being a part of a large portion of the students and locals in the area, we saw a great opportunity in pitching this event. Keeping our brand voice serious yet glamorous, we contacted the event coordinators of various organizations, leading us to receive a lot of feedback.

Through this event, organizations were able to plan alternate fundraisers involving the salons services, resulting in proceeds going towards THON. A few sororities peaked an interest in this offer and are currently in the process of scheduling their fundraiser.

Projects & Events

Social Media Photo Shoot

In efforts to deliver J Rose & Co with new, modern, and trendy social media content, an area that was previously lacking in uniqueness and specificity to the salon, the team and client decided that we would generate our own content with our own salon capabilities, specifically professionally styled hair and professionally applied makeup.

In order to make this possible we had to develop a theme for the photo-shoot, find a photographer who would successfully capture the look, find appropriate models, and finally find a location and time slot for the shoot itself.

The decided upon theme was a late fall/wintery-chilled inspired look. The HVC team developed a content deck of appropriate outfit examples, colors, and options. We wanted to include a variety of possibilities in order to avoid models wearing the same designs and styles.

The photo-shoot took place on Sunday November 8th, from 12:00PM-6:00PM. Each member of the HVC Account team was responsible for finding two models to participate, or one model if the HVC team member participated herself. In total, the shoot was comprised of eleven models, in addition to the client's dog that was used to enhance a variety of happy and candid shots. The shoot took place at a local hiking and public park area that included a variety of outdoor background looks, such as leaves, fences, tree trunks, streams, rock patterns, and others.

Each model received professional hair and makeup amenities provided by client and salon owner, Jen. The services were completely free of charge with the incentive for participants to have access to professional photos of themselves for their own social media accounts.

The efforts of the photo-shoot resulted greatly. Client, Jen, now has access to select photos of her own work on real people to use for her future advertisements, fliers, and social media accounts. We also included photo watermarks on select pictures chosen by the client in order to avoid duplication or false use of the photos.

Tanning Week Promotion:

In efforts to promote and spread the word of the J. Rose & Co Tanning Week, weeklong promotion, the team developed a professional press release/media pitch, which was sent to multiple media release contacts.

The promotion itself included, " tanning once for \$7 with the second visit of the week completely free of charge."

HVC graphic designer developed a series of paper, also useable online, advertisement options for the promotion. The client selected a final flier option and we began to share it on social media sites in addition to emailing the advertisement to large on campus organizations, such as sororities.

In addition to fliers, the HVC team also developed social media content for use throughout the duration of the week. For example: "As winter is approaching we all seem to be losing our summer glow, but not for long! J. Rose & Co. Salon is hosting a tanning week starting tomorrow, November 9th. Tan once for only \$7.00 and your next tan is FREE! (Useable for Facebook, Twitter, and Instagram with added images.)

Hash tags developed for this promotional event included: #JRoseAndGlow, #JRoseBOGO, #JRoseTanningWeek

Photo Shoot Preliminary Plans

1. The first thing we need in order to have a successful photoshoot is an idea or concept. We have to know what we are looking for and what we are trying to achieve. Since winter is just around the corner, I think it would be great to have “winter vibes”- meaning we have the models dressed in winter apparel (sweaters, leggings, boots). If we are trying to showcase what the J. Rose & Co. tans look like on the models, then of course we can have different apparel options. For makeup, we can do a “winter look.” Although most make up looks work for any season, a dark lip with a smoky eye is definitely a better winter look rather than summer look. Some examples of what this may pertain to are below:



Good lighting. Since the days are unfortunately getting shorter, it’s best to do the photoshoot earlier in the day, preferably late afternoon so that it’s just barely starting to get dark (4-5:30 pm). Having the trees in the background would be pretty, so we should do the shoot before all the leaves fall off.

2. Products and appliances. We need straighteners, curling irons, hair spray, serum, concealer, liquid face foundation, powder, bronzer, eye lash curler, lip pencil, lip sticks (can vary in colors, but let’s focus on medium-to-dark colors) mascaras, eye liner, eye shadows (can be light-to-dark, but best to stay away from bright colors or blues), blush, face brushes, eyebrow brushes, eyebrow pencils, and anything else that Jenny finds necessary

3. Most importantly, we need models. We can either do this at random by writing in our sorority GroupMe’s and picking a few people, or we could be the models ourselves. Around 10-12 models would be ideal so that we can showcase several different hairstyles and make up looks

4. Photographer: HVC’s photographers will most likely participate in the photoshoot.

5. A good wardrobe. Leggings, boots, booties, heels (with jeans), sweaters, dresses with boots but not with heels (let’s try to make it effortlessly chic and casual), long-sleeved shirts (could be low cut to make the photoshoot more mature)

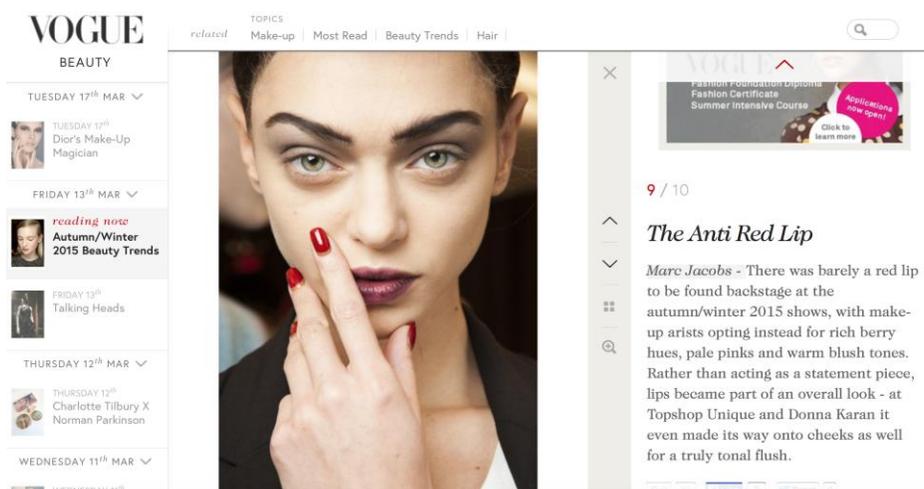
6. Good accessories. Simply just ask the models to come with simple, not too over-the-top, jewelry on them

Remember, the prime focus is J. ROSE & CO. We want people to see these photos and say, “Wow. These girls look great. I want to go there and get my makeup and hair done.”

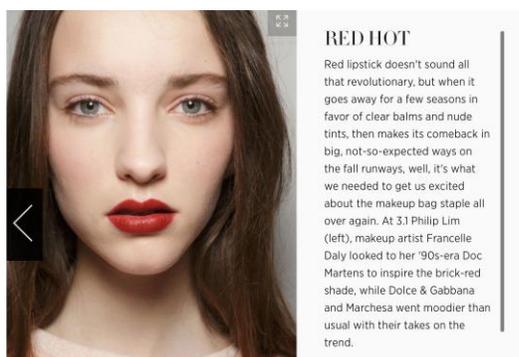
Photo Shoot Hair and Makeup Concepts

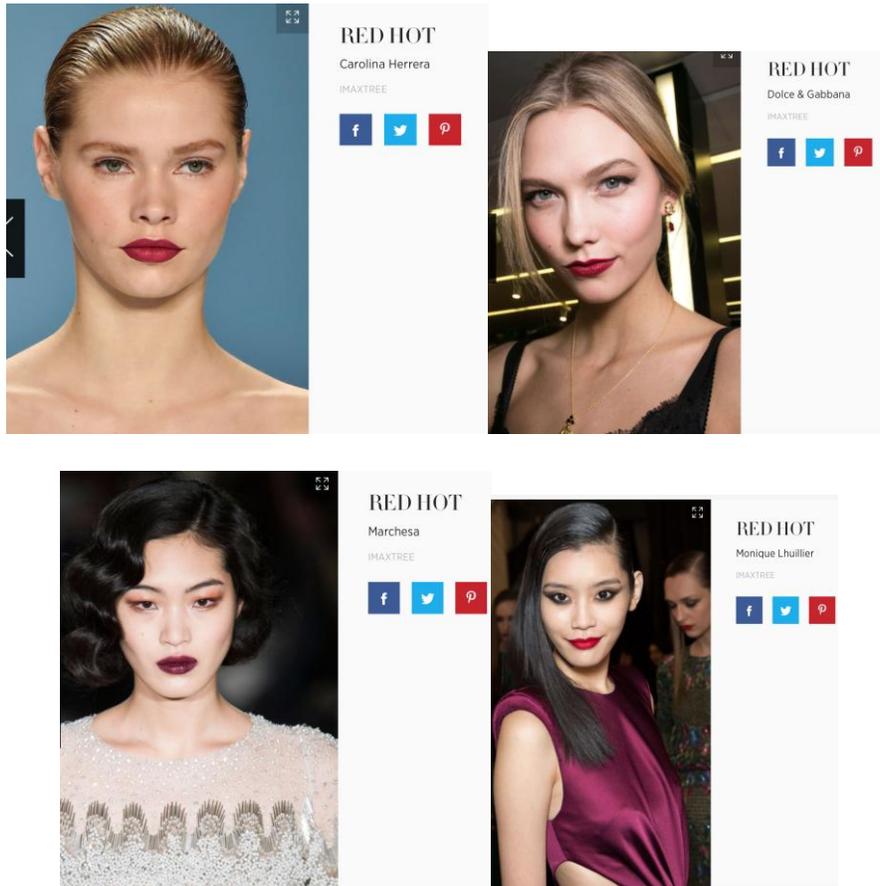
After pitching the hair and makeup concept of “Winter Vibe” to the client and receiving approval, the HVC team went on to research specific trends within this theme on various beauty and fashion web sites.

