

OUAI

OUAI TO SAVE YOUR TIME AND YOUR HAIR CAMPAIGN

Lara Rogers



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Executive Summary

The #OUAIToSaveTimeAndYourHair is a digital marketing strategy and campaign that debuts a **new product bundle** for OUAI's hair care line. The bundle features specialized formulas of shampoo and conditioner for each specific hair type and two of OUAI's award-winning products: the Leave-In Conditioner and Hair Gloss. The three-month campaign, from **March 1 until May 30,** will utilize **Instagram, Pinterest, and Facebook** to market the product on social media. The **on-the-go women** will be enticed by the **simplicity** and **ease** of purchasing this bundle at a discounted price compared to buying the products separately.



Giving you the confidence to win life your OUAI.

With the total budget of $275,000, the **#OUAIToSaveTimeAndYourHair** campaign expects to produce **$887,337** of revenue with a **3.23:1** ROAS.

About OUAI

OUAI is a luxury hair and body care line that **embraces women's natural beauty**. OUAI's mission is "to help people feel confident and their best by embracing their natural looks and letting go of unrealistic expectations. The brand aims to make hair care products more **accessible and easy to use**".

OUAI combines its **high-quality ingredients** with **affordable pricing** to provide an optimal customer experience that will leave your body and hair feeling lush.

