

JASKR

BRAND MANAGEMENT SOLUTIONS

BUS-M311

Introduction to Marketing Communication
Integrated Marketing Communication Team Project

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Creative Strategy Statement

INTRODUCTION

MarDon is the only salon and spa in Bloomington that currently offers Aveda products. They also offer the most services in one location for a variety of beauty needs (i.e. hair, nails, makeup, facials, spa services, waxing services). The downtown location is also one of their key strengths in targeting students and local residents. Because of the expensive services and packages currently offered at MarDon, most students visit either other local salons, like Senoj, or travel home for salon and spa needs due to cost. The lack of student consumers is an area of concern for MarDon, because the students make up a large majority of Bloomington's population. By targeting these students and maintaining the current residential consumer base, MarDon has the opportunity to evolve into a staple Bloomington business over the other competitors in the market.

COMPETITIVE ANALYSIS

MarDon's largest local competitors are Senoj Salon and 10 Salon and Spa. Both businesses offer similar services in the salon, spa, and waxing areas, however, MarDon currently offers a higher number of services overall. In addition, MarDon is also in competition with more specialized venues such as the Waxing Studio, Spaah Day Spa, and Nail World and Spa. MarDon's prices are overall higher than the competition, but the exclusive products used and the location allow for inflated costs. In addition to having a larger number of services offered, MarDon is also the only Aveda concept salon in Bloomington, with the next closest vendor in Indianapolis. Its close-to-campus location makes it walking distance for students, and is also easily accessible for residents given its downtown location. Finally, most of the local salons are strictly on Facebook but lack a strong social media presence on Twitter and Instagram. If MarDon can capitalize on these channels, they will have another advantage over the competition.

CAMPAIGN OBJECTIVE

JASKR's objective is to build brand loyalty among current and prospective clients and create a cohesive, renewed brand image of MarDon by combining Beauty Gypsies--formerly Wedding Gypsies—and The Strip under the larger umbrella of the MarDon name. This three-month campaign, launching January 1st, 2016, will renew the MarDon brand as an eco-friendly and all-encompassing salon and spa.

RECOMMENDATION

By breaking our overall goal into two separate objectives, MarDon can easily achieve them and successfully reach the target audience at the same time. First, they must segment the audience into two groups and target them separately to inspire brand loyalty. The first target market is MarDon's expanding customer base, the students at Indiana University, ages 18 to 24 years old. MarDon specifically needs to target female students, but will also include the option for male-friendly products and packages for a wider audience. These young, social-media-savvy consumers belong to the middle or upper class and are most likely out-of-state students who are involved with various

clubs and organizations on campus. They value package deals and loyalty programs, while also caring about the health and environmental effects of the products they use.

The second target market is the current, but still growing, customer base of Bloomington residential females, while also including male-friendly products and packages, ages 25 to 50 years old. These busy women already value brand loyalty and eco-friendly and health conscious products, and are active on specific social media sites like Facebook. Both groups of women will provide MarDon with the sustained client base it seeks. For the second portion of our recommendation, JASKR proposes a slight redesign to the interior and exterior of the current MarDon location on Kirkwood to give the brand a cohesive image that reflects the exclusive Aveda products offered only at MarDon in Bloomington.

TARGET MARKET

IU STUDENTS: To represent the traditional IU student targeted by MarDon's campaign is Sarah, age 21. She is a member and philanthropy chair of Kappa Chi Alpha sorority and studies Marketing in the Kelley School of Business at IU. Sarah is involved with Miss Greek IU, IU Dance Marathon, and a nonprofit organization on campus. Sarah also enjoys online shopping because most of her favorite stores from home in Connecticut are not in the mall here.

BLOOMINGTON RESIDENTS: Karen, age 37, is a married mother with two children (boy and girl) representing the traditional Bloomington resident targeted in this campaign. She works as at Cook Medical, in Bloomington, as a Marketing Research Specialist. When Karen is not shuttling her kids around to their extracurricular activities, she enjoys taking nature photography while hiking with her husband, staying up-to-date with friends on Facebook, and couponing for fun.

TACTICS

BRAND LOYALTY: To inspire brand loyalty among consumers, JASKR proposes seven key tactics for MarDon to implement with this campaign. First, partnering with campus events that host a large number of female students such as the Apparel Merchandising Fashion Show, Miss Greek IU or performing a Hair Show to sponsor Greek/Campus Philanthropy Events. By sponsoring these events, MarDon will have their logos placed on event posters and flyers, as well as the possibility of being featured in organizational materials, such as the RSO Fashion Show sponsor video, for added publicity (Appendix E). This show of support for the female student body and the local community builds MarDon's positive image in their eyes. Additionally, the Beauty Gypsies will style the hair and makeup of the participants at these events—models or contestants, allowing the students to become more familiarized with the personality and skill-level of many of the MarDon staff.

Building on the familiarization with the stylists, the second tactic increases the social media presence of MarDon on popular social networking sites—like Facebook, Twitter, and Instagram—to better connect the brand, and its' stylists, to the student market (Appendix J). Also, because of the trusted stylist-client relationship, when the clientele are in appointments, stylists should be suggesting not only Aveda products each time,

but packages, spa services, and waxing treatments during appointments as well. This will remind clients, each visit, of all that MD has to offer.

Next, to reach the incoming freshmen and other campus students—providing MarDon with a sustained student-client pool—is the MarDon Student Ambassador Program. Young IU students will represent MarDon on campus and at local events for internship-like experience. Each candidate would be required to meet specific requirements in order to become an ambassador (Appendix D). In addition to networking experience, students will receive discounted MD services for the length of their ambassadorship and the chance to help plan and execute marketing events. This opportunity for students shows the audience that MD supports their furthered education. Ambassadors will also provide benefits to MarDon. Tables to recruit ambassadors for this opportunity will be placed around campus and a call-out meeting will be held during the second week of the semester.

JASKR also aims to inspire brand loyalty among customers by getting them to spend more and exclusively at MarDon. Each dollar spent on salon, spa, or waxing services at MarDon, loyalty rewards members would earn ten points, which is the same as the current Aveda program MarDon supports. Members would also receive points for booking appointments in advance or online, and for friend referrals, as well as earning double points for less-used services. The loyalty program would offer certain rewards based on the number of points accumulated to further attract customers to use MarDon exclusively (Appendix F). Expanded packages for different occasions would also be added at varying price points, in order to effectively target both audiences. Finally, a fishbowl promotion will be conducted at 6 eco-friendly or health-conscious locations around Bloomington to further expand our insight into consumers interested in MarDon's brand and to reward consumers for providing their information and being interested in our services.