Below is an article from Vogue’s website displaying a girl with an “Autumn/Winter 2015” look. It essentially says that red lips are a no-go, instead a rich berry color that looks effortlessly chic is a better choice. A smoky eye is noticeable on the girl, but again is not too over-the-top. It’s the perfect balance between smoky and natural.



Below are some looks from Harper’s Bazaar showcasing desirable Fall/Winter looks: “Black liner shows its versatility, red lipstick feels exciting again and flushed skin replaces contouring this fall. Here, the beauty trends to know for the season” (*Harper’s Bazaar*).





For hairstyles, I found an article and photos from Glamour magazine which are below:





The trend I see is **effortlessly chic**. Let's strive for that.

Photo Shoot Outfit Concept Planning

Hat Theme:

Cross body purse, black leggings, flowy shirt, sweater or layered tops, scarf optional



Dress Theme:

Can be layered with scarves, sweaters, legwarmers, boots or booties



PA Dutch Style: Graphic Tees

(Below is not exact brand)



Flannel Theme:

Layering, under sweaters, under vests, can match with leg warmers, best with jeans, jewelry with cuffed sleeves



Vest Theme:

Fur, layering, tan, brown, green, black, looks best with tall boots or short booties



Beanie Theme:

Matches well with jeans, cuffed jean look, work boot or combat boot, light jackets fit the look



Photo Shoot Execution





Photo Shoot Content Promotion on Social Media

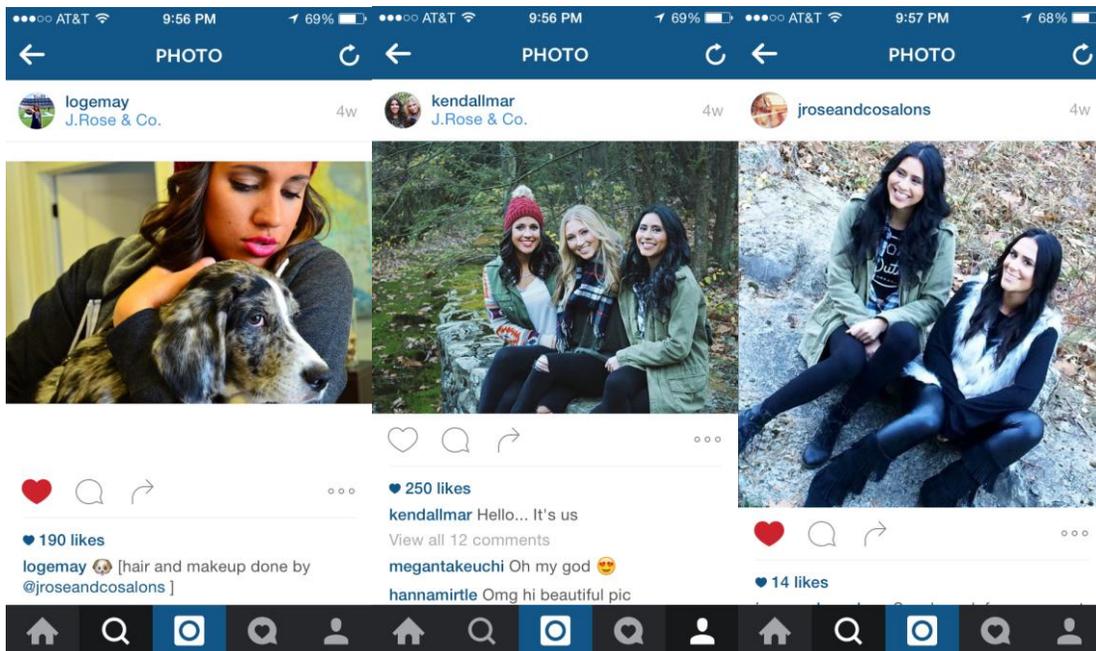


Photo Shoot Resulting Content with Watermark



Tanning Week Flyer



TANNING WEEK

Go once for \$7
and the second visit is free*
*within the same week

← J. ROSE & CO. →
SALONS

#JRoseAndGlow

NOVEMBER 9TH-15TH

Monday & Tuesday 9AM-5:30PM
Wednesday-Friday 9AM-3PM
Saturday 10AM-4PM
Sunday CLOSED

Located in the Clubhouse of The Retreat
take the CATA bus Routes: R, RC or RP
and we will see you there!

Tanning Week Social Media Campaign Ideas

- 1. #ShowYourGlow**, We want to see your tan! Tweet us your before and after tanning week pictures and be placed in the running to appear on our professional Instagram page, can you say lots of likes? @jroseandco
- Calling all California girls at heart! We like you, do you like us? **"Like"** all of our posts during tanning week and be placed in the drawing to win our J Rose & Co. salon themed raffle basket! **#CaliDreamin, #MakeMeCali**
- Participate in tanning week and receive **50%** off your next haircut, color, or blowout. Be sure to tell us that you are participating when you arrive! (Requires at least 3 visits) **#JRose&Glow**
- Hey Penn Staters, it's time for **#Fifth&AFriend**, on your second visit during tanning week, bring a friend! Receive **5%** off your next nail appointment!
- #StealtheShow** with your flawless glow! Join us for our weeklong tanning promotion and don't forget to **#StealtheShow** with your post tan selfie. All of our **#SunKissedSelfie** challenge participants will be put into a drawing to win a free month of tanning.
- Not feeling the beds? Not to worry, we also offer sprays for days, print out and bring in one of our Tanning Week flyers, located on our Twitter and Instagram pages and upgrade your first tan to a spray tan for only \$7.00, **#Sprays4Days**.

Tanning Week Social Media Content

Sunday, November 8th

"As winter is approaching we all seem to be losing our summer glow, but not for long! J.Rose & Co. Salon is hosting a tanning week starting tomorrow, November 9th. Tan once for only \$7 and your next tan is FREE! #JRoseTanningWeek #JRoseAndGlow #JRoseBOGO"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture of the hallway with the tanning beds in the salon.

Example:



Monday, November 9th

"What better way to beat the Monday blues than stopping by J. Rose & Co. for the start of their Tanning Week. This week ONLY buy one tanning session for \$7 and get your next session completely free! Start the week off right and come into the salon now until Sunday for the unbeatable deal. #JRoseTanningWeek #JRoseAndGlow #JRoseBOGO"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture that involves Monday's.

Example:

M  N  DAY

IT'S 
MONDAY,
but...
IT'S  O.K.!

Thursday, November 12th

"Have you caught yourself wishing you were back on a beach this throwback Thursday? Well, stop by J. Rose & Co.'s California inspired salon for summer time vibes and unbeatable deals. Enjoy a tanning session for only \$7 and receive your next one absolutely free! Stop reminiscing on your summer glow and have it come back. #BeTanAtJRose #JRoseTanningWeek #JRoseBOGO #JRoseAndGlow"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture of that involves thinking of summer.

Example:



Friday, November 13th

"Not every Friday the 13th needs to come with unlucky vibes. J.Rose & Co. is STILL having their Tanning Week special for only a few more days! Stop by the salon today to get your color for the weekend. Buy one tan for \$7 and get the next one for nothing! Only a few days left! #JRoseAndGlow #JRoseTanningWeek #JRoseBOGO"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture that involves Friday's.

Example:



Saturday, November 14th

"Today is the first Saturday in 3 whole weeks that's not a game day! Kick back, relax, and head to J.Rose & Co. for the end of their Tanning Week! Buy one tan for only \$7 and get the next one on the house. Come fast! Deal ends tomorrow!
#JRoseTanningWeek #JRoseBOGO #JRoseSun"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture of that involves sales ending soon.

Example:



Sunday, November 15th

"Today is the last day to catch J. Rose & Co's Tanning Week specials! Buy one tan for the great price of \$7 and get your second tan absolutely free! The sale ends today so make sure you stop buy now! #JRoseBOGO #JRoseTanningWeek"

Can be used for Facebook, Twitter, and Instagram. If used for Instagram, use with a picture that involves last day or tanning.

Example:



Social Media

A. Social Media Plan

We created a digital and social media strategy for the salon outlining the strengths, weaknesses, content and goals for each social media platform. The plan outlined the overall vision, overall voice and specific guidelines for each platform.

