



Jolly+



3-1 Post-waxing oil

COMMUNICATION PLAN

The team.

Jolly+



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01

Product brief

The waxing routine.

Benefits of waxing

By removing the hair from the root, waxing is beneficial in the way it is more **durable**.



How we wax?

Whether it is cold or hot wax, the principle is to apply wax to the body with a strip and to firmly remove the strip, which **dislodges the hair from the root**.



And after ?

It is usual for **wax residues** to remain on the skin, making it feel **sticky** and **uncomfortable**.



The problem validation.

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58%

Have difficulty removing wax residue after a waxing session



93%

Have pain when waxing



54%

Not satisfied with the oil wipes present in the kit to remove the wax residue

The mission statement.

Make the **waxing experience** at home

efficient, pleasant and easy

Jolly+

The miracle solution.

The Oil.

By Jolly+.

The 3-in-1 miracle oil roll on :

1. Cleanse.
2. Soothe.
3. Hold back.



After waxing,
essential oils are good
allies for soothing the
skin and, above all, for
slowing down hair
growth.

The composition.

SWEET ALMOND OIL

Promotes hydration and softens
the skin

SUNFLOWER SEED OIL

Emulsifying that promotes the formation
of intimate mixtures between immiscible
liquids while softening the skin

ALOE VERA OIL

Purifies and soothes the skin
(for the sensitive version)

ARGAN OIL

Deeply moisturizes and protects
the skin

TIGER NUT OIL

Slows down the formation of
new hair

The persona.

Juliette Fontaine

19 years old

Law student in Paris

Juliette is a **tidy person** so she needs **efficiency** in her life, make waxing **less complicated** is one of her wishes.

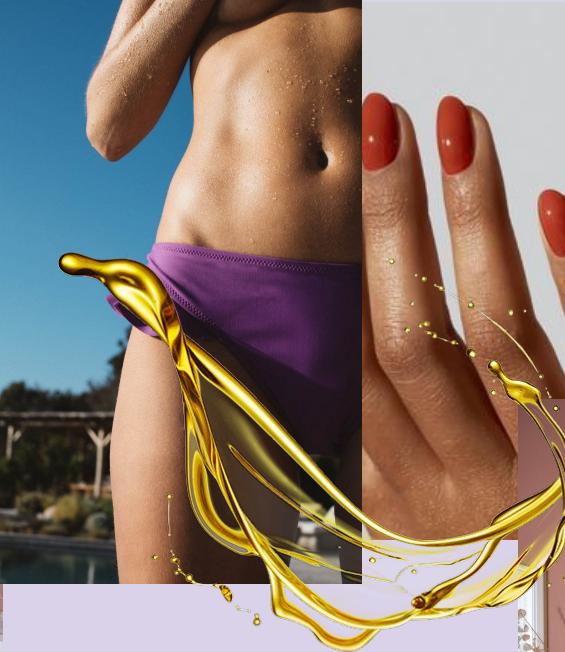
She is looking for **effective products** to complete her depilation routine, to make it more durable and easier.

"I hate waxing, but I must do it. So I want my routine to be as simple and convenient as possible."

"I wish my body hair wouldn't grow so fast."

"I find very hard and expensive completing my waxing routine, there is a lot of products to use."





The pricing strategy.



The positioning statement.

For generation Z female, **Jolly +** is the post-waxing oil that helps get rid of **wax residue** and promise a **slower regrowth**, a **longer smooth** and beautiful skin thanks to its particular composition.

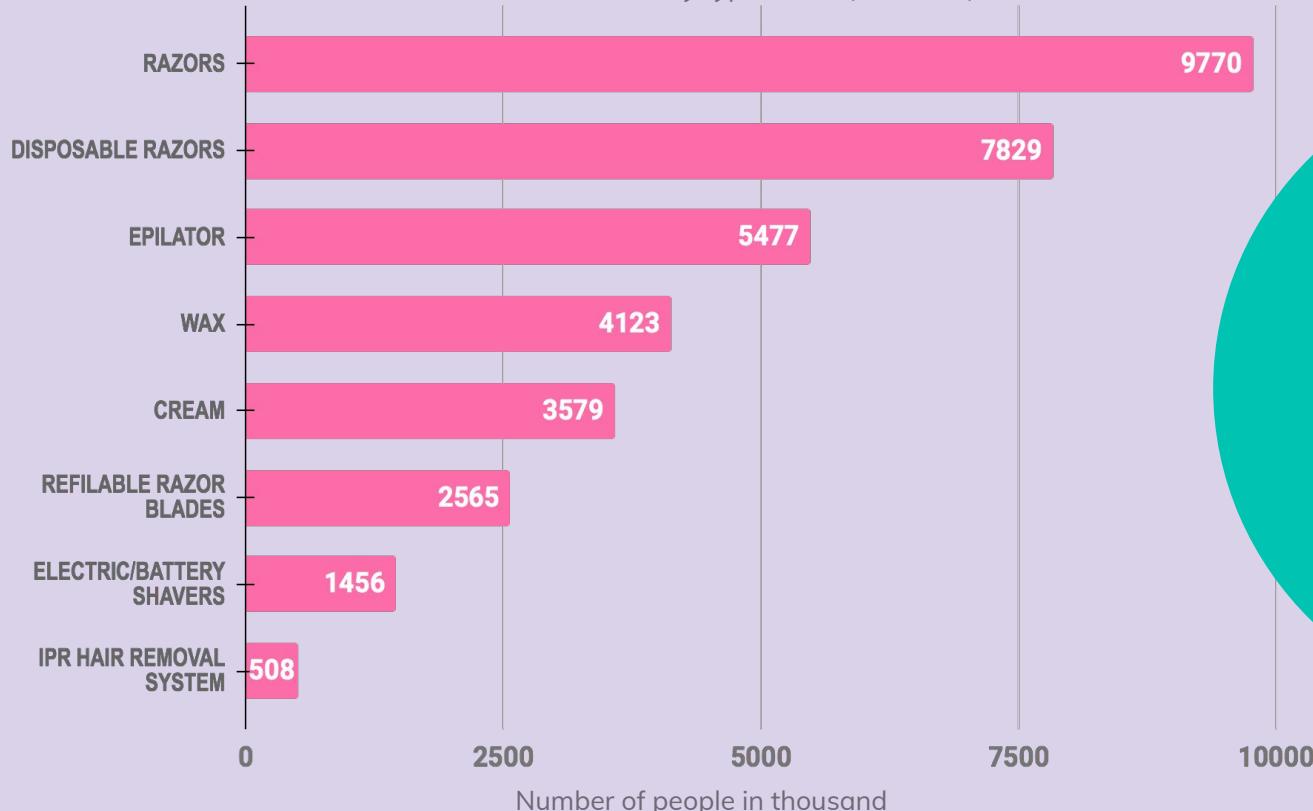
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02

