



Pattern Beauty

AA CAMPAIGN ANALYSIS BY GABRIELLA, GABRIELLE,
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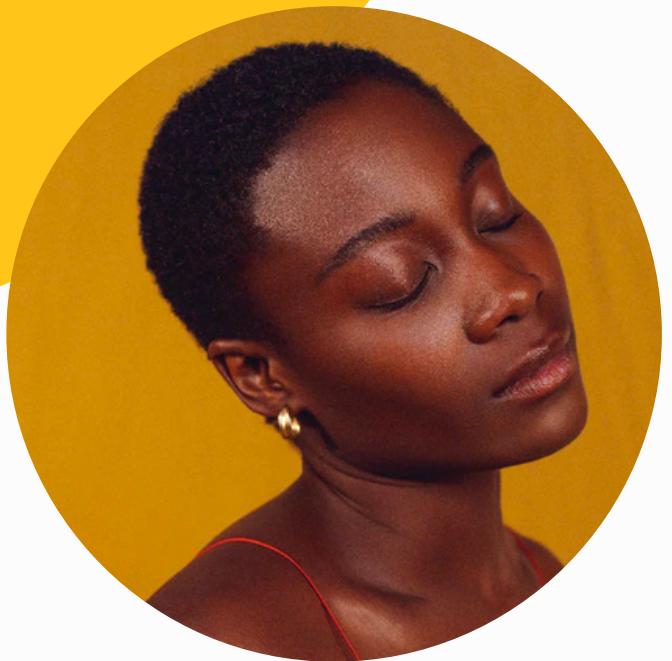


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Introduction



In this campaign, we focused on breaking the barrier between Pattern and the younger black generation. Our goal was to answer the question: How do we connect without changing The Pattern's aesthetic?

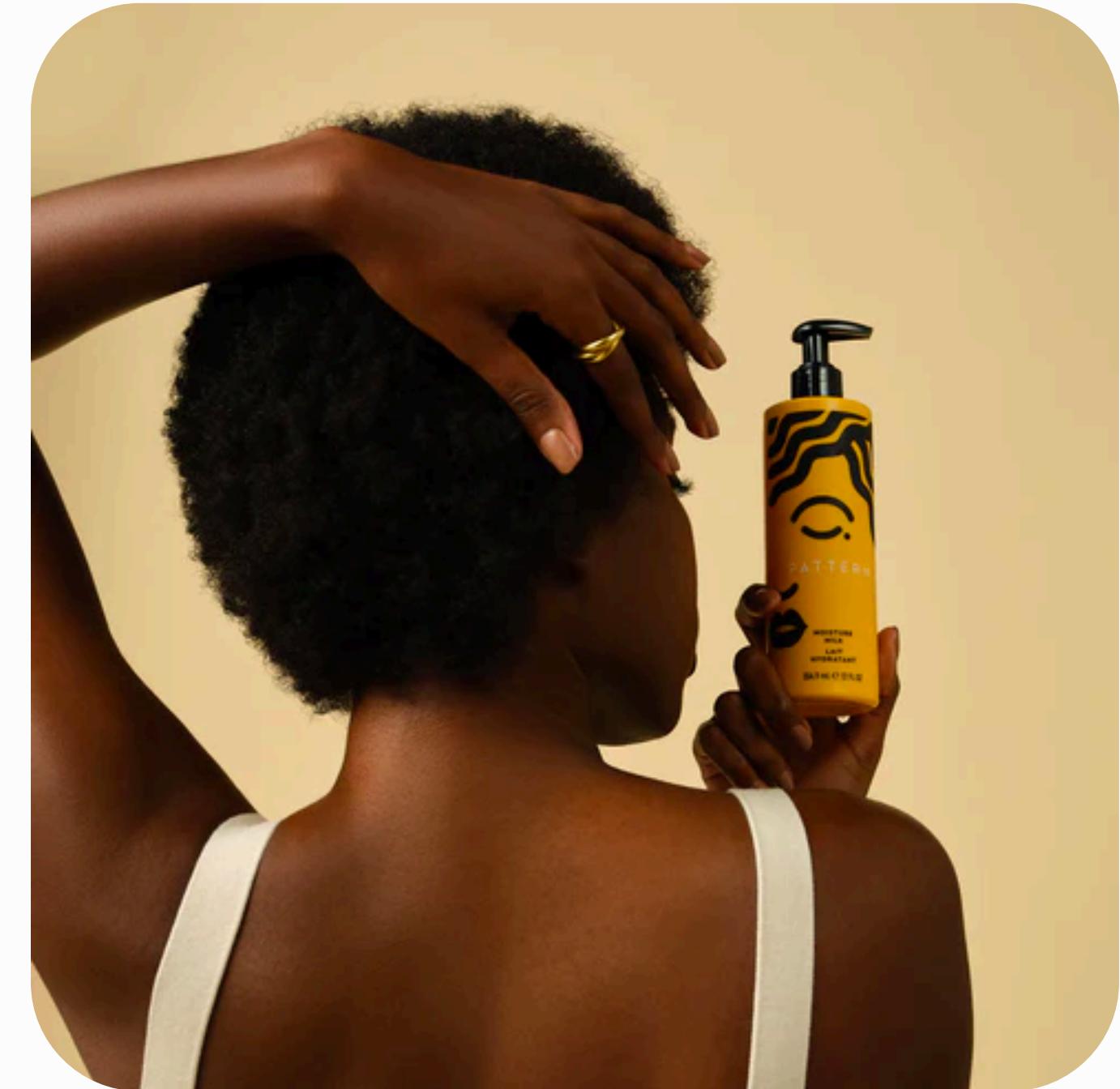
In addition, we realized a need for a product to cater to our audience with scalp sensitivities.