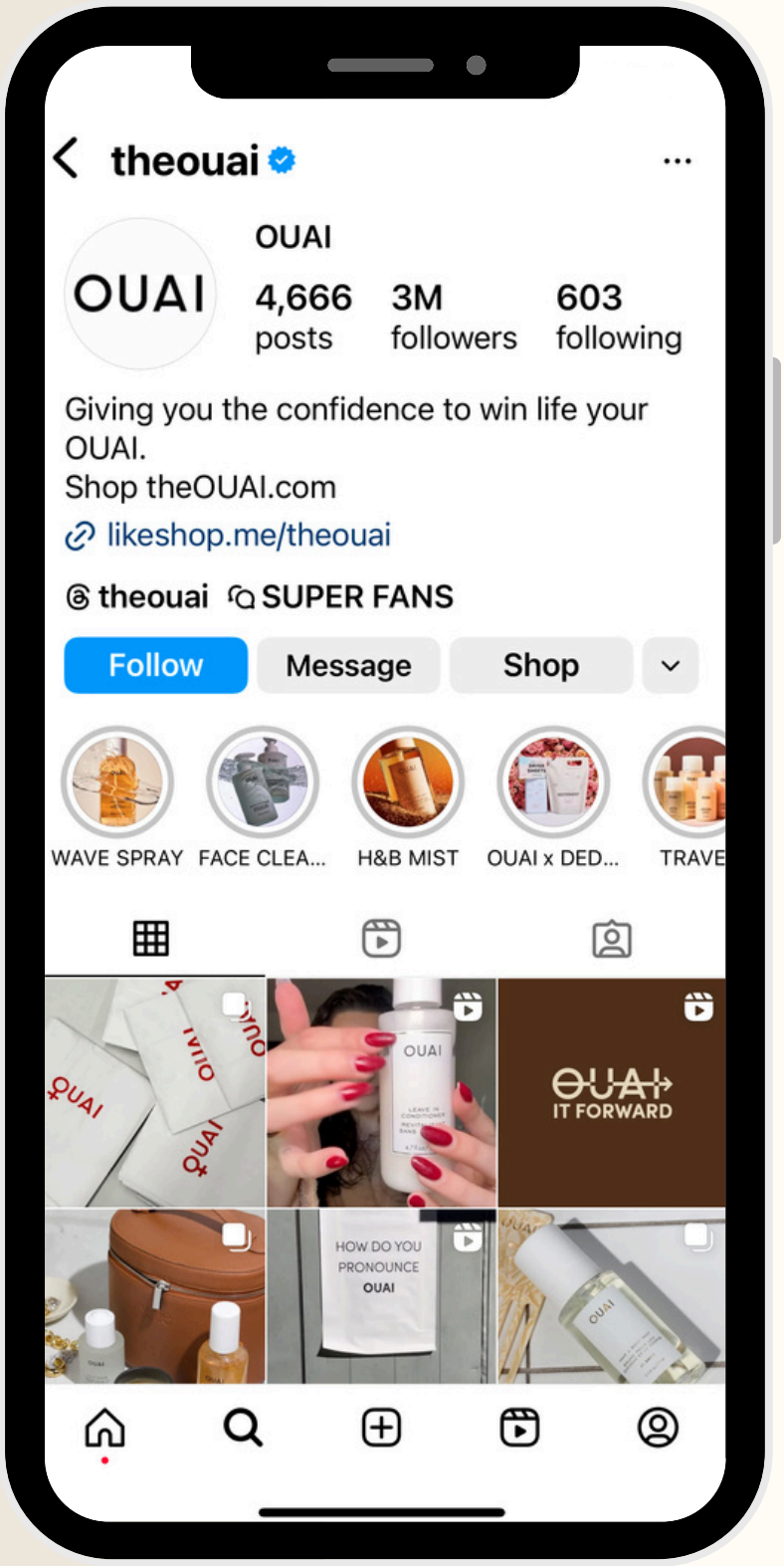




Why you should choose OUAI:

OUAI offers a unique experience. Its **clean formula** provides the **ultimate effortless style** made specific for each consumer's hair type. The **unmatched quality** allows customers to get everything they want out of their hair.

OUAI's Socials



3 M followers

123 K followers

11.9 K followers

142.3 K followers

19.9 K Subscribers

6.2 K Followers

Competitors

OLAPLEX

Mission Statement:

"Our mission is to deliver foundational hair health in service of endless possibilities."

2.5 M followers 1.4 M followers

34 K followers

KÉRASTASE

Mission Statement:

"At Kérastase, we believe that a woman doesn't just want stronger hair, she wants to be a stronger woman. Our mission goes beyond hair care and it felt natural to work on fighting the confidence gap, to keep on expanding a woman's potential."

2.8 M followers 4.1 M followers

16.5 K followers

LIVING PROOF

Mission Statement:

"Our mission is to create inventive solutions designed to solve real-world hair problems—never to conceal them. While our passion for incredible hair comes to life in the lab, it is sustained by the results we see not simply in brilliant, healthy hair—but in our customers."

368K followers 474K followers

27.3 K followers



THE OPPORTUNITY

New Product Bundle

OUAI currently offers customers the opportunity to build their bundle or buy an already curated bundle of hair care products that are only travel size. However, they did not offer a bundle of preselected products featuring their products for specific hair types in full-size. Not only would this prompt customers to try new things, but it would also drive a new target audience of busy working women who do not have the time to research which products would be good for their custom bundle. This easy-to-grab product bundle would be great for working women and mothers to proritize their time and self-care.

Communication efforts

This bundle will be promoted on social media and through online hairstyling classes, blogs, and newsletters to ensure OUAI's target audience gets the most out of the products and knows how to use them. Styling tips and tricks will give these on-the-go women the chance to try something new and love their hair, boosting their confidence in themselves!

Products Included in Bundle

Each of the #OUAIToSaveTimeAndYourHair campaign bundles will come with four full-sized products. The bundle will offer a shampoo and conditioner specially made for every hair type. This allows for the optimal tailored experience because customers will know they are getting something amazing for their hair type. Alongside the shampoo and conditioner, the kit will be completed with two of OUAI's Allure Award-winning products: Leave-In Conditioner and Hair Gloss. These products will remain consistent in every bundle as they are great for every hair type.











Goal

Build a hair care bundle that saves customers time and effort to provide the maximum style.

Objective

Bring in $887,337 in revenues in OUAI Hair Products from the#OUAIToSaveYourTime AndYourHair campaign.



Audiences

OUAI's target audience is primarily made up of millennial and Gen Z individuals who are passionate about beauty and self-care. They are not afraid to spend money when they know the product works well. OUAI's consumers are aware of trends, care about quality, are health-conscious, and prefer an aesthetic look.