- I. **Overall Vision:** Promoting J. Rose & Co. Salon while also promoting the services and salon accommodations offered to clients.
- II. **Overall Voice:** The overall social voice of the J. Rose & Co. Salon media platforms should encompass:
 - All posts should be related to J. Rose & Co. Salon
 - Expertise
 - Upbeat and positive
 - Information regarding upcoming events/efforts planned by J. Rose & Co. Salon
 - Appropriate for all ages
- III. **Social Media Platforms in Use:**
 - Facebook
 - Twitter
 - Instagram

B. Instagram Follow List

We created a list of about 100 important industry personalities and companies that the salon should be following. This would help better the salon's follow-following ratio and keep up with prominent trends and happenings in the beauty industry.

- I. **Competitors:** (@Lookshairdesign, @VivaBellaSalon, @DesignersDen)
- II. **Brands:** (@RedkenOfficial, @AussieHair, @GarnierUSA, @HerbalEssences)
- III. **Industry Personalities:** (@makeupbymario)
- IV. **Media:** (@seventeen, @VogueMagazine, @EOnline, @NYTimesFashion, @NylonMag, @Allure, @OkMagazine, @HarpersBazzarus, @marieclairemag)

C. Increasing Following on Instagram

We researched various ways to increase following on all J. Rose & Co. social media accounts. Some of these small tactics are as follows:

- I. **Hashtags**
 - Hashtags help organize and categorize images and video content
 - Encourage customers to use a hashtag when they upload relevant photos
 - Take advantage of existing popular hashtags
 - Examples of possible hashtags:
 - #jroseandcosalons
 - #manicuremonday
 - #treatyourselftuesday
 - #waxingwednesday
 - #tanningthursday

II. Online Personality

- Have a consistent presence
- Use logo as profile picture and company's full title as your username
- Create a watermark for original photos you share
- Consider creating a template that includes your logo's font and consistent color palettes if designing your own images

III. Engagement

- Engage with key customers – like and comment on their pictures
- Highlight user generated content – recognize customers and feature them
- Include clear calls to action
 - Ask users to “tag a friend who would love this!”
 - “Double tap your favorite fall beauty trend!”
- Host a photo contest

IV. Consistency

- Be consistent with the amount of posting per week

V. Social Media Displays

- At events, have a social media display such as a large screen with tweets/IG photos using a certain hashtag to encourage attendees to post

VI. Social Media Channels

- Promote accounts on various platforms
- Boost engagement with followers you have on other channels
 - Tell followers to check out your other social media platforms
- Write a blog post about other accounts
- Add button on website that allows people to easily follow

VII. Filters

- Using the right filter is important!!
- High exposure, warm temperature

VIII. Tools & Apps for Instagram

- *Flipagram*: enables users to assemble photos in a slideshow
- *Repost*: repost other users photos
- *Like2Buy*: provides a link you can put in Instagram bio
- *Layout*: combine different photos in one image
- *Instasize*: combine different photos in one image
- *Instasize*: post entirety of photo on Instagram
- *Pixir*: fix lighting on photo easily
- *ScheduGram*: publishes post in a set schedule
- *Wishpond Instagram Contest*: allows users to submit photos and vote on favorites
- *Iconosquare*: in-depth Instagram analytics tool – monitor likes, comments, etc.
- *Over*: design creative graphics

D. Social Media Content

We wanted to create a bank of content that the salon owner could easily pull from to post across all social media platforms.

- We created a list of articles and videos from various websites like Valley Magazine, Elle Magazine, Refinery29, and YouTube that Jen could easily post on Facebook and Twitter.
- These articles were relevant to her services and promotions she was running.
- We also planned a photoshoot to create original content that could be posted online.

J. Rose & Co. MARKETING/SOCIAL PLAN

The contents of the document contain the proposed Digital and Social Media Strategy for the J. Rose & Co. Salon. The content is only to be seen by J. Rose & Co. founders and affiliates.

Overall Vision:

Promoting their salon while also promoting the services and salon accommodations offered to clients

- This is the overall vision and tone for all social media
- Use more consistently across all platforms

Overall Voice:

The overall social voice of the J. Rose & Co. Salon social media platforms should encompass:

- All posts should be related to J. Rose & Co. vision
- Expertise
- Up-beat and positive
- Affordable for all cliental
- Endless services
- Information regarding upcoming events/efforts planned by J. Rose & Co.
- Appropriate to all ages

Specifics of the Company:

J. Rose & Co. Salon is a California-inspired salon located in State College in the brand new luxury style living Retreat cottages. The salon offers affordable prices for the newest services and products, providing for a truly unique beauty experience.

Expertise:

As mentioned in the Overall Voice, the expertise topics that the posts will primarily concentrate on are:

- Expertise of salon
- Current events relatable to the services offered, specials at the salon and in the State College/Penn State community (students/Retreat)
- Upcoming J. Rose & Co. events

Social Media Platforms in Use:

- Facebook
- Twitter
- Instagram

Consistency of Platforms:

- All social media platforms should use CONSISTENT brand voice, as explained above.

Content:

While following the Expertise, these general guidelines should be kept in mind for posting content on all platforms:

-70% Brand-Related, 30% Follower Interest

*Brand Related: i.e. "Come out on Friday September 25 6-8 pm for a salon night featuring live music and PA Dutch Threads- Summer BLOWOUT!"

*Follower Interest: i.e. "On Saturday footballs will be hidden in the clubhouse! Take a pic #RetreatLife #jroseandco on Instagram and win a prize!"

Twitter: @jroseandco

J. Rose & Co. will utilize Twitter as their conversational and informational platform. Twitter is where we will talk about the salon services offered while promoting specials/deals for customers, why the services are the best and brand-related information that relates both directly to the brand and are general interest topics. J. Rose & Co. will promote various events, announcements and competitions on the platform. We will interact with our audience and outlets that directly relate to our expertise.

Timing/Frequency:

Post no more than three tweets/day

The image shows a screenshot of the Twitter profile for J. Rose & Co. Salons (@jroseandco). The profile header includes the name, handle, and statistics: 149 tweets, 761 following, 115 followers, and 55 favorites. A tweet from September 28 is highlighted, with the text: "Did you know we have a loyalty card - spend over 20\$ five separate visits and get a free manicure or blowout - xo". Below the tweet is a black box with white text that reads: "JUST IN CASE NO ONE HAS TOLD YOU TODAY : -GOOD MORNING. -I BELIEVE IN YOU. -YOU'RE DOING GREAT". A red arrow points from a blue box on the right to the tweet. The blue box contains the text: "Sending out a Tweet: 140 characters or less".

Guidelines:

How to interact with the public on social media: Respond to all interactions unless they are controversial or can damage the company's reputation.

-**Positive Interactions** (i.e. follower tweets: "Got my hair colored today! I absolutely love J. Rose & Co!")

-Always retweet and respond to them mirroring their excitement

-**Negative Feedback**

-Respond with apologies via direct message and send them an email to solve any issues: DO NOT MAKE PUBLIC

-Positive statements about Penn State salons, hair care/salon-services awareness

-Retweet and respond showing our affection for support
-Interact with audience to start conversations

-Negative statements about J. Rose & Co. that we are tagged or mentioned in

-Do not engage; if negativity persists it will be dealt with on a case by case basis

*All responses should be consistent with the brand voice

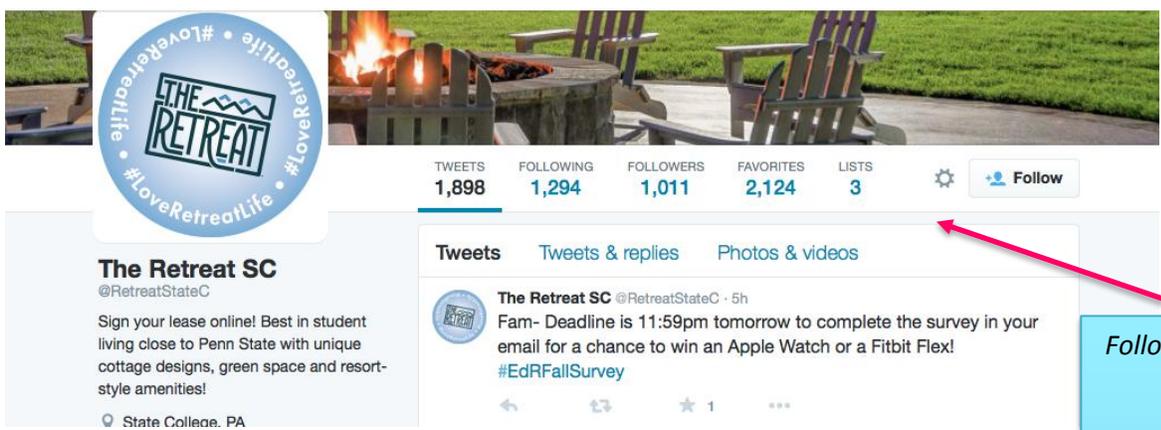
The screenshot shows a tweet from Happy Valley Comm (@happyvalleycomm) dated August 21st. The tweet text is: "Last but definitely not least, our final client for the semester will be @jroseandco, headed by Account Executive @KendallMar!". Above the tweet, it says "J.Rose&Co.Salons Retweeted". Below the tweet, there are icons for reply, retweet (2), and favorite (6). Two red arrows point from callout boxes to the retweet and favorite icons. The top callout box is labeled "Retweet:" and describes it as "Republishing another user's tweet to your profile." The bottom callout box is labeled "Favorite:" and describes it as "Positively acknowledging a tweet."