Marketing objectives

The market size.

Number of people using hair removers, shavers and razors for women in France in 2019, by type of use (in 1,000s)



In 2019, 4.123 millions women use wax* in France.

Based on our survey, we found that 1/3 of them want to use post-waxing product and consume 15€ each year.

The total market value will be 20.615 Millions EUR in France while the total depilatories market value is 200 Millions*



* Appendix A

Our marketing objectives.

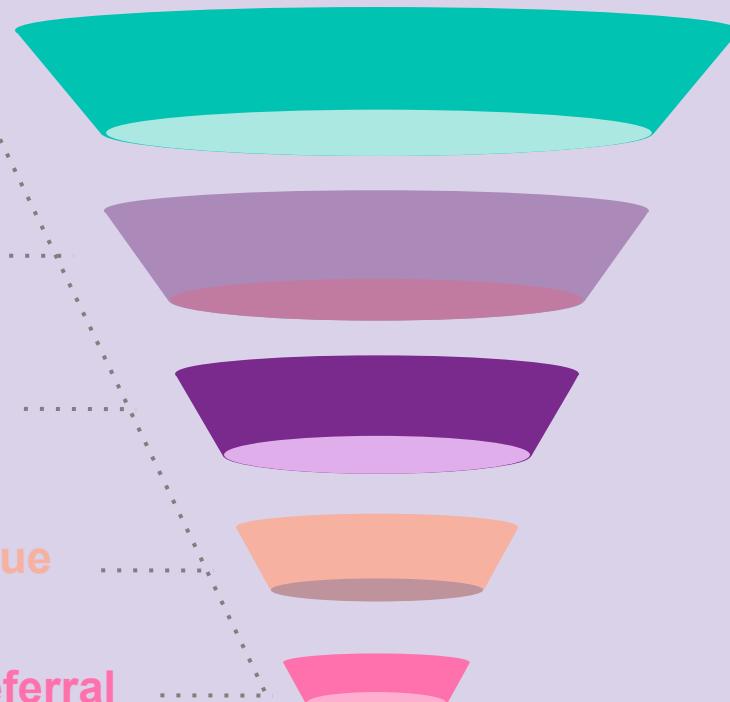
Awareness

Activation

Retention

Revenue

Referral



Reach 20,000,000 people



Get 900,000 active customers*



Get 500,000 loyal users



Make 10,000,000 euros first year



3 purchasing times first year

*Append B

Our marketing objectives.

We launch the product in **May 2022** (start of summer).

The annual average basket for one customer is of **16,3€** (which means one big format and two little formats).

1st year

- A turnover of 10 millions euros.
- A market share of 2,5% of the hair removal market.
- A quantity sold of around 1,7 million products.
(i.e. around 700 000 of big format and 1 million of little format).

2nd year

15M€ turnover
3,5% market share
2,3M products sold

3rd year

17M€ turnover
4% market share
2,6M products sold

03

Distribution strategy and actions

The distribution strategy and actions.

Physical stores

Supermarkets
and
Hypermarkets

On shelves
next to the waxing
stripes

Have in each
store the
corresponding
formats of the
waxing stripes



The customer acquisition.

Online
Marketing



Offline
Marketing



The timeline

2022

Marketing Ads Plan
Budget Control
Inside Preparation

8th April

Material Transportation
Content Making

1st May

1st April

Contact Agencies
Retail Connection

15th April

Launch !
KPI Tracking!