BRAND IMAGE: To aid in MarDon's creation of a cohesive brand image, JASKR proposes redesigning the exterior and interior of MarDon's current Kirkwood location—including The Strip on Kirkwood, which will be renamed The Strip by MarDon, and the home base for initial contact with Wedding Gypsies, which will be renamed Beauty Gypsies (Appendices B and C). The remodel and the new names presents to clients a well rounded and cohesive salon and spa unlike any other in Bloomington. The exclusivity of being the only Aveda salon in Bloomington adds to the image of the elite MarDon brand. By playing on the earthy, natural vibe of the Aveda products, MarDon positions itself as synonymous with one of the most well-known product and concept-salons in the country in the eyes of its Bloomington customers.

The redesign will feature a new lobby comprised of neutral, earthy colors, exposed rock or wood, water, and flowers and greenery, creating an inviting and relaxing space for clients that connects each part of the brand. Beyond the lobby would be the separate parts of the MarDon brand: the salon, spa, and The Strip, as well as a small consultation room for Beauty Gypsies. Also in the lobby, where the current makeup station is, will be a new juice machine, with the current complimentary coffee offered. The window will feature new decals and show the fresh fruits and vegetables used in

the complementary juices for clients, adding to the natural, eco-friendly feel of MarDon's brand (Appendix H). To support the eco-friendly, simple nature of the renewed MarDon brand, JASKR suggests that MarDon implements a new online appointment booking service, Vend, to compile useful customer profiles, organize loyalty program information so it is "card-free," and easy scheduling used to create a database of clients' previous stylists and products or services. Traditional magazine and radio advertisements will also be deployed in order to further target the segmented audiences for this campaign.

ON-CAMPUS PARTNERSHIPS

In order to capitalize on the potential student-market; MarDon Salon should begin to partner with the university's campus events and organizations. It's important to identify which events and organizations will resonate with MarDon's target audience early and create lasting relationships with those partners. The Retail Studies Organization (RSO) partners with Fashion Design students to host an annual Fashion Show each year in the spring. In 2015, the Paul Mitchell School volunteered their student's services to style hair and make-up for the show. RSO promotes the event by creating related media (Appendix E) and posting on their social media accounts. MarDon benefits from the free publicity on RSO's flyers, posters, and sponsor video and, in turn, can be viewed as a supportive and versatile Bloomington business in the eyes of the student participants and supporters. We propose MarDon take on this responsibility next year so they would be recognized as a sponsor. MarDon would provide their Beauty Gypsies services free of cost, but this would not require a large financial investment.

The RSO also provides additional marketing such as Behind the Scenes videos, social media posts, print advertisements in the IDS, and in-class announcements by RSO Officers throughout to campus to get students excited about this event (Appendix E). MarDon's brand ambassadors could also be involved by making announcements in their classes or on distributing information on campus or online. This year RSO also partnered with IUSTV to produce and film a segment promoting the Fashion Show. MarDon would also gain publicity for the sponsorship by being announced in the beginning as the hair and makeup stylists for the show. Last year, nearly 500 people were in attendance at the Fashion Show from campus and the larger community. This is a fantastic form of free advertising for MarDon because students will automatically identify them as a trustworthy brand. MarDon's stylists who also participate in the Beauty Gypsies would be the ones working the event and salon in general would benefit greatly from the exposure.

In addition to all the marketing RSO does, MarDon will create and distribute posts on their social media sites to generate buzz about the upcoming event. Stylists could also take advantage of the publicity by posting potential looks they are working on for the show and asking their followers to help in the selection process, increasing consumer engagement further. During the Fashion Show, MarDon Ambassadors will take Behind the Scenes photos that include shots of the stylists at work with the models and hand out discount cards to models and supporters. These discount cards will feature a specific code for the show and will be used to track the reach of this element. Photos should then also be incorporated on the MarDon website, promoting Beauty Gypsies and showing students their previous work. MarDon has the advantage above other salons in Bloomington because no one else has been heavily involved with campus organizations and events. This will increase MarDon's brand recognition and increase positive attitudes among students.

PHILANTHROPY

MarDon can also connect with the student body and the larger Bloomington community and better their brand image by partnering with a Greek or campus organization's philanthropy board to conduct MarDon's first annual Hair Show for Charity in early March 2016. This show would display the talent of MarDon's top stylists for hair and makeup, providing them with a chance to connect to the community, while raising money for a charitable cause. MarDon's stylists, student ambassadors, and participants or members of the partnering organization will sell tickets for \$10 to \$15 dollars each to increase attendance at the show (Appendix L). The social media accounts, as well as the private accounts of ambassadors and stylists, will be utilized for advertising purposes.

On Facebook, an event will be created and used to provide information and invite audience members to the event. Twitter and Instagram will be used to advertise and "live-tweet" or "live-post" updates during the show. The models used for the show will be Indiana University students, male or female depending on stylist preference, who are most likely involved with the campus or Greek organization selected to receive the proceeds raised by the event.

These students can also use their own social media accounts to promote the event. Some print materials will be required for additional publicity for the event, but the ambassadors and partnering organization will be in charge of distribution of these materials. Refreshments will be provided to models and sold to the attendants of the show, which will be purchased by MarDon. Following the first annual Hair Show for Charity, MarDon will begin connecting with other campus organizations to follow up this event for many years to come. The benefit of partnering with campus organizations is gaining consumer loyalty; the rule of reciprocity says that consumers will feel loyal to the brand after MarDon does something to help them first.

SOCIAL MEDIA

MarDon will utilize social media accounts on three platforms: Facebook, Twitter, and Instagram. On each of these accounts, MarDon will highlight the different attributes of each of its three parts – the salon and spa, The Strip, and Beauty Gypsies – while maintaining the cohesiveness of the overall brand. Each account will have the same profile picture, the new MarDon logo, to maintain a cohesive brand identity (Appendix A).