Twitter Lists:

Develop public and private lists that contain influencers, media partners, resources and top followers. Use lists especially when growing following and/or have a large number of followers. Private lists are especially helpful when trying to stay on top of specific accounts in order to constantly engage with or retweet them.

The screenshot shows the Twitter profile page for J. Rose & Co. Salons. The profile name is "J. ROSE & CO. SALONS" and the bio is "J. ROSE & CO SALONS". The statistics are: TWEETS 149, FOLLOWING 761, FOLLOWERS 115, and FAVORITES 55. A dropdown menu is open, showing options: Logan Mayo (View profile), Lists, Help, Keyboard shortcuts, Settings, and Log out. A red arrow points from a callout box to the "Lists" option. The callout box is labeled "Twitter Lists:" and contains the text: "These lists give you the chance to view tweets of only the accounts included in the lists."

It is also beneficial to follow other peoples' lists.



Follow other Twitter Lists:

Look at the lists of like-minded accounts and consider subscribing to it. **This is a great way to find similar organizations to connect with.**



Social Media Research & Analysis

SALON SOCIAL MEDIA



Happy Valley Communications

G MICHAEL SALON

- Use **Pinterest** to expand brand beyond just being a salon - have travel, recipe & home decor boards

G Michael Salon - Indianapolis

GMICHAELSALON

322 posts 2506 followers 6456 following

+ FOLLOW

@ Michael Salon
 @ Michael Salon Voted BEST Indianapolis Hair Salon! Offering the best haircuts, blowouts, hair color and waxing in Indy.
 www.gmichaelsalon.com

EMERSON SALON

- Share **relevant articles** across social media platforms

Emerson Salon
 Shared publicly · Nov 24, 2015

<http://emersonsalon.com/2015/10/salon-confessional-2.html>

TRUE CONFESSIONS

Salon Confessional #2 • Emerson Salon - Capitol Hill
 909 E. Pike St Seattle, WA 98121
 emersonsalon.com

Emerson Salon is the best hair salon in Capitol Hill, Seattle. Our experienced hair stylists and talented hair team bring the latest trends with the hair techniques for you. Whether you're looking to experiment...

Emerson Salon via Zooley Deschanel
 Yesterday at 18:30 · 41

Space hair is here, and it's totally out of this world

At first, we were just dyeing our hair fun different colors, like green and purple and blue. Then, we were actually dyeing our hair to a theme, like fire hair with brilliant, vibrant reds and oranges. And then there was pearl hair, and it made the hair on...

HELLDYGIRLS.COM

Emerson Salon @emersonsalon · Oct 11

Coming Soon! Loma Smoothing Creme .../Loma-Smoothing-Creme.html Also works great on the skin and smells fabulous!
bit.ly/1N3DxtC

Comment Share

ment...

ELEMENT SALON



- Use **repost app** to “regram” photos of clients & stylists work on **Instagram**



SYRR SALON

- Post photos of **stylist's work** across all social media platforms



SALON SPA W

- Share photos of **clients & employees** - creates relationship and familiarity



JOSEPH'S SALON AND SPA

- Share articles featuring the products they use in the salon

Joseph's Salon and Spa
Yesterday at 13:10 · 📍

Lavish lips and luminous skin are this season's go-to makeup looks:



Makeup How-to: Wine-Stained Lips for Fall - Living Aveda Blog
Autumn's intensely hued foliage and deep evening skies have us dreaming in heady heliotrope and deep claret hues. And according to Janell Geason, our Global LIVINGAVEDA.COM

Joseph's Salon & Spa @josephsalon · Oct 8

New from @Aveda and now at @josephsalon: instantly revive your hair between shampoos w/shampure dry shampoo!



ILLUSIONS COLOR SPA

Illusions Color Spa
11 hrs · 📍

She was ready for a change, and we LOVE it!! Color & Style done by Courtney @sburt12 #illusioncolorspa #hair #moderation #topics #americansalon #goldwell #copper




- Post **before-and-after photos** across social media to showcase stylist's work

FRENCH CUT HAIR

- Use social media to communicate **timely messages** to clients

French Cut Hair
7 July · Edited · 📍

Hello everyone!
Unfortunately our phones are down and may take awhile to get back up and running. Feel free to contact us through email at Frenchcuthairpdx@gmail.com or you are able to book online with some of our stylists by going to Frenchcuthair.com. We do apologize for the inconvenience and we will remedy the issue soon.



FrenchCut Hair - Haute Couture Hair Show - 2014 - 2nd Year Anniversary

THE UPPER HAND SALON

- Share photos taken in the salon with real employees and real clients

theupperhand
The Upper Hand Salon, Hyde Park

21 likes

theupperhand @thestylistcory in action on @wilhelm37 @theupperhand #theupperhandsalon #modernsalon #Updo #americansalon #maneaddicts

The Upper Hand Salon: River Oaks
11 October at 14:30 · [View](#)

WHIMSY AND WONDER – tie your Halloween or special event look together with a one of a kind style! #HARBOW by Laura at The Upper Hand River Oaks #theupperhandsalon #getupperhanded #yt #modernsalon

MOXIE SALON

- Use event feature on Facebook to publicize events

Moxiesalon Hair shared their event.
23 July · [View](#)

26 JUL Social Sunday: Foundational Cutting demo
Sun 7 PM · Moxiesalon Hair · Minneapolis, MN
30 guests [+ Join](#)

Moxie hair salon @moxiehairstalon · Oct 10
Not everyday is your best day.. Let's all remember this and let bad days be ok

SOCIAL MEDIA HASHTAGS

- #jroseandcosalons
- #manicuremonday
- #treatyourselftuesday
- #waxingwednesday
- #tanningthursday
- #retreatlife

Social Media Content Bank

Hair

1. "The Bob vs The Lob" *Valley Magazine*
This article explains the difference between a bob and a lob. This could interest readers thinking about cutting their hair or prompt someone to get their haircut in this style.
<http://www.valleymagazinepsu.com/the-bob-vs-the-lob/>
2. "Get Loose Tousled Waves in 3 Easy Steps" *Elle*
This article shows followers how they can recreate the tousled waves they get when they go to J.Rose & Co.
<http://www.elle.com/beauty/hair/how-to/a30402/easy-wave-how-to/>
3. "7 Genius Ways to Update Your Hair for Fall" *Allure*
With the change in season, there are a lot of little updates one can make for fall. This article can bring in customers to get these little changes done.
<http://www.allure.com/hair-ideas/2015/how-to-update-your-hairstyle#slide=1>
4. "11 Ways to Update The Hairstyles You Wore as a Kid" *Allure*
This article is perfect to post on Thursday as a #throwbackthursday type of article. It's a fun article that shows hairstyles from the 90s and how you can wear them today.
<http://www.allure.com/hair-ideas/2015/barrettes-bows-pigtail-hairstyles#slide=1>
5. "Here's What You Actually Need to Know About Growing Out Your Hair" *BuzzFeed*
These tips can help followers trying to grow out their hair. It offers tips that you would get from your stylist.
<http://www.buzzfeed.com/augustafalletta/heres-what-you-actually-need-to-know-about-growing-out-your#.my30RLY5M2>
6. "27 Tips and Tricks to Get the Perfect Ponytail" *BuzzFeed*
College girls live with their hair in ponytails. It's also great for moms because they're easy styles and are perfect for someone on the go.
<http://www.buzzfeed.com/peggy/hairstyling-hacks-every-ponytail-wearer-must-try#.tt52DVIXOw>
7. "Women Are Tie-Dying Their Hair and It's Pretty Crazy" *BuzzFeed*
This is a fun article that shows the tie-dying trend. Although it's not something customers may want to get, it's really cool and an interesting article.
<http://www.buzzfeed.com/juliegerstein/women-are-tie-dyeing-their-hair-now#.pl68NnMjO7>

8. "Bet You Didn't Know Your Beach Spray Could Do This" *Refinery29*
This article shares different things you can do with beach spray. This goes perfectly with the California-inspired aesthetic that J.Rose & Co. has.
<http://www.refinery29.com/how-to-use-beach-spray-fall-hairstyles#slide>
9. "14 Hair Color Trends You Need to Know Before Your Fall Appointment" *PopSugar*
This could interest people who are thinking about dying their hair or could make someone want to.
<http://www.popsugar.com/beauty/Hair-Color-Ideas-38048799#photo-38048799>
10. "15 Things You Didn't Know You Could Do With Dry Shampoo" *StyleCaster*
This article shares various tips and tricks for dry shampoo. This is perfect for college students and moms who want to get an extra day of their blowout.
<http://stylecaster.com/beauty-high/dry-shampoo-tricks/>