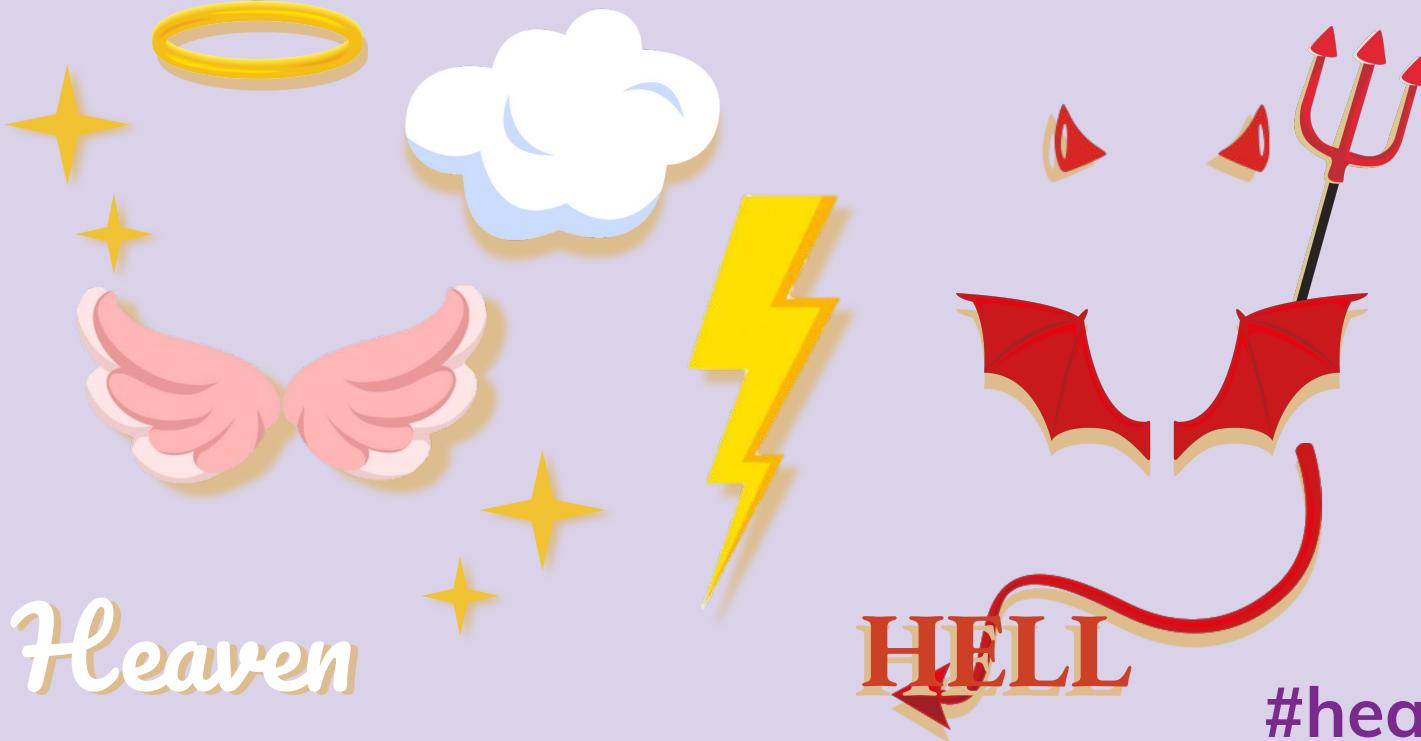


04 Creative big idea

The creative
big idea.



The “fil rouge”.



2

hashtags

#theoil

#heavenafterhell

The communication plan.

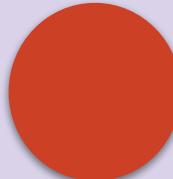
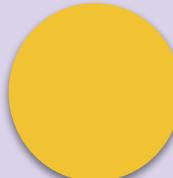
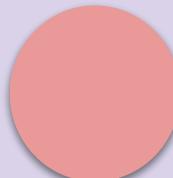


MESSAGE

“Heaven after hell”

CONTENT

Show how our product works and how it is a heavenly break after the mess of waxing.



When ?

Our product will launch in May 2022, so our communication plan

How ?

TV (ad of 20" sec)

Digital (SEA, display, social media, video)

In stores (POS)

The TV ad.

On air on TF1 - 50 slots - 20"



HELL

Heaven

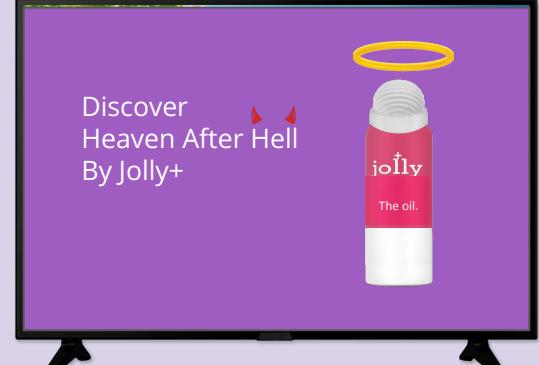
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+

The TV ad scenario.

1.4M€*



Search Engine Advertising.