MarDon's Facebook, Twitter, and Instagram accounts will be used to keep followers up-to-date on sales promotions and hair stylist's work and personality, new products and services, and any important announcements from MarDon. It will also be utilized as a two-way communication platform to receive feedback. During the holiday season—or for any special events in Bloomington or at Indiana University—MarDon will tailor its posts to any promotional service regarding these special events. JASKR recommends MarDon use each of these three platforms to increase its messaging frequency and reach to key publics and has established specific objectives needed for such.

Currently, MarDon has 793 Facebook likes, 66 followers on Twitter, and 220 followers on Instagram on each of its accounts. This campaign aims to increase these numbers by 15, 50, and 30 percent respectively and proposes specific social media objectives for each. For Facebook, MarDon should aim to post a minimum of 3 pieces of content to its page on Mondays, Wednesdays, and Fridays. Studies show that women ages 35 to 50 respond highest to the ability to save money on Monday's and Friday's. By including a mixture of text and photo posts, MarDon will avoid a boring feed.

For Twitter, MarDon should tweet a minimum of 6 times per week, Monday through Saturday. Because Twitter is such a quick and easily overlooked medium, it is important for MarDon to provide a large number of posts to its audience to stay relevant. A minimum of 4 photos should be posted to the MarDon Instagram account on Tuesdays, Thursdays, Fridays, and Saturdays. These photos should also be shared on both Facebook and Twitter pages at the times of the Instagram posts—which can be done by connecting all accounts via the Instagram app or an outside application, like TweetDeck. By increasing the message frequency on each of these social media accounts, MarDon can remain relevant and fresh in the minds of its followers. By following the examples provided and including the upcoming proposed promotional elements (Appendix K), MarDon will effectively grow and influence their social media audience. In terms of messaging weight, Facebook should have the highest.

The campaign aims to increase the number of followers to more than 1,000 and aim for 15 likes or 2 shares per post. Twitter currently has the lowest weight, so increasing frequency is the most important tactic. The six recommended posts per week do not include responses, retweets of mentions and other local businesses promotions. These should reflect the amount of feedback received from the audience.

The social media element aims to increase the number of followers to more than 200, 5 mentions per week, and 2 retweets or 4 favorites after campaign. Instagram, currently carrying an average weight, should have more than 350 followers and an aim for more than 40 likes on posts after a campaign. JASKR's goal is to cultivate and improve MarDon's social media presence to better promote and market its brand and to engage key publics in creative ways. A strong social media identity will better attract both IU students and publics in the Bloomington community by providing a key form of two-way communication that allows for a real relationship with the audience and important feedback that assist in the evaluation of this and future campaigns.

BRAND AMBASSADORS

Currently, MarDon Salon lacks a strong relationship with those attending Indiana University, specifically female students. In order to establish this relationship, MarDon should implement a student ambassador program with the launch of the campaign in January 2016. These Student Ambassadors will be carefully selected students from different communities on campus such as Greek life, incoming freshmen, students who live off campus but are involved in campus organizations or students who are gatekeepers in their communities.

MarDon will advertise this new opportunity for students with posters on campus and on their social media accounts and website. Although this may take a few semesters to build a good reputation, MarDon should also push towards the direction of offering this internship for credit through the university to students of the marketing, event planning, or public relations, furthering their relationship with the student body by supporting and enabling their futures. The main goal of each student ambassador is to act as the liaison between MarDon and any university students they may be in connection with, as well as providing MarDon with fresh perspectives on recurring issues. Their personal selling duties would include using personal forms of social media and direct marketing to essentially inform people about MarDon and the various services its three aspects have to offer.

To become a MarDon student ambassador, potentials will be given a specific registration code used to recruit new clients; if 10 new customers visit and make a purchase—product sales included—with the ambassadors code, they achieve official ambassador status and as a reward, receive 10 percent off any service MarDon offers for the length of their ambassadorship. Ambassadors would then be required to incorporate the promotion of MarDon into their personal social media accounts. He or she would have to link each promotional post back to the official MarDon accounts through tags and hash tags. A four-per-month post minimum will be instated after ambassadorship is achieved.

Aside from social media, JASKR plans to have student ambassadors go directly to potential customers. An important part of the program would be hosting a table at the Student Involvement Fair. Here, students will have the opportunity to gain first exposure to MarDon and hear about opportunities and services available from ambassadors. Another aspect of direct marketing would include attending meetings of student organizations, specifically chapter meetings at sororities on campus to speak about the MarDon ambassador experience. Speaker series would include other organizations such as IU Dance Marathon meetings, IU Student Foundation meetings, and more of the larger groups on campus like Independent Council. These opportunities will also be advertised on all three social media accounts, more specifically highlighted on Twitter and Instagram (Appendix D). Include a call-to-action in these posts, requesting followers to share the photo or tag their friends that should sign up.

LOYALTY PROGRAM

The implementation of the loyalty program through the recommended Vend software allows MarDon to attract consumers to spend exclusively in their store; it inspires brand loyalty among its most valued consumers, and it rewards them for that loyalty, all while gaining valuable insight into the trends and spending habits of MarDon's key consumers. The lobby of MarDon's Kirkwood location would feature a display informing in-store clientele of the benefits and rewards to signing up to the free loyalty service (Appendix F).

In the first month of the campaign (January), each new member who joins the loyalty program earns a \$5 dollar credit for registering. This specific benefit, and the loyalty program itself will be marketed heavily with the use of social media. All three

accounts—Facebook, Twitter, and Instagram—will be utilized in this portion of the campaign. For Twitter, posting at least 2 tweets per week with loyalty program information and occasionally retweeting clients who mention the loyalty program; for Facebook, posting weekly about the different point levels and their rewards, and congratulatory posts and pictures of loyalty rewards winners; for Instagram, posting photos of specific rewards (i.e., blowout bar, facials, and massages). The rolling photo set on the homepage of the website will feature a photo with information about the loyalty program, in addition to the “Loyalty” tab for clients to check how many points they have and how close they are to their next reward.

All relevant information for the loyalty program and other elements of this campaign should be updated prior to the campaign debut on January 1st, 2016. The loyalty program offers different rewards based on the number of points accumulated (Appendix F). These rewards are staggered and switch back and forth between products and services in the hopes of attracting all types of customers, not just the ones specifically targeted with this campaign. The information received monthly from Vend will allow for further analysis and planning for future campaigns. Each stylist will be charged with the task of recommending the client to become a member by promoting benefits and rewards and instructing them to ask the receptionist at check out. The receptionists will also be charged with asking clients if they are members, as well as informing them of point totals and new rewards at check out. Avid MarDonian freebies may be included to create a valued customer-to-business relationship, giving frequenting or high spending customers a bonus service at a free or significantly reduced price (Appendix F). To keep the loyalty program cohesive with the current Aveda program already in place, MarDon’s loyalty members will accrue ten points for each dollar spent on services and non-Aveda products. This distinction will be made at the point of sale and on all advertising materials.