Beauty

1. "Football Game Makeup – MacUp101" *YouTube*
This could reach a lot of PSU college students as there are so many home football games coming up. The video shows how to create a fun makeup look that can be worn to any game.
<https://www.youtube.com/watch?v=OV3eZzLy6UQ>
2. "7 Eyebrow Mistakes You Need to Stop Making Immediately" *PopSugar*
J. Rose & Co. could relate this article to their weekly waxing specials.
<http://www.popsugar.com/beauty/Eyebrow-Mistakes-38592940#photo-38592940>
3. "8 Ways to Wear '90s Beauty Trends in 2015 and Still Look Cool" *PopSugar*
90s trends are very in right now. This is a fun article that can be shared with followers from the 90s.
<http://www.popsugar.com/beauty/How-Wear-90s-Beauty-Trends-38575772#photo-38575772>
4. "31 Days of Halloween Beauty Inspiration" *Refinery29*
Every day this article shares a new beauty inspiration related to Halloween. Since Halloween is coming up, many could find this helpful.
<http://www.refinery29.com/2015/10/94974/halloween-makeup-hair-inspiration-pictures#slide>
5. "8 Beauty Rituals You Should Tweak Come Fall" *PopSugar*
This article is relevant to the change in seasons occurring right now. It shares little adjustments readers should make to accommodate the cooler weather.
<http://www.popsugar.com/beauty/Fall-Beauty-Changes-38518138>

6. "Cure Your Skin Care Woes and Pumpkin Cravings With a DIY Face Mask" *PopSugar*
Everyone loves fall and pumpkin picking. This article shares how you can incorporate pumpkins into your beauty routine with a facemask.
<http://www.popsugar.com/beauty/Homemade-Pumpkin-Mask-Recipe-5452160>
7. "10 Pink Beauty Picks That Do Good So You Can Look Good" *PopSugar*
Since October is Breast Cancer Awareness Month, this article would be nice to show both support for the cause as well as relate to the beauty aspect of the salon.
<http://www.popsugar.com/beauty/2015-Breast-Cancer-Beauty-Products-38579755#photo-38579755>
8. "Everything You Need to Know Before Getting a Brazilian Wax" *Cosmopolitan*
This article is great for those who never got a Brazilian wax before or for those who are thinking of getting one at J.Rose & Co. It could also be used to promote a waxing special the salon has.
<http://www.cosmopolitan.com/style-beauty/news/a40350/everything-you-need-to-know-before-getting-a-brazilian-wax/>

Nails

1. "Hillary Clinton Endorses the Political Manicure" *Allure*
The presidential election is very relevant right now. J.Rose & Co.'s nail technician can create fun nail art for both political parties.
<http://www.allure.com/beauty-trends/blogs/daily-beauty-reporter/2015/09/hillary-clinton-nail-art.html>
2. "101 Halloween Nail Art Ideas That Are Better Than Your Costume" *PopSugar*
J.Rose & Co. should highlight the cool nail designs its nail technician can do. This article shows so many different cool ones that I'm sure she could replicate for Halloween.
<http://www.popsugar.com/beauty/DIY-Halloween-Nail-Art-Ideas-35779995#photo-35779995>

Instagram Following Suggestion List

Name of Account	Followers
makeupbymario	1.7m
Lookshairdesign	935
VivaBellaSalon	394
kbeautyhair	336k
jenatkinhair	877k
HairsandStyles	3.9m
HairandNailFashion	1.5m
joycebonelli	1.2m
whowhatwear	1.2m
seventeen	728k
Hair.Style	533k
LuxyHair	328k
The Confessionsofahairstylist	224k
marieclairemag	536k
BeautyLaunchPad	68.9k
PopSugarBeauty	49.7k
Tresemme	52.4k
KeratinComplex	18.6k
EOnline	3.5m
VogueMagazine	6.7m
PeopleMag	1m
ultabeauty	1.3m
loxabeauty	1764
planetbeautyofficial	13.8k
HairRomance	55.3k
Allure	213k
HairByMatilda	18.4k
hairandmakeupdiary	2.2m
NoraForell	20.7k

hairmastery	697k
TeenVogue	1.4m
NineZeroOne	161k
nailmastery	286k
KeratinComplex	18.6k
Sephora	4.6m
HarpersBazaarus	1.4m
GarnierUSA	31.1k
BedHeadByTIGI	29.3k
RedkenOfficial	17.7k
NexusHair	2045
HerbalEssences	12.4k
AussieHair	10k
Hair	254k
Hair.Feed	1m
HairNailsGlam	966k
Hairs.Postt	1.4m
Hair_Styles	38.9k
DesignersDenn	74
TheBeautyDept	435k
NikkiDeroest	88k
makeup.feed	915k
luxyfashion	357k
makeupforeverofficial	1.3m
makeup_clips	4.2m
nail.feed	908k
iscreamnails	184k
HairAndMakeupBySteph	436k
k8_SmallThings	121k
HairDressersJournal	56.2k
Hair.Dressers	49.5k

LostHairDressers	15.7k
OKMagazine	103k
Allure	213k
ByrdieBeauty	157k
p_i_n_t_e_r_e_s_t_	11.6k
GlamourMag	900k
DeLaMerSalon_Spa	1437
Cosmopolitan	1.1m
NylonMag	826k
NYTimesFashion	1m
anastasiabeverlyhills	6.7m

michaelsilvahair	49.3k
auracolorist	31.2k
bleachlondon	233k
scottbarnes68	209k
jinsoonchoi	92.8k
harryjoshhair	117k
lisaeldridgemakeup	418k
naominailsnyc	83.3k
christianmarc	14.5k
ctilburymakeup	584k
patmcgrathreal	527k

Future Plans & Advisement Moving Forward

Over the course of the fall 2015 semester, Happy Valley Communications has worked diligently to help J. Rose & Co. Salons increase its brand awareness on Penn State's campus and throughout State College. We, the HVC team, analyzed all of J. Rose & Co.'s social media accounts, and while doing so, compiled a list of accounts that they recommend following on Instagram, as well as who to follow and not follow. We suggest that J. Rose & Co. continue unfollowing accounts that are not imperative to the success of the salon, and continue following the accounts that we suggested.

In addition, we pitched a THON fundraising event to 10 organizations, in which 15% of the salon's sales from the given day(s) of the event will be donated to the participating organization's THON total. We created extensive plans for these fundraisers and secured three organizations that are interested in partnering with J. Rose & Co. in the near future.

Another project that we hope for J. Rose & Co. to execute in the near future is a promotional video. The purpose of this project is to demonstrate Jen's hair and makeup services. The team planned to have one of the models from the fall photoshoot to be the subject in the video. Additionally, we planned to have one of HVC's creative consultants film and edit the video.

We have suggested having another photo shoot in the spring to continue the promotion of J. Rose & Co.'s services and products. We want to make it more "elegant," in order to appeal to a different demographic than was targeted in our previous photo shoot as well as to give Jen the opportunity to showcase more complex services that she offers such as: up-dos and heavier make up.

In an effort to promote J. Rose & Co. to a large number of Penn State students, we created an advertisement to be placed in the Toilet Paper. Our hope is for the ad to be submitted by Jen early in the spring 2016 semester. We are confident that this ad will help promote J. Rose & Co. Salons in a positive light.

The Happy Valley Communications team has thoroughly enjoyed working with our client, J. Rose & Co. Salons and we very much look forward to seeing the salon's future success!

Promotional Video Plan

Objective: To promote the salon's unique and high quality hair and makeup services.

Outline:

- A girl walks into the club house, waves to the front desk and walks into the salon
- Greeted by Jen and friendly J. Rose & Co. employees
- Jen will perform hair or makeup services on girl
- Hair and makeup shots will be intertwined with shots of the salon
- Girl walks out of J. Rose & Co. and meets up with her date and friends with hair and makeup done
- End with salon contact information (hours, location, phone number etc.)

Digital Graphics/Video Components

- Emphasize the services provided – hair and makeup
 - Hair or makeup process will be sped up
- Majority of video will take place in salon
- Transitions from parking lot to clubhouse to salon
- Possibly include graphic in bottom corner of screen showing the time
- One slide at the end of the video with salon contact information and logo
- Fun, upbeat song as background music for video

Important Aspects:

- **Light-** we want the video to portray the California sunshine theme that the salon embodies. The video should be shot in the afternoon on a sunny day to ensure that there is a lot of light coming through the windows
- **Friendly/Person Staff-** Due to the fact that Jen takes pride in J. Rose & Co. knowing and truly caring about its clients, we want the video to send this message. Since there will be little to no dialogue and music playing, Jen and the client can be having a conversation while she is doing her hair/makeup to showcase the genuine relationships that Jen has with her clients
- **Quality-** Video has quickly become one of the most popular ways in which customers consume information about businesses online. It is extremely important that this video mirrors the trendy, current, and high quality image that J. Rose & Co. possesses. This can be achieved through: filming, editing, and music.