315K€*

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Paid Search on Google Ads

Our product will appear on Google Shopping

Keywords:
“Waxing oil”
“Post waxing oil”
“After waxing products”

900k Click

Google search results for "post waxing oil". The search bar shows "post waxing oil". Below it, a navigation bar includes "Tous", "Shopping", "Images", "Vidéos", "Maps", "Plus", and "Outils". The results page displays 55,000,000 results in 0.57 seconds. The first few results are shopping ads:

- JOLLY - The oil** 7,69 € Monoprix.fr
- Fur Ingrown Concentrate** 14ml 23,75 € BEAUTY BAY Bleu Libellule
- Huile post-épilation,** 150MLPeg... 7,90 € Bleu Libellule
- PROMOTION** HUILE POST-ÉPILATIO... 10,36 € londonlash.fr
- DOUCIDE** huile post épilation integral... 36,90 € Un Jour Un Ho...
- PROMOTION** Fur Ingrown Concentrate 0.5 fl. oz 24,36 € Cult Beauty
- Fur Concentré Anti-Poils...** 19,75 € 36-€ Feelunique
- Huile post-épilation à l'aloe vera,...** 9,00 € Bleu Libellule
- Lotion post-épilation à l'huile...** 8,30 € Bleu Libellule

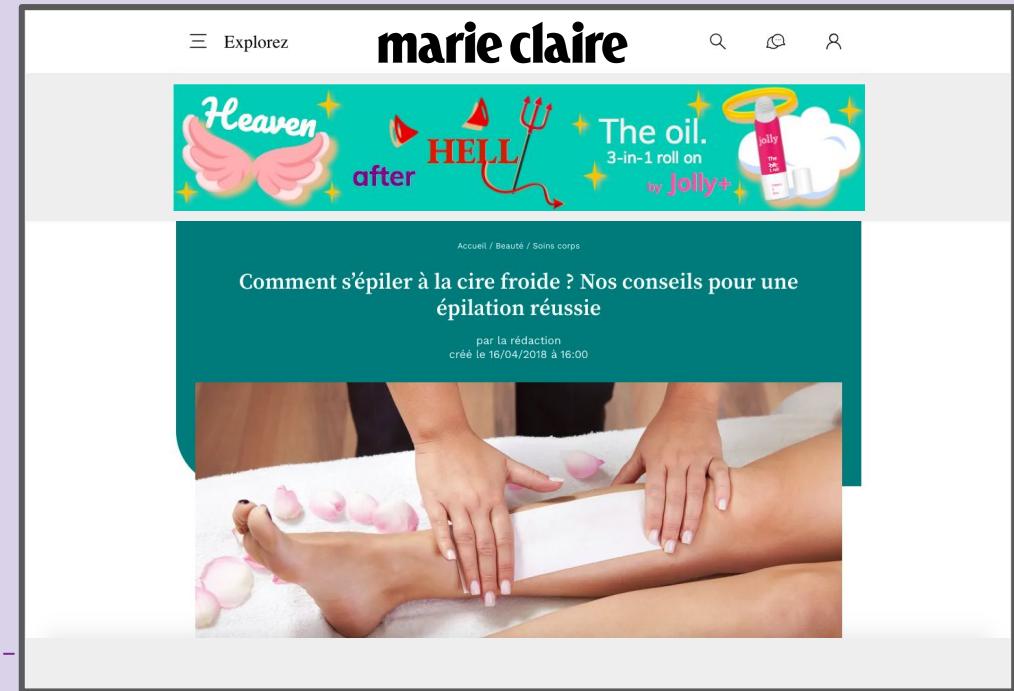
Below the ads, a link to "https://www.amazon.com/ After-W... Traduire cette page" leads to a product description for "Post Waxing Skin Calmer & Wax Residue Remover 2 oz".

Display.

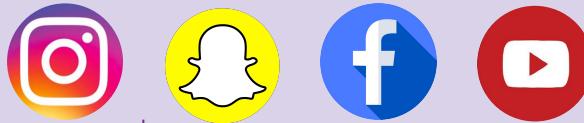
Banner on feminine beauty or fashion websites.

madame
FIGARO
ELLE VOGUE
marie claire

Jolly+

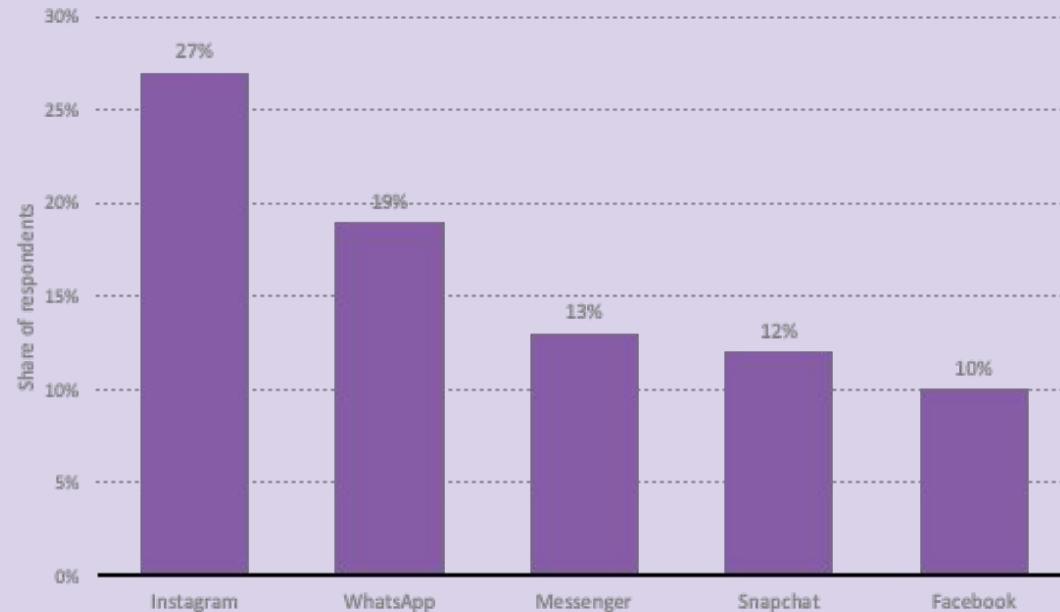


The social media.