Personas



DESTINY

WORKING WOMAN



KELLY

MOTHER

Destiny



BACKGROUND:

- 25 years old
- Grew up in a Lower Class with a Family that was Constantly Working
- Top Performing Student and Continued to get Bachelors Degree and JD
- Works Long Hours for a Top Law Firm and makes a Good Salary and gives back some to her family

INTERESTS/WANTS:

- Loves Clean and Minimalistic Aesthetic
- Wants to dive deeper into Caring for her Natural Curly Hair

STRUGGLES:

- Doesn't know how to care for her Textured Hair, but She is Too Busy to do Research
- Has lots of Heat Damage from Straightening her Hair in the past











MOOD BOARD

















Kelly



BACKGROUND:

- 35 years old
- Grew up in Upper-Middle Class with a Close Family
- Graduated University
- Now a Stay at Home Mom of 3 Boys, the Youngest is just Two Months Old
- Constantly in Athletic Gear to keep up with her Kids' Activities
- Has Naturally Straight Hair

INTERESTS/WANTS:

- She is the Put Together Mom out of the Group
- Loves Mom's Night Out

STRUGGLES:

- Has a Hard Time Balancing Kids, although she looks like she has it together
- Never has time for Her own Self Care









MOOD BOARD

















Marketing Strategy



HOW

OUAI's new bundle will be a product extension to enable an **easier** and **better** consumer experience.

WHEN

OUAI will implement the #OUAIToSaveTimeAndYourHair campaign during a **three-month** timeframe, starting **March 1** and running until **May 30**.

WHERE

OUAI will market the #OUAIToSaveTimeAndYourHair campaign on **Instagram and Facebook**.

WHY

Combining great versatile products curated for the best hair will allow easy consumer **purchase and repurchases** in the furture.

Communication Objectives



AWARENESS STAGE

To increase awareness among future buyers, the #OUAIToSaveTimeAndYourHair campaign will be promoted on digital platforms such as Instagram and Facebook. It will also be promoted through newsletters to current and potential future consumers.

CONSIDERATION STAGE



Once consumers know about the bundle, it will also be promoted through hair styling classes online. These classes will be offered twice a month for thirty minutes on a Zoom call with one of OUAI's prestigious stylists. After the meeting, clips from the videos will be posted on social media platforms for future reach. Classes will teach customers how to use the products and style their hair. In addition to the classes, styling blogs will be posted on the OUAI website to promote the use of the bundles, showcasing all they have to offer.

DECISION STAGE



To solidify a purchase, discount codes will be promoted to users. Customers will get a discounted price already with the bundle compared to just buying the products by themselves (meaning not in the bundle). First-time customers will also get a discount. This will entice impulse buyers or any buyers who need the last push to purchase the bundle.

Introducing...



Campaign Message

The #OUAIToSaveTimeAndYourHair **campaign** is a 3-month-long campaign designed to help consumers **wave goodbye to the struggles of researching** which products would be good for their hair. The #OUAIToSaveTimeAndYourHair campaign bundles allow customers to try OUAI's best products for each specific hair type and some of OUAI's bestsellers. Whether the consumer has fine, medium, thick, straight, wavy, or curly hair, the #OUAIToSaveYourTimeAndYourHair campaign bundles will have the consumer covered. This product extension is perfect for the **on-the-go women who do not have time** to pick out and research each product but still want a **flawless look**. OUAI will reach their target audience for the campaign by posting **tutorial content and aesthetic content of the products** on social medias. This approach ensures that their campaign resonates with followers and showcases the brand's expertise and style.