PACKAGE DEALS

In order to increase consumer interest, loyalty, and revenue, MarDon should expand the package deals offering combined services. These packages should better reflect needs for specific events around Bloomington, holidays, price points, and areas of focus (i.e., hair and nails, or face and eyebrows). Many specials packages are created with the specific goal of aligning the brand images of MarDon and Aveda. During the holidays, most students visit salons in their hometown; holiday package deals encourage local Bloomington residents to come in and get more services for their holiday events and parties that they otherwise may not have otherwise purchased. Holiday packages can focus on widely celebrated events, such as: Valentine’s Day, Easter and Passover (Appendix G). Special event packages may be geared more towards drawing in IU students attending graduation and formals, Bloomington residents getting event services, and even parents visiting for major Bloomington events.

Additionally, these added packages help MarDon improve customer relationships with key audiences, while increase interest in new and existing customers to keep customers returning to MarDon. Package specials should be diverse in services and in price points to be able to maintain consumer interest and to align with the differing themes of events and holidays. The rolling photo set on the homepage of the website will feature a photo

with details on packages and current promotions. These deals can work effectively for lower-price-point-services that are also common—such as eyebrow waxing, eyelash application, and male and children haircuts—the way MarDon has previously expanded and promoted the blowout bar (Appendix G). Particularly creating packages geared towards children’s haircuts may provide an added increase to current consumers. Men may be more encouraged to participate in package offers, as men typically get haircuts three to five week intervals and would appreciate receiving a discount for their brand loyalty. Additionally the blowout bar will be changed from a monthly package to a semester package to appeal to a larger student population.

Finally, MarDon’s social media accounts will post weekly about the special packages being offered from the start of the campaign, using Twitter and Facebook specifically to communicate with publics and share client photos. Holiday and event specific packages will be revealed on all MarDon’s social media accounts two weeks prior to the events. Instagram will also be used to share photos of the sidewalk promotional board to connect online content back to the store.

FISHBOWL PROMOTION

The fishbowl promotion is widely used by businesses of all sizes to gain insight into their interested audience. By allowing consumers to “opt-in” to this promotion by providing their basic contact information, MarDon receives valuable feedback and potentially new clients. This promotion is cost-effective and creates lasting relationships with other local businesses in Bloomington. To reflect the eco-friendly, healthy-living brand image being presented, MarDon should partner with restaurants that also present a similar “eco-friendly” image to consumers or target similar audiences. Local restaurants or businesses that fit this description are Feast, Farm, Sweet Grass, Bloomingfoods, Oliver Winery Downtown, and Bloomington Clothing.

This promotion will include purchasing one, medium-sized fishbowl and corresponding printed materials for each location. The print materials include a decoratively eye-catching, yet informational, sheet featuring the MarDon logo, promotional details, and the prizes available to win (Appendix M). The rules for this contest are for participants to provide their personal contact information—preferably in the form of a business card—for the chance to win one of the following prizes: Pure Focus Facial (\$50 value), Upper/Lower Body Massage (\$45 value), or a free haircut (\$40+ value). After contacting each recommended partner agency, MarDon will set up their first fishbowl promotion near the pay counter or hostess stand for each location and collect it, and the gathered information, after two weeks.

At the end of the first promotion, a winner will be drawn and contacted to collect his/her prize in the form of a MarDon service, a photo of the winner will be shared on all three social media accounts, and the fishbowl promotion will be moved to the next location. The promotion will repeat every two weeks for the duration of the 12-week campaign at one of the six aforementioned locations. This promotion provides invaluable exposure to an even larger consumer pool by associating MarDon with that lifestyle.

MARDON SALON & SPA

Beginning with the launch of the campaign, MarDon's three separate-but-equal parts will support MarDon's advertisements: the salon and spa, The Strip by MarDon, and Beauty Gypsies. First, a logo redesign will present all three supporting elements by utilizing the current dots under the logo and transforming them into "bubbles": one for each branch of the MarDon brand (Appendix A). The elements in this campaign will provide MarDon with a well-rounded, multi-faceted brand that is able to take care of all Bloomington's beauty needs. All support materials for the MarDon brand will feature the logo and contact information online and for the Kirkwood location.

MarDon will use all three of its social media accounts—Facebook, Twitter, and Instagram—heavily, keeping followers up-to-date on MarDon Salon and Spa. These three accounts will now incorporate communication traffic for The Strip by MarDon and Beauty Gypsies, as their current accounts will be closed to avoid confusion. The majority of posts shared daily on each account will consist of the new promotions being offered, promotions of services catered toward special events, and before-and-after photos from stylists that appeal to the target audiences. This massive information swell on MarDon's social media accounts constructs a real relationship and creates a useful source of information with MarDon's key consumers. MarDon stylists and staff will promote their own work on their private accounts, tagging MarDon's various sites on each post, which constantly directing people back to MarDon's brand and offerings. Photos of new or hot products or the sidewalk promotion board should be uploaded bi-weekly to entice consumers.

MarDon's social media accounts should also ask their followers to submit photos of their favorite products sold at MarDon or tips and tricks on their favorite styles for a chance to be featured, shared, or retweeted by MarDon's accounts. MarDon should also create its own communication platform to communicate with subscribed members in an e-newsletter. It will contain photos, upcoming promotions, and feature stylists, staff, or ambassadors monthly, providing the public with another way to conveniently receive information about MarDon.

To improve scheduling function, MarDon should cancel their current subscription with MindBody and transfer their clientele information to Vend, the new software. Vend is a point of sale system, inventory management, ecommerce and customer loyalty program, compatible with iPad, Mac, and PC. It allows MarDon to manage and expand their business easily. This service is \$85 dollars per month, when billed monthly, for a total for \$1,020 dollars per year. MarDon will debut this new software with the campaign launch on January 1st, 2016 and highlight the change on all three social media accounts.