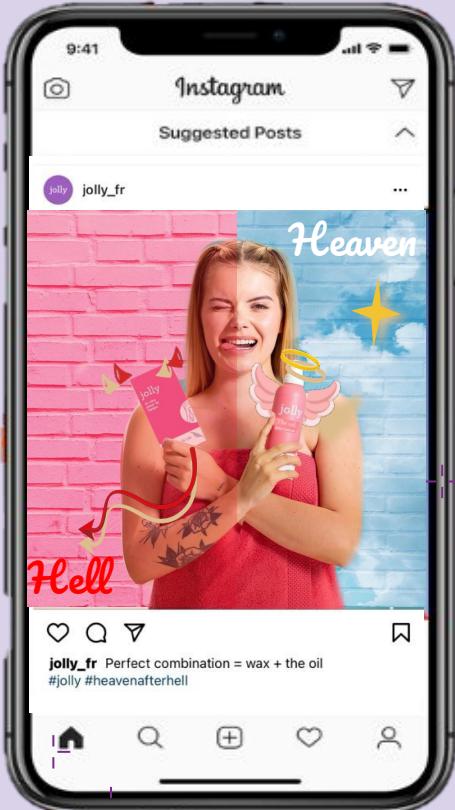


- Create challenges or contests with a hashtag (**#Heavenafterhell**) for product awareness, and to involve people
- Create short & punchy paid ads on Instagram, Snapchat, Facebook and Youtube

Most important mobile apps among 15-25 year-olds in the FR 2020



Instagram and Facebook.



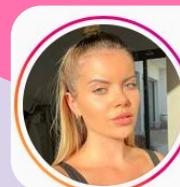
Giveaway
of The Oil to
her
followers

Influencer
Brand
partnership
with Romy.

Challenge
Create Heaven
and Hell at home
with our goodies

Extra
192K€*

#theoil
#heavenafterhell

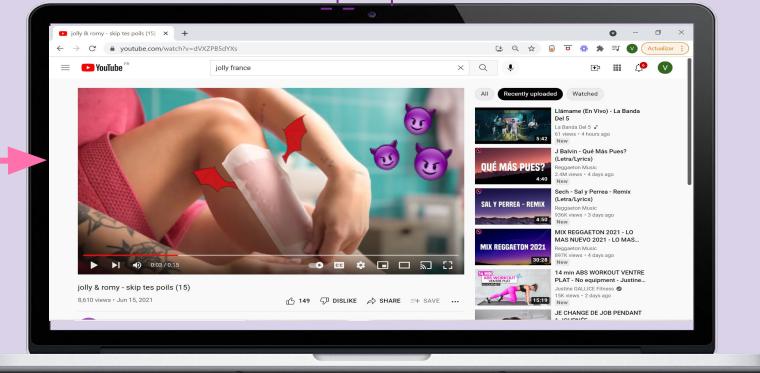


romy S'abonner ...
1 930 publications 1,6m abonnés 540 abonnements
Romane, pour les intimes*
Créeur de vidéos

Jolly+

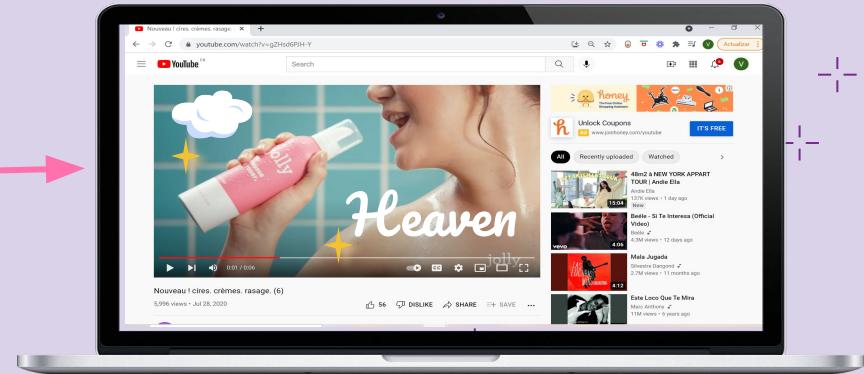
The Youtube ad.

Short and catchy video, with the same shots as the TV ad.



Around 5 seconds.

1.4M€*



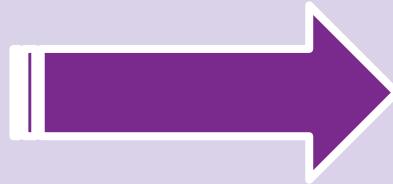
* Appendix F

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In stores - POS



1.02M€



OBJECTIVE

Reach out to Gen Z at
the same time that
they are buying the
waxing stripes



Actual in-store display

Our in-store display

Online channel.

4.06M€*



SEA
Activation 900k

T F I
- - -
P U B

TV ads
Reach 36M
HAVAS
GROUP



Social Media
Reach 20M
Web FX

963

Influencers
Reach 20M

Web FX

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* Appendices A, B, D

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Offline channel

1.02M€

Casino



E.Leclerc

2148 hypermarkets*

MONOPRIX

784 supermarkets*



50 Waxing Suits for 30% price off in 2932 stores
and POS in selected 400 stores,

we can reach 146,600 promotion sales and 100+ cities in France

* Appendix C

Thanks for
listening !