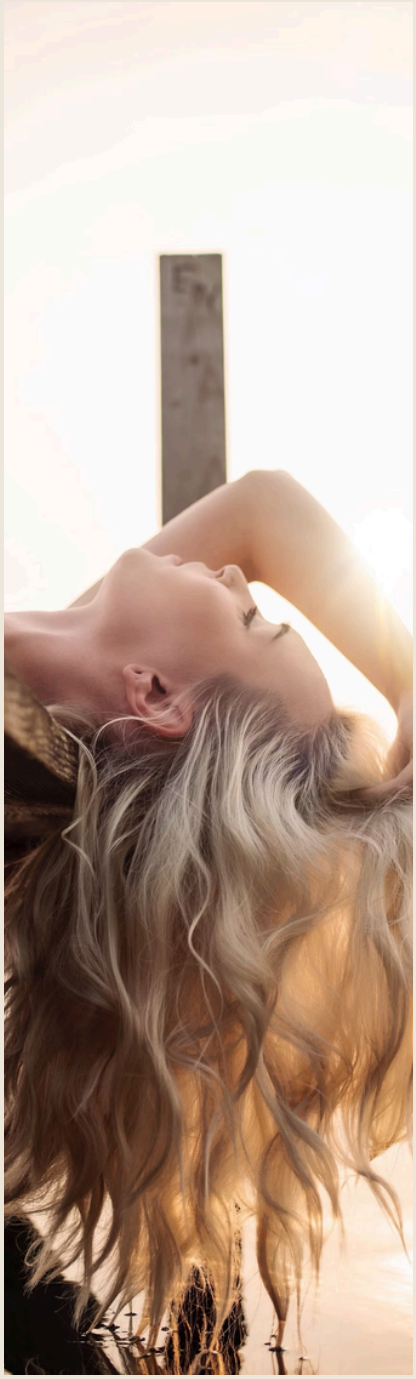


Multi-Platform Tactics

Instagram will be used to target the younger audience and our working women. Influencers will also be used on instagram.

Facebook will be primarily used to target the older demographic in our target audience and the mothers.

Pinterest will be used to target both moms and working women through aesthetic posts and hair tutorial ideas that will lead to our blogs and videos.





Editorial Calendar

PLATFORMS & FREQUENCY

	Instagram	Facebook	Pinterest
# of Posts	4-5x/week	3-4x/week	2-3x/week
Type of Media	Paid, Earned, Owned	Earned, Owned	Earned, Owned



Example Posts

INSTAGRAM

OUAI **theouai** •••



132,192 likes

theouai Check out our Fine Hair Product Bundle!
#OUAIToSaveYourTimeAndHair
#OUAIProducts #hair care #selfcare