Additionally, new tabs will be added to the website and updated frequently regarding the new and hot items and services available. Keeping a steady flow of fresh content shows audiences that MarDon is reliable and up-to-date, making them feel comfortable and at ease when making choices based on online information. Also, a new rolling photo set will replace the flower picture on the website and feature the most up-to-date information for each campaign element in support of the renewed MarDon Salon and Spa brand image. Finally, a complete overhaul of MarDon's current print materials is

necessary; by including charts and graphics in brochures and on flyers, MarDon can provide information in an easy-to-understand format to its audiences.

THE STRIP

Upon the launch of the campaign, The Strip on Kirkwood will be renamed “The Strip by MarDon” and will advertise itself as a supporting branch of the overarching MarDon Salon and Spa (Appendix B). It will mainly advertise the natural botanical products used in its services using word-of-mouth marketing and window flyers. To increase The Strip’s visibility and consumer traffic, MarDon will include waxing services in its already existing salon and spa packages (Appendix G). MarDon will also write and present Bloom Magazine with a story idea about a locally owned business expanding to offering innovative, new services. This feature should be proposed in January at the start of the campaign to align with the editorial calendar for Bloom Magazine’s February/March edition. Additionally, to gather interest about the renewed version of The Strip, in late-February, MarDon will offer a “Spring Breakers Package.” At the start of the campaign, The Strip by MarDon will need to reprint all support materials—combined with the printing for each of the other elements—with the new name and continue to rebrand itself as another set of services offered by MarDon separate from the salon and spa services also presented.

The use of social media for this leg of the campaign will mainly be used to market the wide array of waxing services offered by The Strip. Each of MarDon’s social media accounts—Facebook, Twitter, and Instagram—will feature before and after photos, waxing tips and tricks, and The Strip specials in addition to all other promotions and services offered by MarDon Salon and Spa. The rolling photo set on the home page of the website will feature a photo with details on The Strip’s services and it will have its own “The Strip” tab on the website, featuring all the services offered and packages available highlighting The Strip’s services. This will be uploaded at least once a month featuring all events and specials offered. Stylists in the salon will be donned with the responsibility of recommending waxing services to each client and the receptionists will recommend added services when booking appointments in-store and over the phone, including the Spring Waxing Special. Altogether, these combined tactics allow The Strip by MarDon and MarDon to present a clear, concise brand image to its audience.

BEAUTY GYPSIES

The first step in the campaign MarDon will take in regards to Wedding Gypsies is changing the name and redefining purpose with the intention of broadening its audience. Instead of focusing specifically on weddings, MarDon will change the name and in turn the purpose, exposing them to a larger range of events by which to direct business. The proposed name change is ‘Beauty Gypsies,’ because it presents a more generalized idea of the potential services that could be offered. A new logo will also be used, featuring a curling iron and lipstick instead of the previous heart used (Appendix C). Rather than merely offering services to weddings, services will be offered to any events of the stature: sorority formals, campus fashion shows, and more.

MarDon should use various it’s variety of social media accounts, as well as word of mouth marketing, in order to promote the new and improved Beauty Gypsies and their

mission to “make the world more beautiful.” More specifically, MarDon should use its previously booked events as a means to advertise online to potential customers. Every event will be well documented through pictures and video, which will be released through the use of MarDon’s Facebook, Twitter, and Instagram accounts. Each event would be told with accompanying stories and personal remarks from the customers of each event on the Facebook page to provide an insight into the real experience with Beauty Gypsies.

ADVERTISEMENTS

Traditional advertisements will be utilized in this campaign, in addition to the promotional and redesign elements. A radio advertisement with Bloomington’s B97 Radio Station will be used throughout the campaign to highlight different promotions, events, and other information MarDon wishes to share with its publics. Radio advertisements are a low-cost, high impact way to reach the large audiences targeted in Bloomington. These ads will begin with the launch of the campaign in January and run weekly through the end of February. Bi-monthly advertisements will run in March. Because radio is a waste-free way to advertise, this element supports the natural, eco-friendly image MarDon is portraying to the public.

In January, the first 3 weekly advertisements will be about MarDon’s new image and features, including the loyalty program and other elements. The next three-week round of advertisements will be highlighting the package deals offered for Valentine’s Day, formals and date parties, and other, similar upcoming events. The last two advertisements in February will discuss MarDon’s upcoming Hair Show: date and time, who they are supporting, and where to buy tickets. The last two advertisements in March will focus on other newly debuted promotions. This spread of content delivered through one constant medium channel gives MarDon a way to continually connect with a broad audience of listeners, including our two target segments.

Another form of advertising utilized in this campaign will be print. Bloom Magazine, which is released every two months, is planning an editorial calendar for their February/March issue featuring Community, Politics, and Wedding Planning. To further promote Beauty Gypsies--formerly Wedding Gypsies, and other services offered by MarDon, a full-page advertisement will be purchased in this issue. The advertisement will also provide information regarding promotional packages and MarDon’s new loyalty program. This is a lasting and effective way to reach the key female Bloomington residents this campaign desires to target. This advertisement will fit perfectly with the editorial theme of the magazine and should be requested to be placed close to the Wedding editorial piece.

STORE REDESIGN

The Aveda mission is to connect beauty, environment, and well-being. JASKR recommends an interior store redesign to reflect these values in order to establish a stronger relationship between Aveda and MarDon. Many Aveda concept salons have earthy, nature-based interior decorating styles and by incorporating that into MarDon, it will help customers connect with the Aveda experience (Appendix J). Bloomington is

also a very nature friendly community, valuing recycling and green/eco-friendly products, so this decorating style would resonate with that consumer value. MarDon could begin renovations late in the fall of 2016 (October) in order to be ready for the debut of the redesign with the launch of the campaign on New Years Day, January 1st, 2016. JASKR is not proposing any major renovations or structural change to MarDon's current location, which is why this timeline is effective and cost-efficient.

To begin the redesign, MarDon will repaint the salon in the neutral, earthy tones, light blue, green, and brown. Nature fixtures, such as exposed rock or wood, flowing water sculptures, and flowers or greenery should also be placed throughout the lobby, salon, and spa areas. New furniture should also be purchased to match this redesign. Such purchases would include comfortable chairs and couches, a new rustic wood reception desk, wooden product display shelves, and individually unique side tables featuring magazines and homemade coasters. It's important for MarDon to establish a cohesive brand image in the eyes of their consumers, which is a relaxing, nature-inspired salon and spa (Appendix H).