Easier. Smoother. Forever.

★ Jolly+



jolly +

Easier. Smoother. Forever.

05

Appendices

The copy strategy.

EXPECTED DELIVERABLE

Communicate on the features of our product "The oil."
Develop a TV ad to show how our product completes the routine and makes it easier.

TARGET

Targeting Gen Z and young adults who do not have time and money to wax in institute through our campaign (social media and TV)

PROMISE/CONSUMER BENEFIT

An ultra easy-to-use oil conditioned in a roll-on that helps to get rid of wax residues while soothing the skin and pushing back the regrowth

TONE

Communicate with an humoristic and light tone to be in line with our positioning and to reach out to Gen Z

OBJECTIVE

Communicate on our ambition to target Gen Z by offering them the perfect product to complete the routine but not making it longer in a at-home waxing routine

INSIGHT

For Gen Z, the waxing routine is a long and boring process that is not easy to wrap up with all the waxing residues.
Our product is specially developed for them, to make it quicker and easier ! Furthermore, with our anti-growth composition they can wax less frequently

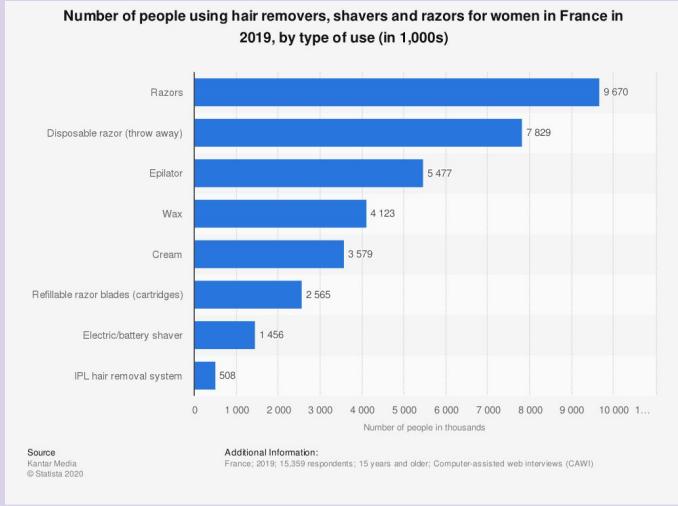
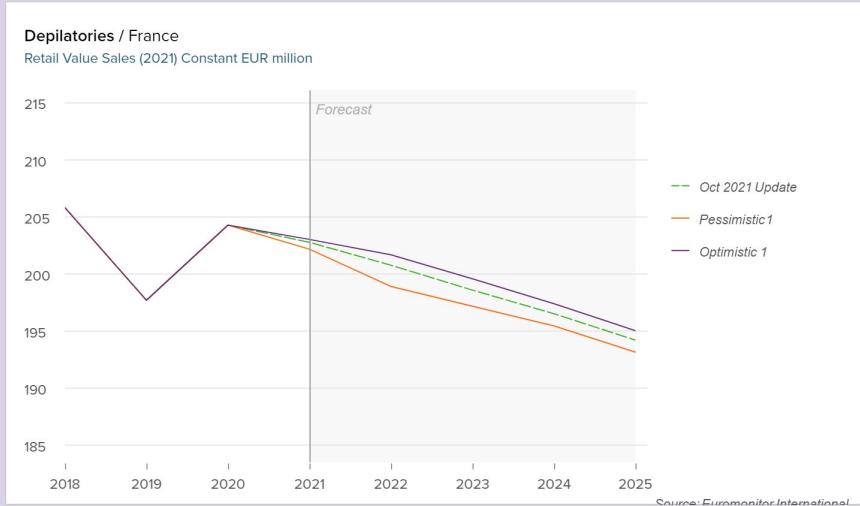
REASON WHY

A complementary brand to sunny with sunny+
A clean and effective composition to soothe the skin and push back the regrowth
A specific roll-on to take off all the wax residues

CONSTRAINTS

Our main constraints will be the timing, regarding the TV ad especially and the finance as working on a TV spot is one of the most expensive type of communication

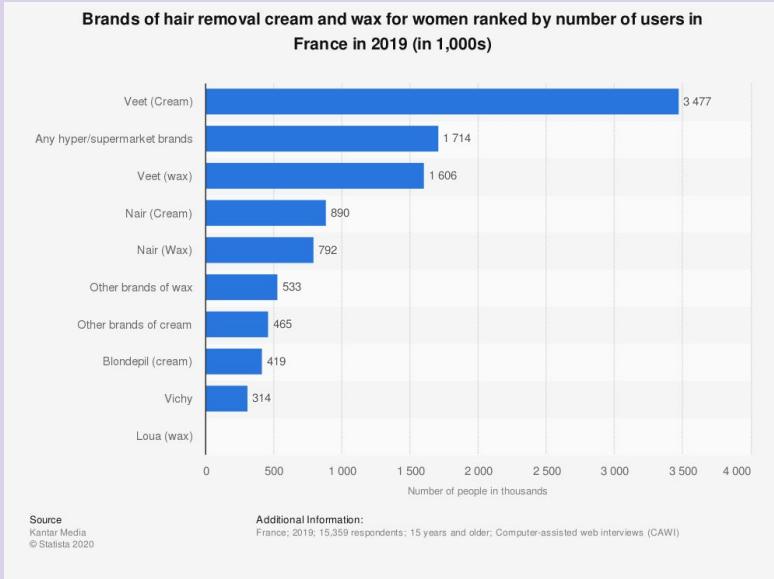
Appendix A



Resource:

- [1]<https://www-portal-euromonitor-com.audenciagroup.idm.oclc.org/portal/dashboard/dashboarddetails>
- [2]<https://www.statista.com/statistics/443911/women-s-hair-removal-product-usage-by-type-in-france/>

Appendix B



- Female wax users in France are nearly 3 millions[1].
- France Female 20-34 population is 6 million [2].
- Total female 20-70 : 21 million where female 20-34 = 29% [2].
- GenZ Female wax users are nearly 900k.