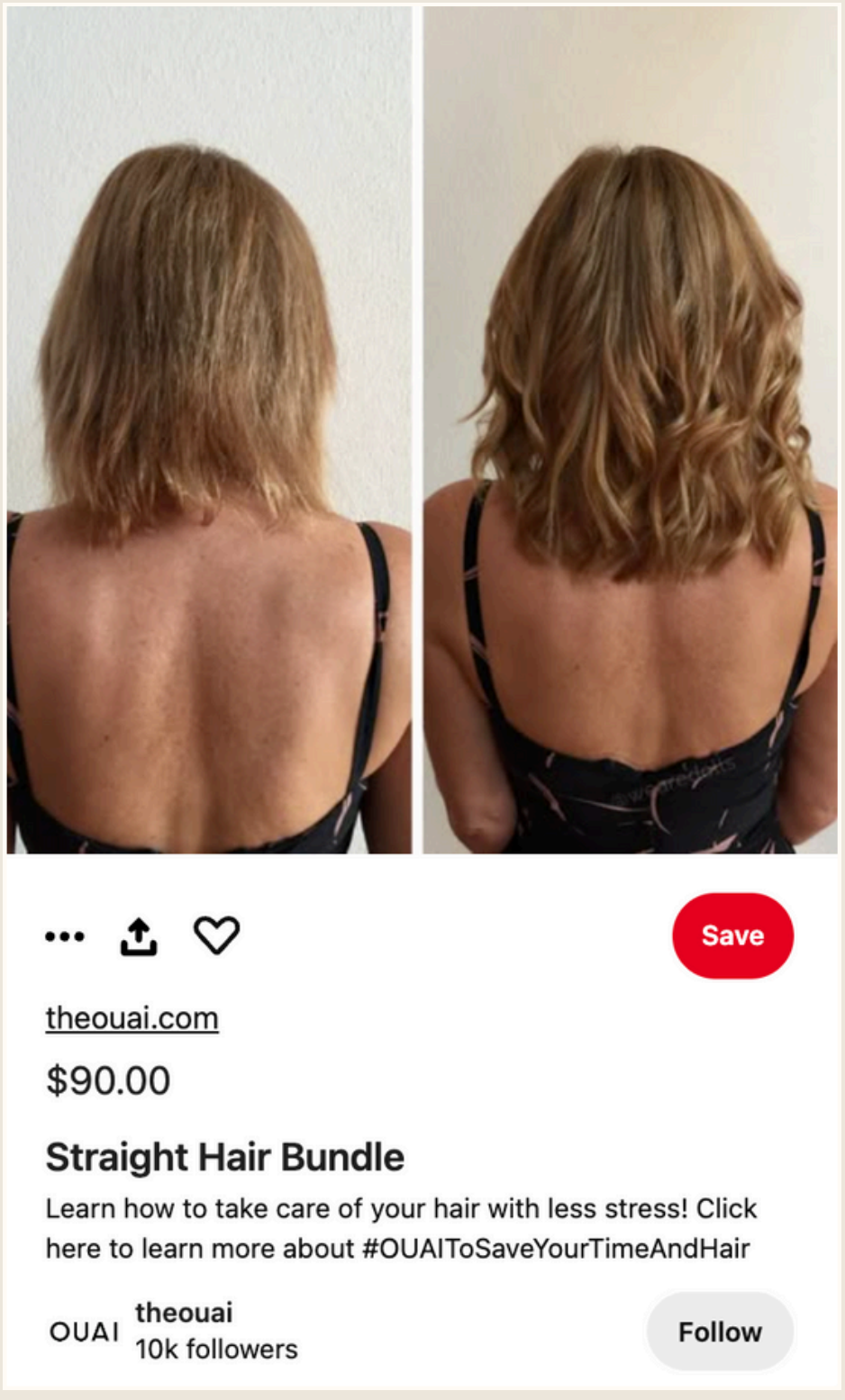
Example Posts



FACEBOOK

Example Posts

PINTEREST



INFLUENCERS



Instagram will be the only platform that influencers will be used. This campaign will use **micro influencers** that are known for their hair or hair care routines. Some will be targeted towards a motherly audience, while others will be targeted towards a business women audience.

The influencers chosen will post **hair routine** videos, **day in the life** videos, **PR unboxing**, and/or **favorite product videos** to promote OUAI's bundle.

Monitoring & Optimization

KEY PERFORMANCE INDICATORS

Impressions, engagement, conversion rate and ROAS will be measured daily across Instagram, Facebook, and Pinterest.





Impressions: Tells us how many times the content was viewed.

Engagement: Tells us how many interactions there were with the content.

Conversion Rate: Tells us how many products sold there are in comparison to impressions.

ROAS: Tells us the amount of revenue generated from ads spend.

MARKETING BUDGET

$100,000 CONTENT DEVELOPMENT BUDGET

\+

$175,000 ADVERTISING BUDGET

$275,000 TOTAL BUDGET



CONTENT DEVELOPMENT BUDGET

INSTAGRAM

8 Images Per Month x 3 Months = 24 Images
$10,000 / 25 Images = $400 per Image
$400 x 24 Images = $9,600
Four 15 Second Videos Per Month x 3 Months = 180 Seconds of Video
Two 30 Second Video Per Month x 3 Months = 180 Seconds of Video
One 1 Minute Video Per Month x 3 Months = 180 Seconds of Video
180 + 180 + 180 = 540 Seconds of Video = 9 Minutes of Video
$7,000 / 3 Minutes of Video = $2,333 per Minute of Video
$2,333 x 9 Minutes of Video = $20,997
TOTAL SPENT ON INSTAGRAM = $30,597

FACEBOOK

8 Images x 3 Months = 24 Images
$10,000 / 25 Images = $400 per Image
$400 x 24 Images = $9,600
Two 30 Second Video Per Month x 3 Months = 180 Seconds of Video
One 1 minute Video Per Month x 3 Months = 180 Seconds of Video
180 + 180 = 360 Seconds of Video = 6 Minutes of Video
$7,000 / 3 Minutes of Video = $2,333 per Minute of Video
$2,333 x 6 Minutes of Video = $13,998
TOTAL SPENT ON FACEBOOK = $23,598