This interior redesign is focused primarily on the entrance/ lobby waiting area, but should continue throughout the salon and spa, as well. In order to provide an enhanced customer experience, we also recommend adding a juicer machine with fresh fruits and vegetables in the lobby with the complimentary coffee currently offered to waiting clientele. This natural drink option adds to the eco-friendly image MarDon is presenting with the campaign. We recognize product display is important which is why our redesign includes new, recycled wood shelving arrangements for product placements. This frees space for the juice and coffee bar to be placed in front of the lobby near the entrance, catching peoples' attention upon arrival. It should consist of a bar/cabinet large enough to hold a juicer, glasses, and store fresh fruits and vegetables.

The final portion of the redesign consists of exterior changes. We find that having a separate door to The Strip creates confusion for consumers. MarDon Salon and The Strip by MarDon appear to the public as two separate businesses. To alleviate confusion and create a cohesive brand image for consumers, MarDon should use the side door on Kirkwood Avenue as an alternative exit. This will invite all clients to enter the salon and spa through the main entrance, presenting them with all MarDon has to offer, services and products included. To maintain the unified brand, MarDon should purchase a new exterior sign. The MarDon logo will remain relatively the same, with a few minor updates. The three black circles currently included will now be colored a calming blue—matching the interior of the salon—containing the services advertised by MarDon within them, reading: Salon & Spa, The Strip by MarDon, and Beauty Gypsies. MarDon is able to advertise all services they offer within one logo to reduce consumer confusion. As a result, The Strip will no longer have it's own sign, rather a window decal with the new name and logo for "The Strip by MarDon (Appendix B).

Finally, bamboo window decals, or something similar, will be applied to the exterior windows for a sense of privacy to the customers inside, as well as supporting the natural, eco-friendly image (Appendix H). This interior redesign will give customers a

strong idea of who MarDon is as a brand and as a company, as well as what they have to offer to their customers and the community.

Budget

The entire proposed marketing plan recommends MarDon invest \$15,914 in order to positively increase their brand image and brand loyalty from their two key audiences. An eight-section budget follows, outlining the ways in which JASKR and MarDon will achieve their overall goal.

ON-CAMPUS PARTNERSHIPS

Next, MarDon will begin connecting with the Retail Studies Organization (RSO) officers to discuss sponsorship of the Student Fashion Show in January. The RSO officers begin to plan this event in January so speaking with them early will guarantee involvement. RSO has a website that contains all the contact information for officers. MarDon will need to contact the RSO President who can then connect them with the officers organizing the Fashion Show. Again, MarDon will need to offer their services for free to the models but this will be the only cost of sponsorship. This will include the time cost of makeup and hair up-dos, which we estimate at five hours for 70 models.

PHILANTHROPY

The new annual Charity Hair Show provides MarDon with the ability to give back to the local community. This event can receive free press and publicity from local newspapers and news outlets and social media attention from members of the partner organization, MarDon stylists, and MarDon's own social media accounts. The cost of printing tickets to sell for this event are included in the quote for MarDon's support materials. Tickets will be sold by stylists, student ambassadors, and members of the partnered organization and in turn, will also create buzz in multiple circles in and around Bloomington. Additional costs may include purchasing food and drinks to sell to attendants and providing complimentary refreshments to the models. MarDon will budget \$250 dollars for this task (Appendix L).

SOCIAL MEDIA

Finally, MarDon must ensure that from the start of the campaign on January 1st, it is presenting one cohesive brand online, as well as in person. To support the store redesign, all social media accounts will use one, uniform profile picture and follow an integrated posting schedule for all three accounts. We suggest MarDon considers designating a current employee to be the Social Media Coordinator and compensating them accordingly for their time. This hourly compensation is not included in the proposed budget, but is something that should be considered by MarDon. This element will increase the number of followers or likes on each specific account, as well as increasing the number of interactions with current and potential consumers. Each individual account's posts will carry different weight with consumers. Facebook will target the second segment group, while Instagram and Twitter target the student crowd (Appendix K).

LOYALTY PROGRAM

Also on January 1st, 2016, MarDon will begin its free trial month with Vend, a point-of-sale, inventory, and customer loyalty software that allows businesses to easily handle

their consumer and product databases together and with ease. After the first month of free trial, MarDon should register for the “Large” package, which provides management of an unlimited number of products, customers, and users, as well as 24/7 email support for any issues that may arise. This service is \$89 dollars per month when billed annually. The yearly cost for MarDon to use Vend is \$1,020 dollars

FISHBOWL PROMOTION

Also launching the campaign will be the Fishbowl Promotion. After partnering with the local, eco-friendly restaurants and businesses suggested, MarDon will purchase and deliver the fishbowls and support materials to the first location. After two weeks, MarDon will collect the fishbowl and place the next one. They will repeat this delivery process to each of the six locations throughout the duration of the campaign. This element is an extremely cost effective way to reach new customers and gain valuable consumer information from multiple locations in and around Bloomington. This promotion also reaches consumers who fall outside of the traditional target audiences of this campaign. This will allow for future The cost of one fishbowl is \$10 dollars on Amazon, and the cost of printing materials, when included with all other elements printed materials, is an average of \$3 dollars per location.

PRINT MATERIALS

New support materials, printed and online, must be changed to show the support of the new logo and names (Beauty Gypsies and The Strip by MarDon) by January 1st, 2016 as well. MarDon should get quotes from local and national retailers for the estimated costs of reprinting these materials. Based on preliminary quotes, the cost of these materials will be approximately \$700 dollars. This change will also ensure that after January 1st, 2016, MarDon is presenting one complete image to its consumers so they do not get confused.

ADVERTISEMENTS

The more traditional media used for this campaign are a series of radio commercials and a full-page print advertisement in a local magazine. After the first two weeks of the campaign, radio advertisements with Bloomington’s B97 (96.7FM) will begin. Weekly ads will run for the following 6 weeks, or until the end of the second month (February), and in March, advertisements will run bi-monthly. These advertisements will feature the new MarDon image, highlighting the natural, eco-friendly feel and products used, as well as any new promotions debuting at the time of the commercial airdate and a call-to-action asking people to book appointments and join the loyalty program. A commercial is a low cost, high impact way to reach the entire population of Bloomington throughout the campaign. This cost of this advertisement is currently unknown, but can be provided upon MarDon’s contact of B97¹.