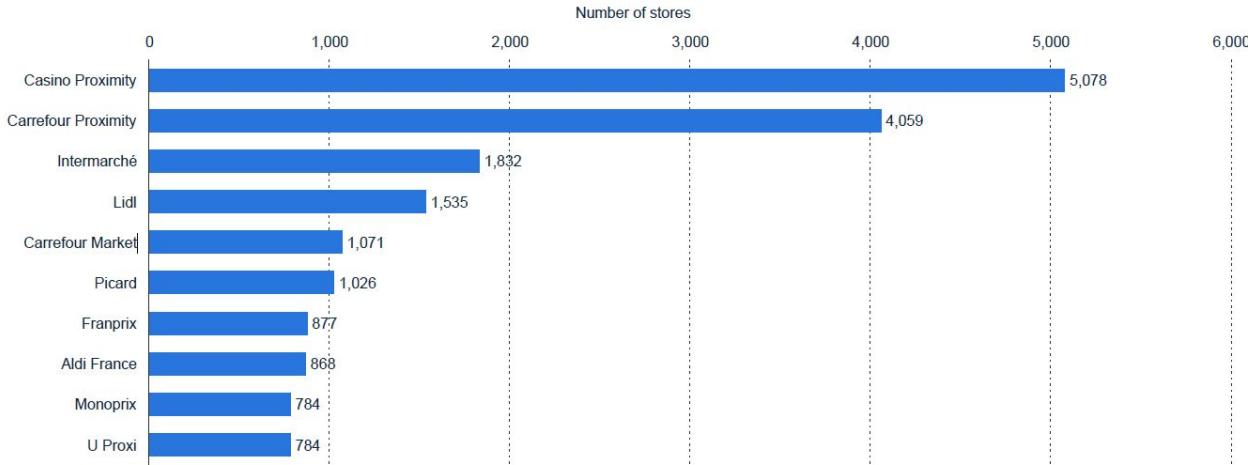
Resource:

- [1]<https://www-statista-com.audenciagroup.idm.oclc.org/statistics/443919/leading-brands-of-hair-removal-cream-wax-for-women-in-france/>
- [2]<https://www-statista-com.audenciagroup.idm.oclc.org/study/31721/demography-in-france-statista-dossier/>

Appendix C

Ranking of the ten largest hypermarkets and supermarkets in France in 2019, by number of outlets

List of hypermarkets and supermarkets in France 2019, by number of stores



Note(s): France; 2019

Further information regarding this statistic can be found on [page 55](#).

Source(s): LSA; [ID 778215](#)

Appendix D

France Female 20-34 population is 6 million [1].

Total population 20-65 : 36 million where Female 20-34 = 16.7% [1].

Hypothesis : average TV program audience 4 Million of which female 20-34 (16.7%) = 668k

Female 20-34 to cover 100% of target 3 times : $(6M / 668k) \times 3 \Rightarrow 27$

As cost of a spot : 80k [2] => Total cost of a campaign = 2,16 M€

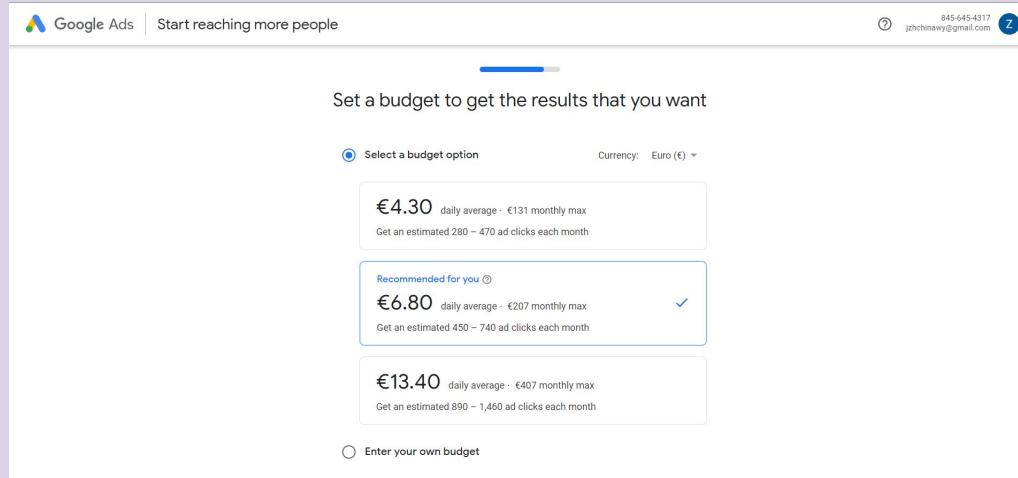
Hypothesis : HAVAS Group Agency will help negotiate to put more slots from 27 to 50 by using the same budget

Resource:

[1]<https://www-statista-com.audenciagroup.idm.oclc.org/study/31721/demography-in-france-statista-dossier/>

[2]<https://tf1pub.fr/offres/grilles/TF1/TF1>

Appendix E



The screenshot shows the Google Ads budget selection interface. At the top, it says "Start reaching more people". On the right, there's a user profile with the number 845-545-4317 and the email jzhchinavy@gmail.com. Below that is a blue circular icon with a white letter 'Z'.