Examples:

- This video is of a girl doing her own hair and makeup but has a fun intro and ending transitions. <https://www.youtube.com/watch?v=ljAi8xw4BB8>

Toilet Paper Advertisement



California Inspired Salon
The Retreat at State College
814-380-0339 | 300 Waupelani Drive (Clubhouse)
Tues 9am-5:30pm Wed-Fri 9am-8pm & Sat 10am-5pm



Additional Projects & Ideas

YouTube Channel Video Ideas & Brainstorm

Goals

The following are idea proposals for videos that Jenny could create for a potential J. Rose & Co. YouTube channel. This YouTube channel would supplement J. Rose & Co.'s social media presence and website by developing visual content that is sharable among viewers and audiences, creating potential for new clients and publicity around the State College salon. The videos themselves should be aimed at both at-home, DIY style, and also "behind the scenes" from J. Rose & Co. salon, showing what the possibilities are for services at the salon - and for a great price!

Ideas:

1. J. Rose & Co Services Demo

A behind-the-scenes look at the services and packages that are offered at J. Rose & Co. Gives customers a look into what potential customers can get from J. Rose & Co

2. Mermaid Waves

Relates back to California style of the salon
Popular going-out/formal hairstyle at PSU

3. Game Day Nail Art

A Penn State gameday DIY manicure that you can do at home before the game

4. Celebrity-Inspired Looks

Ex: Ariana Grande ponytail, Kim Kardashian sleek & straight, Gigi Hadid beach waves, etc.

5. Career Fair Hair

Release a new tutorial around the time that Penn State hosts career fairs

6. New Ways To Use Your Heat Products

How to use your flatiron to curl
How to use your blowdryer for flattening frizz

7. Tame The Frizz

Beat that weird State College weather
Product offers, updos, etc.

8. J. Rose & Co, About Us

A commercial-like video that serves as an intro to the YouTube channel
A quick highlight of the services, amenities, and the packages/deals available to customers

9. Self Tanner Do's and Don'ts

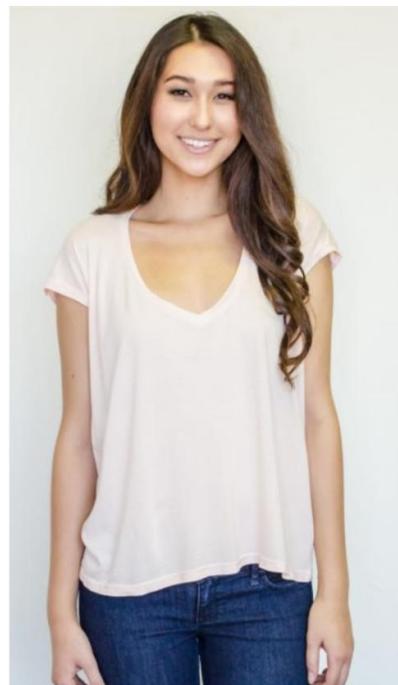
Proper ways to apply self-tanner at home
Tips and tricks for skin prep and to get the most out of your fake tan

J. Rose and Co. Apparel Research

For Staff: Basic white flowy shirt with the J. Rose & Co. logo



Shirt Styles:



Promotional Shirts: beachy/tribal theme on flowy tanks or t-shirts



two two four

2 2 4 A P P A R E L . C O M



PROJECT: PENN STATE HAPPY VALLEY COMMUNICATIONS PKG DATE: NOVEMBER 9, 2015

VERSION: 1 GARMENT: BELLA SLOUCHY TEE 8816 / MINT



2767 C

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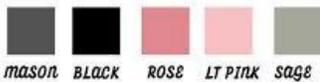
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2 2 4 A P P A R E L . C O M



PROJECT: PENN STATE HAPPY VALLEY COMMUNICATIONS PKG DATE: NOVEMBER 9, 2015
VERSION: 1 GARMENT: AM AP BB401W / WHITE/BLACK SLEEVES

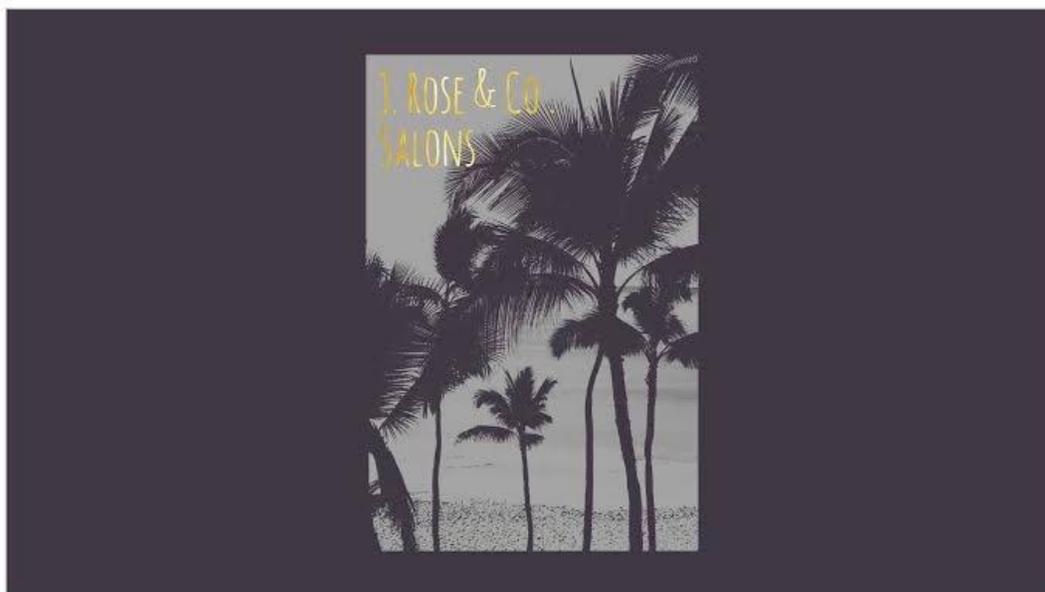


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PROJECT: PENN STATE HAPPY VALLEY COMMUNICATIONS PKG DATE: NOVEMBER 9, 2015
VERSION: 1 GARMENT: BELLA SCOOP MUSCLE TANK 8803 / BLACK SLUB



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Student Testimonials

*10 girls were surveyed about which beauty salons in State College.
The reviews by each of the girls are as follows:*

1. Veronica Bellamah – Sophomore, Potomac, MD

Salon: Designer's Denn

Service: Brazilian wax

The Brazilian cost \$65, which she felt was too expensive. However, the staff was very friendly and she thought it was one of the best Brazilian's she's ever gotten. When asked if she would consider going to J. Rose & Co. she said yes because she has her car here, but only if she knew it was good quality and cheaper than Designer's Denn.

2. Jess McGlone – Junior, Bayonne, NJ

Salon: Supercuts (for hair) and Looks (for wax)

Service: Haircut and bikini wax

Her haircut at Supercuts was \$25, which she felt was reasonable. Despite the reasonable price and friendly staff, she felt it was not the best haircut. She said Looks Salon is more expensive, where her bikini wax cost \$60 and knows that a haircut costs between \$45-55. Despite the high price, she said it was "definitely worth it and had a better quality outcome than Supercuts." The staff was very friendly as well. She said she would go to J. Rose & Co. if she knew it was good quality and a reasonable price.

3. Maddie Marshall – Junior, State College, PA

Salon: Goes to either Cherry Lane or Designer's Denn, but if she wants a cheap cut she'll just go to Supercuts.

Service: Color, haircut

When asked which is her favorite salon of the three, she said Designer's Denn because they do good color and have good quality products. However, she did say that the price is high. If she heard good things about J. Rose & Co. she would definitely give it a try.

4. Angelee Tango – Junior, Point Pleasant, NJ

Salon: Looks Salon

Service: Wax

She said it was more expensive than getting a wax back home. They used paper wax instead of sugar wax. When asked if she would consider going to J. Rose & Co. she said if she had a car on campus she would.

5. Morgan Denault – Sophomore, Annapolis, MD

Salon: Looks Salon

Service: Nails and Brazilian wax

When asked how the customer service was, she said she was “treated like an absolute queen.” Although it was on the expensive side, she said it was worth it. If she had a car, she said she would go to J. Rose & Co.

6. Kenny Paro – Sophomore, Annapolis, MD

Salon: Designer’s Denn

Service: Brazilian wax

She got a Brazilian wax and said it turned out great. However, it was somewhat expensive. Despite the price, it was worth her money. Great customer service, and would consider going to J. Rose & Co. if someone accompanied her.