MarDon will also place a full-page print advertisement in Bloom Magazine’s February/March and April/May issues. These two advertisements will vary slightly from each other, but will contain the new MarDon logo and feature one or more of the promotions being featured at the time (see Appendices D, F, and G for details). This publications reach is mainly a local, middle to upper class, female audience with an expendable income. By highlighting limited time promotions and loyalty program offers,

readers will be enticed to participate and be drawn to the MarDon brand. The editorial calendar for the Feb/Mar issue includes Community, Politics, and a Wedding Guide, which will relate further to MarDon's offerings, such as Beauty Gypsies. A full-page advertisement in this issue will be \$2,294 dollars.

REDESIGN

First, in order to present the consumers with a cohesive brand image in line with the natural, eco-friendly feel of the Aveda brand, JASKR proposed a MarDon redesign their entrance and lobby waiting area. This will give a fresh look to make clients feel comfortable and relaxed in a blue-green waiting room, on clean, comfortable furniture, receiving complimentary, freshly made juice from a new juice machine, \$99 from Wal-Mart, included with the coffee bar by the front window.

Next, the store should purchase a new sign that wraps completely around the building, featuring the new MarDon logo. Quotes for this sign are approximately \$2,000 dollars. In addition to the sign change, new window decals will be added to the doors and windows. The front entrance will feature a green bamboo window decal and the new MarDon logo (Appendix H). The bamboo decal will continue down the exposed windows on Kirkwood Avenue to The Strip's old entrance. The remodel for the new interior design will begin late November 2015, providing MarDon with time to plan around the redesign. The estimated cost for the remodel, redesign, and new sign is approximately \$8,000 dollars (could range up to \$12,000 dollars depending on contractor). The benefits to being viewed as an eco-friendly, calm and tranquil, salon and spa will aid in the image MarDon is building for itself.

1: JASKR'S inquiry to B97 about costs of the advertisement were unanswered, but we encourage MarDon to contact the station for any further estimates.

Evaluation

MarDon should conduct an overall evaluation following the end of the three-month campaign in March. This evaluation will look specifically at the number of responses to each element during the campaign. Three months later, at the end of June, another evaluation should be conducted. This time, MarDon will view more specifically the number of followers and likes, the number of continued responses to each element, and the overall amount of packages sold and loyalty program registrants.

ON-CAMPUS PARTNERSHIPS

In order to measure the success of the RSO Fashion Show, brand ambassadors will attend the event and distribute discount cards to the audience, models, and designers. These discount cards will have a unique code for the Fashion Show and Hair Show and offer a percentage off MarDon services. MarDon will need to keep track of the redemption rate for these discount cards. Social media after the show will also need to be tracked to determine how often MarDon was mentioned. This will establish the reach the RSO Fashion Show gave MarDon.

SOCIAL MEDIA

Throughout the three month launch of the campaign, MarDon will need to record how many more followers and page likes they receive on social media. This information will help to determine if the social media aspect of the campaign is successful. MarDon also needs to track which posts are the most popular in order to understand what resonates with their target market. This can help MarDon to establish an effective social media strategy. This campaign should increase social media followers on Facebook, Twitter, and Instagram by 15, 50, and 30 percent respectively. Social media posts should continue post-campaign at the same frequency in order to keep the accounts active and interesting to followers. Evaluations of the social media accounts should be conducted every six months following the campaign as well, and the analysis will benefit future campaigns.

OTHER TACTICS

To track the success of tactics such as the Fishbowl Promotion, Loyalty Programs, expanded packages, the Beauty Gypsies service, and the Brand Ambassadors program, MarDon will begin to keep a record of how many clients each tactic attracts. MarDon should record how many people registered for the Fishbowl Promotion and how many of those persons become new clients. This information allows MarDon to see which locations were the most successful for the Fishbowl Promotion, if deciding to continue the promotion after the campaign, and provide valuable data for future campaign research. At the end of the campaign in March 2016, MarDon should have a record of how many Brand Ambassadors joined the program and how many new clients the Ambassador's brought to the salon. In addition, MarDon should track the number of their discount cards used as well as any of their likes, shares, or comments on MarDon's social media accounts by June 30. Also by June 30, 2016, MarDon should have a concrete number of how many customers signed up for the Loyalty Program,

how many customers purchased packages, and how many customers booked services from Beauty Gypsies.

FOLLOW UP

To track which elements of the IMC mix are the most prominent for each target audience, stylists should ask each client how he or she heard about MarDon. This will determine which marketing tactics are the most efficient in garnering consumers' attention in both the short-term and long term. MarDon employees should make a habit of asking new clients this question so management can better track which marketing strategies are the most effective.

Appendix

A. New MarDon Logo



B. The Strip by MarDon



C. Beauty Gypsies



D. Student Ambassadors

Become a

MarDon Salon

AMBASSADOR

and receive 10% off all services*



Ambassador Client
Recommendation Card

Receive 10% off first visit with this code:

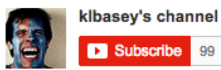
MDACwhitney10



E. RSO Fashion Show Media



Hair and Makeup by Paul Mitchell Indy at the IU 2012 RSO Spring Fashion Show



466 views

Indiana University Fashion Design BA	
FASHION SHOW	
Produced by Retail Studies Organization	ALUMNI HALL Indiana Memorial Union
	APRIL 9 Thursday
	7:30 PM
Sponsored by	2016
MarDon Salon and Spa	 MarDon Salon an AVEDA concept salon on Kirkwood

F. Loyalty Program



Join MarDon's NEW Loyalty Program TODAY!!