The main heading is "Set a budget to get the results that you want". There are three budget options listed:

- €4.30** daily average · €131 monthly max
Get an estimated 280 – 470 ad clicks each month
- €6.80** daily average · €207 monthly max
Get an estimated 450 – 740 ad clicks each month
- €13.40** daily average · €407 monthly max
Get an estimated 890 – 1,460 ad clicks each month

At the bottom, there is an option to "Enter your own budget".

CPC : 0.35 €

=> As we want 600k click per month, total cost = 210 K€

Resource:

https://ads.google.com/aw/campaigns/new/express?campaignId=15344177700&ocid=816775591&cmpnInfo=%7B%22%22%3A%22fd9639a2-3f0c-4aac-9342-66ffa688a67d%22%7D&subid=fr-fr-et-g-aw-c-home-awhp_xin1_hero%21o2&step=cbdg&ar=true&euid=579234386&_u=8189723714&uscid=816775591&_c=9139731759&authuser=0&mode=signup&sourceid=emp

Appendix F

WebFX Enterprise Social Media Advertising Pricing

Curious about our enterprise social media advertising pricing? Browse our prices and plans now:

Swipe to the right on the table below to view additional enterprise social media advertising plans.

 1-3 Social Networks	 2-4 Social Networks	 3-7 Social Networks	 3-7 Social Networks	 3-7 Social Networks	 3-7 Social Networks
up to 40-60	up to 60-80	up to 60-80	up to 120-200	up to 120-200	up to 120-200
up to 10-15 across all networks	up to 15-20 across all networks	up to 15-20 across all networks	up to 30-50 across all networks	up to 30-50 across all networks	up to 30-50 across all networks
\$20,001 - \$100,000 / mo.	\$100,001 - \$500,000 / mo.	\$500,001 - \$1M / mo.	\$1M - \$1.5M / mo.	\$1,500,001 - \$2M / mo.	\$2M+ / mo.

Resource:

<https://www.webfx.com/ecommerce/ecommerce-social-media-advertising-services.html>

Appendix G

Influencer marketing pricing from WebFX

With more than 20 years of experience and more than **200 award-winning team members**, WebFX is a trusted partner for influencer marketing. Our expertise, plus history of increasing client revenue, make us a competitive choice for businesses worldwide.

Curious about our influencer marketing services and prices? View our pricing table!

Like all our **digital marketing services**, our **influencer marketing services** begin with a customized strategy. Your dedicated account manager and outreach specialist invest the time to learn your business and industry, as well as your target audience and goals, to create an innovative strategy and find the perfect influencer.

Features	\$1,800/Sponsored Post	\$3,000/Sponsored Post	\$4,200/Sponsored Post	\$5,400/Sponsored Post	Cust...
	CURRENT CLIENTS ONLY	CURRENT CLIENTS ONLY	CURRENT CLIENTS ONLY	CURRENT CLIENTS ONLY	CURRENT CLIENTS ONLY
Pageview Range (Monthly Average)	30k - 100k	100k - 200k	200k - 500k	500k - 1M	1 million

5,400 \$/Post for 500k-1M range

=> As we want 20M Range per month, total cost = 216 K \$ = 192K€

Resource:

<https://www.webfx.com/influencer-marketing-pricing.html>

Sources

- <https://www.statista.com/statistics/1176788/top-apps-15-25-year-olds-uk/>
- <https://www.jebosseengrandedistribution.fr/2020/05/21/chiffres-grande-distribution-france/>
- <https://www-portal-euromonitor-com.audenciagroup.idm.oclc.org/portal/dashboard/dashboarddetails>
- <https://www.statista.com/statistics/443911/women-s-hair-removal-product-usage-by-type-in-france/>
- <https://www-statista-com.audenciagroup.idm.oclc.org/statistics/443919/leading-brands-of-hair-removal-cream-wax-for-women-in-france/>
- <https://www-statista-com.audenciagroup.idm.oclc.org/study/31721/demography-in-france-statista-dossier/>
- <https://www-statista-com.audenciagroup.idm.oclc.org/study/31721/demography-in-france-statista-dossier/>
- <https://tf1pub.fr/offres/grilles/TF1/TF1>
- https://ads.google.com/aw/campaigns/new/express?campaignId=15344177700&ocid=816775591&cmpnInfo=%7B%228%22%3A%22fd9639a2-3f0c-4aac-9342-66ffa688a67d%22%7D&subid=fr-fr-et-g-aw-c-home-awhp_xin1_hero%21o2&step=cbdq&ar=true&euid=579234386&_u=8189723714&uscid=816775591&_c=9139731759&authuser=0&mode=signup&sourceid=emp
- <https://www.webfx.com/ecommerce/ecommerce-social-media-advertising-services.html>
- <https://www.webfx.com/influencer-marketing-pricing.html>