PINTEREST

8 Images x 3 Months = 24 Images
$10,000 / 25 Images = $400 per Image
$400 x 24 Images = $9,600
One 30 Second Video Per Month x 3 Months = 90 Seconds of Video
One 1 minute Video Per Month x 3 Months = 180 Seconds of Video
90 + 180 = 270 Seconds of Video = 4.5 Minutes of Video
$7,000 / 3 Minutes of Video = $2,333 per Minute of Video
$2,333 x 4.5 Minutes of Video = 10,500
TOTAL SPENT ON PINTEREST = $20,100

PRODUCTION COSTS

MANAGEMENT FEES

Campaign Development: 30 HRS x $150/HR = $4,500
Campaign Launch: 30 HRS x $150/HR = $4,500
Campaign Monitoring: 14 HRS x $150/HR = $2,100
Campaign Sunset: 8 HRS x $150/HR = $1,200
Performance Report: 14 HRS x $150/HR = $2,100
TOTAL SPENT ON MANAGEMENT FEES = $14,400

PRODUCT COSTS

PR PACKAGES: $10,000
TOTAL SPENT ON PRODUCT COSTS = $10,000

TOTAL CONTENT DEVELOPMENT & PRODUCTION COSTS

$30,597 + $23,598 + $20,100 + $14,400 + $10,000 =

$98,695



ADVERTISING BUDGET

SOCIAL MEDIAS: $175,000 x 90 % = **$157,500**
INFLUENCERS: $175,000 x 10% = **$17,500**

INSTAGRAM

TOTAL SPENT ON INSTAGRAM = 40% x $157,500 = $63,000
Impressions: $63,000 / 12.25 x 1000 = 5,142,857 impressions
Engagement: 5% engagement rate x 5,142,857 impressions = 257,143 engagements
Conversion: 2% conversion rate x 257,143 engagements = 5,143 conversions
Conversion Value: 5,143 conversions x $99 Per Bundle = $509,157
ROAS: $509,157 / $63,000 = 8.08 : 1 ROAS

FACEBOOK

TOTAL SPENT ON FACEBOOK = 35% x $157,500 = $55,125
Impressions: $55,125 / 12.25 x 1000 = 4,500,000 impressions
Engagement: 3% engagement rate x 4,500,000 impressions = 135,000 engagements
Conversion: 2% conversion rate x 135,000 engagements = 2,700 conversions
Conversion Value: 2,700 conversions x $99 Per Bundle = $267,300
ROAS: $267,300 / $55,125 = 4.85 : 1 ROAS

PINTEREST

TOTAL SPENT ON PINTEREST = 25% x $157,500 = $39,375
Impressions:$39,375 / 10.55 x 1000 = 3,732,227 impressions
Engagement: 3% engagement rate x 3,732,227 impressions = 111,997 engagements
Conversion: 1% conversion rate x 111,997 engagements = 1,120 conversions
Conversion Value: 1,120 conversions x $99 Per Bundle = $110,880
ROAS: $110,880 / $39,375 = 2.82 : 1 ROAS



TOTAL REVENUE

With the total budget of $275,000, the **#OUAIToSaveTimeAndYourHair** campaign expects to produce **$887,337** of revenue with a **3.23:1** ROAS.

CONCLUSION

The **#OUAIToSaveTimeAndYourHair** campaign will reach the on-the-go women who want to elevate their hair. OUAI has the opportunity to generate over $880,000 in revenues while maintaining the brand's luxurious appeal if this campaign is launched.

Using owned, paid, and earned media on various platforms through the 3 month period, the product bundle will excel as a new offering for the OUAI hair line. Let's begin the journey of #OUAIToSaveTimeAndYourHair!



Name: Lara Rogers

Marketing Campaign Framework

Goal	To make hair care products more accessible and easy to use				
Business Objective	Bring in $887,337 of revenues in Ouai Hair				
Audience	Products Working Women (professionals and mothers)				
Marketing Strategy	Product Extension: Launch Bundle				
Big Idea	Ouai to save time and your hair (crafted bundle for specific hair types)				
Communication Objectives	Tofu: Awareness		Mofu: Education		Bofu: Purchase
	Digital Advertising	Newsletter	Hair Styling Classes	Blogs	Discount Codes	
Multichannel Tactics	Paid	Owned	Earned		
Channel Plan	Instagram	Facebook	Influencers	Banner Ads	Email	
Measurement	Impressions	Engagement	Conversion Rate	ROAS	