\$1 = 10 points

- Points per dollar spent (\$1=10points)
- Points for making appointment in-store & online
- Points for referrals
- Double points for less-used services and buying gift cards
- Reward:

Mardon Loyalty Program		Points/Dollar Spent: 10pts/\$1
Avid Mardonian	Number of Rewards Points	Loyalty Rewards
	500	Free Blowout
	1,000	\$10 gift card/credited to account
	2,500	Free Facial
	5,000	\$50 gift card/credited to account
	10,000	Free Massage

G. Package Deals

Mardon Package Deals and Specials			
Specials Name:	Includes:	Package Price:	Individually Priced:
Blowout Bar	3 Hair Blowouts/Semester Term	\$85/Semester	\$85/Month
Eyebrow Specials	Buy 5 Eyebrow Waxes- 6th Free	6 for 75	\$90
Haircut Specials	buy 5 Men/Children Haircuts- 6th Free	~ 6 for 120	~ \$144
Holiday and Event Packages			
Valentine's Day	Includes:	Package Price:	Individually Priced:
Be Mine Package	Makeup Application		\$50
	Hair Blowout		\$30
	Shellac Nails		\$40
		\$100	Total \$120
Spring Break			
Spring Breakers Package	Whole Leg & Brazilian		\$120
	Shellac Nails		\$40
	Shellac Pedicure		\$50
		\$185	Total \$210
Easter/Passover			
Tulip Package	Shellac Nails		\$40
	Shellac Pedicure		\$50
	Pure Focus Facial		\$50
		\$130	Total: \$140
Student Formals & Dances			
Shall We Dance Package	Eyebrow Wax		\$15
	Eyelash Application		\$10
	Makeup Application		\$50
		\$65	Total \$75
Dance Queen Package	Eyebrow Wax		\$15
	Eyelash Application		\$10
	Makeup Application		\$50
	Formal Styles/ Updos		\$75
	Shellac Nails		\$40
		\$160	Total: \$190
Graduation			
Diploma Package	Makeup Application		\$50
	Hair Blowout		\$30
	Eye Brow Wax		\$15
	Eyelash Application		\$10
		\$100	Total: 105

H. Store Redesign Cost Structure

MarDon Redesign		
Exterior		
	MarDon Logo	\$450.00
	Grass/Flower Decals	\$250.00
Interior		
	Paint	\$500.00
	Miscellaneous (décor)	\$1,000.00
Ikea Furniture		
	Reception Desk	\$3,500.00
	Client Seating	\$3,500.00
	Lighting	\$330.00
	Tables	\$260.00
	Shelves	\$600.00
	Rugs	\$300.00
Juice Bar		
	Bar/Cabinet	\$650.00
	Fruit/Vegetables (weekly)	\$100.00
	Glasses	\$100.00
	Juicer	\$100.00
Total		\$11,640.00

I. Redesign Examples



K. Social Media Examples



MarDon Salon
Jan 6 · 🌐

Interested in gaining social media marketing experience?
Want to receive 10% off ALL MarDon services?
Become a MarDon Student Ambassador TODAY!

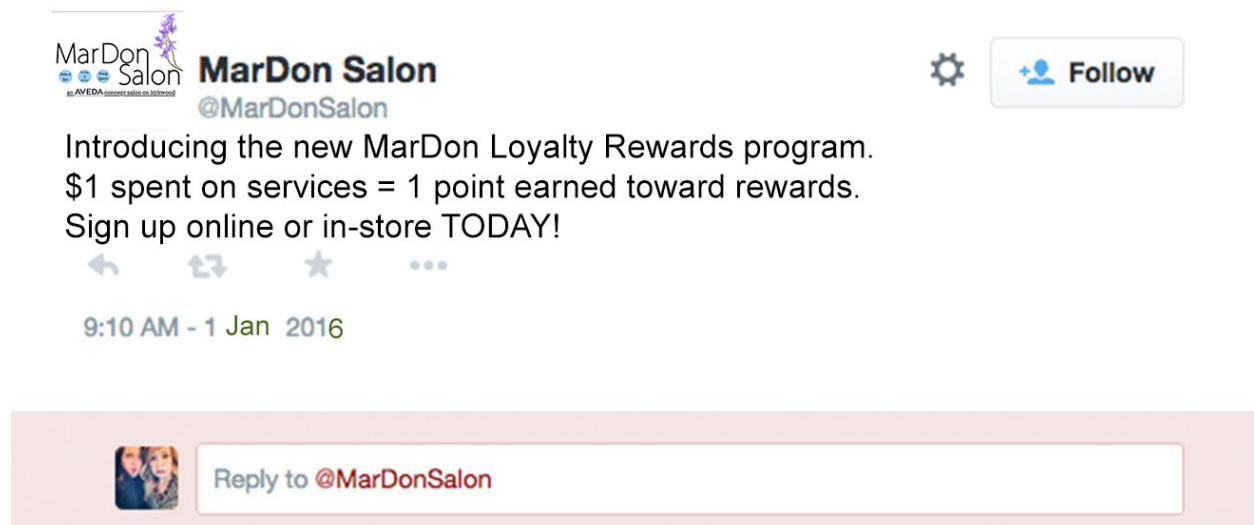
Details in-store or online at www.MarDonSalon.com


Become a 

MarDon Salon
AMBASSADOR
and receive 10% off all services*

*MarDon requirements must be met in order to receive ambassador benefits.





Like · Comment · Share






 **MarDon Salon**
@MarDonSalon

Introducing the new MarDon Loyalty Rewards program.
\$1 spent on services = 1 point earned toward rewards.
Sign up online or in-store TODAY!

9:10 AM - 1 Jan 2016

 Reply to @MarDonSalon

MarDon Salon
March 13 · Edited ·

Join us this Wednesday, March 16th at 8:30pm for our First Annual Charity Hair Show at MarDon Salon, partnered with Indiana University's Independent Council for Women.

All proceeds benefit To Write Love on Her Arms (TWLOHA).

30 members of IC will be styled by 10 of MarDon's Best Beauty Gypsies and walk a runway inside of MarDon Salon and Spa.

Tickets are \$15.00 and can be purchased from MarDon Student Ambassadors or members of Independent Council.


Refreshments will be sold at the show.




Like · Comment · Share

11 February 2016


Become a
MarDon Salon
AMBASSADOR
and receive 10% off all services*



13 1



**Join MarDon's
NEW Loyalty
Program
TODAY!!**



\$1 = 10 points

mardonsalon 11 hours ago Follow

Learn more about our NEW loyalty program on our website. \$1 = 10 points. Receive 20 points just for signing up!

♥ joshpavano, klewis134, mrsclinesdesigns and 8 others like this.

♥ Leave a comment...

L. Hair Show Media



M. Fishbowl Media Example

MarDon Giveaway

Drop in your business card
and be entered to win:



- One FREE Pure Focus Facial,
- One FREE Upper or Lower Body Massage, or
- One FREE Haircut