7. Sam Charlton – Sophomore, Philadelphia, PA

Salon: Looks Salon

Service: Keratin treatment

She said the price was extremely reasonable compared to the price back home. The quality of the treatment was very good. She said she would not go to J. Rose and Co. because she doesn’t have a car to get there.

8. Cindy Garza – Junior, Doylestown, PA

Salon: Supercuts

Service: Haircut and color

She said it was very cheap, around \$50. However, the quality was “terrible” and they cut her hair way too short. When asked if she would consider trying J. Rose & Co. she said, “I would consider going to an off campus salon if it had good reviews!”

9. Sydney Flick – Junior, Manalapan, NJ

Salon: Looks Salon

Service: Haircut

“I had a normal haircut and loved how it was done. I thought the service was great.” When asked if she would consider trying J. Rose & Co. she said probably but would prefer to get her hair done at home, unless it was a dire emergency.

10. Alexie Lehman – Sophomore, Gaithersburg, MD

Salon: Designer’s Denn

Service: Haircut and styled

She felt the price was really good and reasonable, coming in at \$25. “Usually at home my haircuts are outrageous, and I paid ¼ of what I usually pay.” When asked if she would consider trying J. Rose & Co. she said she would if she heard it was better and cheaper than others.

Potential Events

1. Downtown Table

Due to the fact that J. Rose & Co. Salon is not an on-campus student organization, we cannot do events on campus. Therefore, I think College Avenue is a perfect place to get J. Rose & Co. more exposure among the Penn State community. A large percentage of students walk downtown every day and will more than likely pass our table, if we decide to go forward with the table idea. If we had a table in front of the Corner Room, we could print out small brochures that listed the most popular services that J. Rose & Co. has to offer. For example, we could write in bold the price of an eyebrow wax or a Brazilian wax. We could also write in bold the price for a blow dry or a tan. Another idea for the table could be that we have one of Jen's employees sit with us and have random girls who walk by us on the street come and get their nails done, or instead give them a voucher for a free service of their choosing at the salon. This would be an excellent opportunity to interact with potential customers, which could lead to an influx in clients from either the interaction or word of mouth. It is important that we emphasize how close the Retreat is to campus in hopes to change people's perspective on how "far it is". (I called the Corner Room and was redirected to speak to the manager, who was in a meeting at the time. She has yet to call me back, so when she does I will send a follow up email with what she said in regards to the logistics behind having a table). Things necessary for making this event happen would be as follows:

- A table
- Customized, printed-out brochures
- Music playing with speakers?

2. Sorority Beauty Event

Another potential event we could do for the salon is have the salon employees come to a few sorority suites and provide services either for free or half the price (Jenny can decide which she prefers). We could pick 5-10 girls at random from a couple sororities, and let them be "beautified" for a reasonable price or for free. Who wouldn't want that? It would be even better to do this right before formal because I'm sure all girls want to get dolled up for that, and getting a free/reasonably priced hairdo or getting their make up done for it would be awesome. Things necessary for making this event happen would be as follows:

- Submitting a post in a GroupMe
- Having the appliances set up in the sorority suites (hair dryers, straighteners, curling irons, nail polish, portable nail polish dryer, brushes, make up, make up brushes etc.
- Snacks and drinks
- Speakers - so the girls can listen to music while enjoying their glam session

Tanning Menu Suggestions

Pricing: I thought that the pricing was reasonable, but also would be easier to plan/discuss with the client in attendance. (I do not have an actual copy of the tanning menu so I cannot compare)

*I thought it was a really great idea to have different prices for each monthly package that you buy (ex: 1 month= \$50 but 3 months=\$20 per month.... I do not know the exact math but that is just the gist)

*Teenagers/young adults LOVE packages

-Ex: Buy 1 week, get 1 week free (around certain holidays/occasions)

-Ex: Buy 1 lotion of a higher price, get 1 week free

*Pricing needs to be affordable for a college student because that is the majority of the cliental

-Again, as stated above, it will be a lot easier to discuss these details with

J.Rose & Co. in attendance

*There could even be a "points" system discussed in which, for every tan you purchase you earn a certain amount of points. Then once you reach a specific amount, you receive a free session/lotion/etc.

Price Lists: I thought that the original tanning menu was a cute idea but it was very hard to understand

* The menu should be bright and have the deals/prices in bold font so that it is clear and straight to the point

-The client should not have to try and figure out the math when interested in purchasing your service/product

-The deals and prices offered at your salon should be clear enough for the customer to see that it is a great deal they are getting at J. Rose & Co.

Other Tanning Offers/Accessories: When you find a new tanning place, usually the customer is extremely eager to get bronzed. It is always the best feeling when there is everything you need right at your fingertips.

*Makeup Remover: Girls always forget to take their makeup off before going into tan. Having makeup wipes stocked OR allowing customers to buy a makeup removing towelette for even \$1 would be a great offer and also creating another form of income

*Eyewear: (I was not sure if it was offered but I am just making sure) EYEWEAR IS A MUST. Whether the salon offers "Wink-Ease" to be purchased for \$1 or reusable eyewear for \$5, they must be worn by customers. Extreme damage can be done if the eyewear is not worn in each tanning session in which is something the salon would not want to be reliable for/risk the health of customers (see below photo)

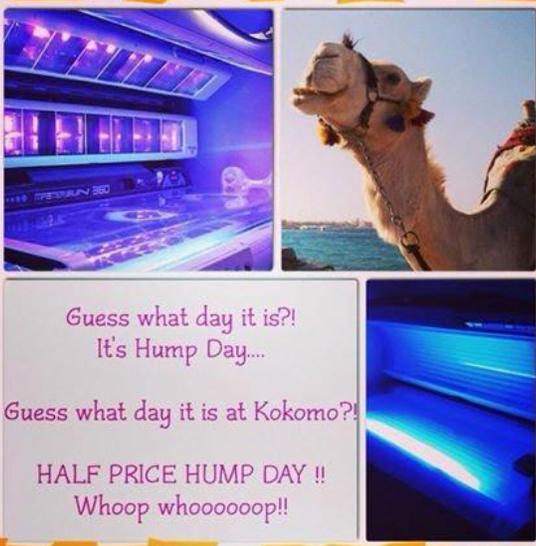


*After-Tan Refresher: (see above photo) “Fresh-Ease” are offered for customers usually for free in the booths or for \$1 at the front desk to have for after your tan. It provides a cleansing feeling from any oils, lotions, or sweat that may reside after your session

*After-Sun Lotion: Hydrating your skin after exposing it to the sun/tanning bed is crucial. If you want your tan to last, your skin must remain hydrated in order to keep the skin cells alive. At previous salons that I have been to/worked at, they offer “After-Sun” lotion for purchase. Even if they were offered in individual packets, it is still a great offer to have

*You will find below, different price lists/deal flyers/package flyers from various salons as an idea of a clear cut direction for your customers

Valentine's Week Specials
 February 7th - February 21st
Buy One Package, Get One Free!
20% Off All Lotions
 Gift Certificates Available
Tanning Spot
 "Get Your Tan On"
 open M-TH. 9-8, FRI 9-6, SAT 9-3, SUN 10-5
 Cornerstone Plaza (across from Macy's)
24-346-4111 Find us on Facebook



Guess what day it is?!
 It's Hump Day...

Guess what day it is at Kokomo?!

HALF PRICE HUMP DAY !!
 Whoop whooooooop!!

GET READY for SUMMER with our tanning Powerbed!

Package Options:
 \$7 single session
 \$49.95 for 1 month
 \$39.95/mo for 3 month commitment
 \$34.95/mo for 6 month commitment
 \$29.95/mo for 12 month commitment

adventure 212 SPA
Call 715-343-0212!
 Reservations Encouraged (though not required!)





176 Federal St ~ Greenfield
413-772-0660

Packages	Level 1	Level 2	Level 3
1	\$9	\$12	\$16
5	\$29	\$49	\$65
10	\$49	\$85	\$109
20	\$89	\$149	\$199
1 Month Unlimited	\$55	\$89	\$119
2 Month Unlimited	\$99	\$159	\$219
3 Month Unlimited	\$139	\$219	\$299
12 Month Unlimited	\$39*	\$69*	\$99*
Two Tans in Each Level - (6 Tans Total) - \$55			
Four Tans in Each Level - (12 Tans Total) - \$99			

HOURS:
MON-FRI: 9A-8P
SAT-SUN: 9A-6P

UPGRADES:
LEVEL 1-2 - \$4
LEVEL 1-3 - \$6
LEVEL 2-3 - \$4

*12 Month Unlimited requires credit/debit card and automatic monthly payment contract.

TAN FASTIC



Level 1

Sundash / VHO Bth

- 1 Session - \$8
- 5 Sessions - \$29
- 7 Sessions - \$39
- 10 Sessions - \$49
- 15 Sessions - \$69
- 20 Sessions - \$80

No Expiration, No Sharing

Upgrades

- L2 - \$4
- L3 - \$6
- L4 - \$12
- L5 - \$15

30 Day Plan

\$59 / mth
Consecutive No Fees / No Sharing
Upgrade Optional @ Max Flex Fee

Flex Plan \$2 Fee



Level 2

Pryzma / DVT / BScan

- 1 Session - \$12
- 5 Sessions - \$45
- 7 Sessions - \$59
- 10 Sessions - \$80
- 15 Sessions - \$105
- 20 Sessions - \$130

No Expiration, No Sharing

Upgrades

- L3 - \$4
- L4 - \$8
- L5 - \$10

30 Day Plan

\$89 / mth
Consecutive No Fees / No Sharing
Upgrade Optional @ Max Flex Fee

Flex Plan \$6 Fee



Level 3

Orbit / Diva 4

- 1 Session - \$16
- 3 Sessions - \$39
- 5 Sessions - \$60
- 10 Sessions - \$109
- 15 Sessions - \$159
- 20 Sessions - \$199

No Expiration, No Sharing

Upgrades

- L4 - \$5
- L5 - \$8

30 Day Plan

\$129 / mth
Consecutive No Fees / No Sharing
Upgrade Optional @ Max Flex Fee

Flex Plan \$8 Fee
Max Exposure Time
Discount for less time



Level 4

I-BED

- 1 Session - \$25
- 3 Sessions - \$59
- 5 Sessions - \$95
- 10 Sessions - \$169
- 15 Sessions - \$240
- 20 Sessions - \$299

No Expiration, No Sharing

Upgrades

- L5 - \$6

30 Day Plan

\$189 / mth
Consecutive No Fees / No Sharing
Upgrade Optional @ Max Flex Fee

Flex Plan \$14 Fee



Level 5

MATRIX L-22

- 1 Session - \$30*
- 3 Sessions - \$69
- 5 Sessions - \$109
- 10 Sessions - \$199
- 15 Sessions - \$285
- 20 Sessions - \$370

No Expiration, No Sharing

* Single session includes disposable eyewear & sample single use lotion

30 Day Plan - n/a

High Pressure Bed
Recommended 3-4x / Month
Flex Plan \$18 Fee
Max Exposure Time
Discount for less time

FLEX Plans : 1 Month \$29 3 Months \$59 6 Months \$99 12 Months \$169

Consecutive Plans Unlimited All Levels with Flex Fees / No Sharing



TANFASTIC V1.1.12

Samples and Tips For Increasing Open & Click Rates in Email Marketing

General Tips:

- Emails should be sent during a weekday around 1pm
 - This is when people are checking their inboxes the most
- Best Day of the Week to send: Wednesdays.
 - Tuesdays and Thursdays have the highest email volumes, Mondays are stressful for inboxes, and people are mentally checked out on Fridays. Wednesdays are the perfect day to ensure your emails are READ.
- Subject lines should be short, sweet and to the point
- Form it as a question: subject lines that are phrased as questions tend to do better
- Don't reuse subject lines, change it up to keep open rates up as time goes on
- Avoid sales and overused words like "FREE" "help" "percent off" "reminder"
 - Most of these messages will be sent to spam
- Use "You" as much as possible and localization options (first name shows up) - the more personal the better

Sample Subject Lines for J. Rose & Co:

1. You Deserve a Blowout
2. Tanning Packages For a STEAL
3. Want Bombshell Lashes?
4. Your Special Tanning Package Inside:
5. When's Your Next Appointment?
6. Your Exclusive Invite...
 - a. ^Tanning Party e-vite
7. Need Your Roots Done?
8. Happy (Holiday). Here's a present:
9. ~Eyebrows On Fleek~
10. Have You Tried Our (Service)?

Sources: Mailchimp Knowledge Base, The Muse

Fraternity SMS Hair Cut Dialogue

Introduction:

Hello brothers of **[Fraternity Name]**, my name is _____ and I am contacting your brotherhood on behalf of **J Rose & Co. Salon**, a full service salon located at the Retreat Clubhouse. I would like to extend the offer of group haircuts to your fraternity. With special events such as **Frat Formal Friday** and the holidays approaching, salon owner, Jen Rose knows that haircuts for men will be in high demand. With that being said, she would like to offer you the opportunity of in-home and group priced men's haircuts.

Where will the haircuts be? Do we have to drive? Do we all show up at once?

Jen and her staff are willing to travel to your personal fraternity location and provide __ (max amount) __ amount of haircuts for \$8.00 (subject to change) per head.

What types of services can you offer us?

- Hair Cuts
- Hair Styling
- Hair Blowouts for those gentlemen with long hair
- Eyebrow Waxing
- Facial hair grooming and trimming

Eyebrow waxing will be an additional \$3.00

Is the fraternity expected to tip in addition to the set price person?

Yes.

What is Jen's availability?

Jen will be making **5 trips** to the Fraternity locations; she can attend two Fraternities per day. This means we have **limited availability** and are taking Fraternities on a first come first serve basis. We will be attending 10 fraternities total, so make your reservation as soon as possible. (This can be changed, but recommend limiting the number to heighten the need for confirmation)

What is the minimum number of participants required?

We will attend your fraternity if you have at least a minimum of 20 members that will be paying for haircuts.

If someone drops out will you still expect his payment?

No, not unless the **minimum** number of participants (20) is no longer being met.

No thank you, we are not interested, have a nice day.

Thank you for your time, if you change your mind or have any additional questions, please feel free to call us personally at (814)-380-0339.

Yes we are interested, how do we sign up?

Wonderful, please provide us with a date that works for your fraternity based on our availability. We will need the date within the next two business days. We will then send a representative from your organization an email confirmation of your appointment. We will accept cash or check during our visit. Checks can be made payable to _____. For any additional questions please feel free to contact us.

Phone: (814)-380-0339

Address: 300 Waupelani Drive, State College PA, 16801

Email: jroseandco@gmail.com

Thank you and we look forward to working with your organization.

-
- Include a link to any necessary contracts etc.
 - Include a flyer for salon in appointment confirmation email.
 - **Food for thought** – *if Jen visits 10 fraternities with a minimum of 20 participants per fraternity, the total earnings would come out to about \$1,600.00. Adjust number of frats if this is lower than the goal of the promotion.*

CATA Bus Advertisement

Advertisement

- Interior Bus Ad
 - Print Size: 11" x 28"
 - \$15/month

Ridership

Busses that go to The Retreat:

- R: 470,481/mo.
- RC: 284,974/mo.
- RP: 121,514/mo.

(**Numbers from CATA Media Kit)

Most popular bus lines:

- WL: 1,527,498/mo.
- BL: 1,387,812/mo.

(**Numbers from CATA Media Kit)

Contact: George Pastor, VP Regional Manager

Office: (724) 863-7559

Email: gpastor@gatewayoutdoor.com

Completed Ad:



Website Research & Suggestions

J.Rose & Co. Website



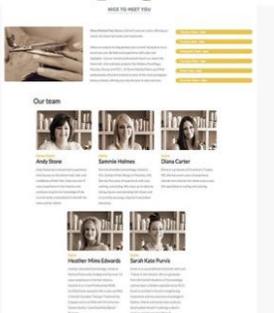
New ideas, layouts, images & more!

Homepage



This homepage is more simple, only displaying the logo and two images. But when keeping the California-feel to the website, having bold and crisp images may attract customers more rather than having multiple images all over the place.

Homepage



Continued on the homepage from the second slide (found on Pinterest) this website allows customers to see who would be in the salon if they decide to try out your salon while also providing background on everyone's experience so that customers feel comfortable. Being able to see a familiar face when entering a new salon is satisfying and allows customers to relax.

Homepage



This website, found on Pinterest, has a similar feel as to what J.Rose & Co is portraying. This homepage is organized, clean yet still fun and edgy. The navigation of the site is clear while also providing some background on the company itself.

Homepage



This website may not have the nicest layout but all of the key information is laid out and organized. The page is not overwhelming and by having the sidebar full of options for customers, it is extremely convenient. In this image the website offers a brief summary of what the particular service (haircuts) means to them and their salon. Allowing customers to view your passion even before stepping foot in the salon could be very beneficial in attracting new customers.

Background/History



This is a fun and organized example of portraying your salons history and background on a webpage. It has a cool feel to it while also not being too much for the eyes.

J.Rose & Co. Homepage (Cont'd)

There is too much going on for just the homepage. It is good to show support of the students but it is clashing with your California theme



All of these different aspects could be organized in a much neater manner, not leaving out anything that is already portrayed. Just formatted cleaner.

J.Rose & Co. Services



The services are AMAZING, as are the prices. The only issue with the service list is that it is not easy to read/see from a screen. The print that is available at the salon is great but for a website, a new layout and clearer image is needed.

J.Rose & Co.



The whole idea of the website is very cool, just very overwhelming and disorganized for customers. From the looks of the salon it looks like it would be a great place to go but there is not much available to show your work, your products, services and staff.