1. Background

The Pattern is a product line that caters to textured hair. Our brand considers the various porosity types, hair textures, and moisture levels that affect product retention in various **curl patterns**.

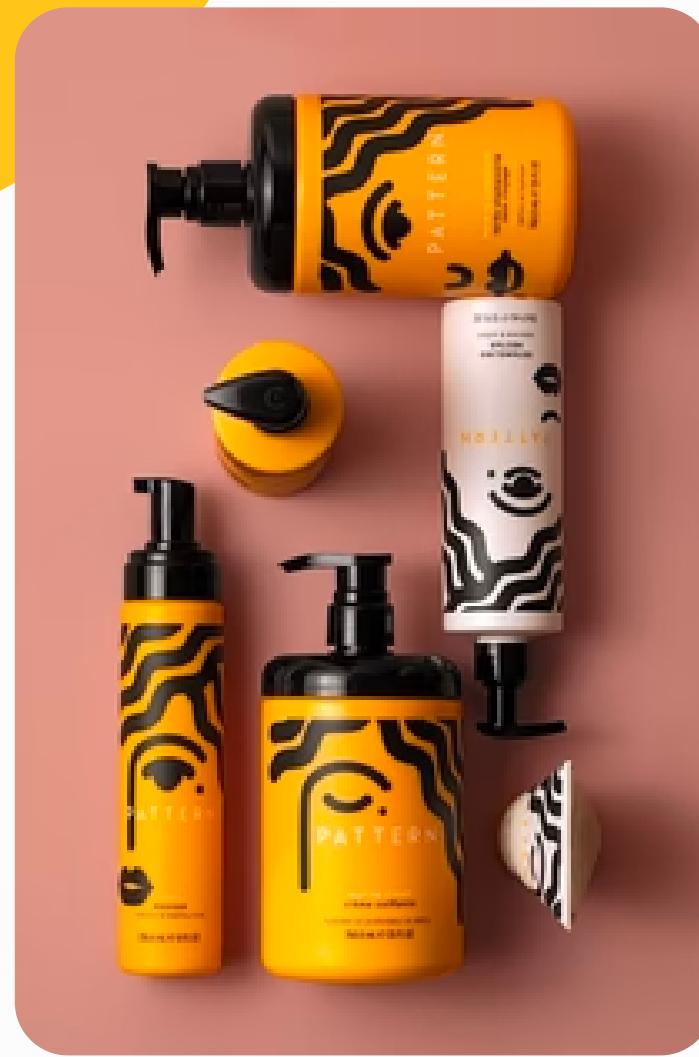




2. Situational Analysis



Pattern Beauty's limited product range, availability, and price point could impede their success in market growth. The short range of products that are now sold does not appeal to consumers with comprehensive hair care regimes. The selectivity of certain retailers being able to sell the product makes it harder for the consumer to buy the brand. In addition, the price per product can deter clientele based on the affordability of each product.



3. Core Problem

Pattern Beauty has limited availability and lacks sensitive scalp care, limiting its potential for a wider range of clientele.



4. The Goal

Increase the Pattern's public presence by introducing **Scalp Detox Duo Bars** to students at Historically Black Colleges and Universities.





4.Objectives



- Reach college students at HBCUs.
- Increase engagement for 18–25 years old
- Launch an affordable, assessable, and effective product for sensitive scalps.





5. The Big Idea

Pattern Beauty takeovers HBCU's with our shampoo and conditioner bars.

Message

Don't you want your scalp to feel **nourished** and refreshed? Natural hair care starts at the root, our **scalp!** Making sure it's clean is the very first step. With our new bars it will be feeling better than new.

Key Publics

- College students at **HBCUs**
- Natural hair students
- Students with scalp issues





5. The Big Idea : Product Sample





FOR IMMEDIATE RELEASE
April 1, 2024
PATTERNBeauty,LLC
pr@patternbeauty.com
(833) 99-CURLS

Introducing Scalp Detox Duo Bars: Hydrate your Curls with Confidence

PATTERN Beauty Headquarters, April 1, 2024 - PATTERN Beauty, a trailblazer in the beauty industry, is thrilled to announce the launch of its latest innovation in hair care - Scalp Detox Duo Bars is set to revolutionize the way individuals with curls wash their hair.

Scalp Detox Duo Bars is a carefully crafted formula that embraces the natural beauty of curls, providing hydration, definition, and frizz control for all curl types. Whether you have loose waves or tight coils, Scalp Detox Duo Bars is the solution for nourished, bouncy, and effortlessly beautiful curls.

1. **Hydration Boost:** The unique blend of ingredients in the Scalp Detox Duo Bars delivers intense hydration to thirsty curls, leaving them soft, supple, and frizz-free.
2. **Curl Definition:** Say good bye to undefined curls. The Scalp Detox Duo Bars enhance and define each curl, giving your hair a luscious and well-defined look.
3. **Frizz Control:** Tame unruly frizz with The Scalp Detox Duo Bars' advanced formula, providing a smooth, sleek finish that lasts all day.
4. **Versatile Styling:** Whether you prefer air drying or heat styling, The Scalp Detox Duo Bars is versatile enough to complement your preferred styling routine

"I've struggled with dehydrated hair after every wash and the Scalp Detox Duo Bars have been a game changer for me. My curls have never looked better!" - [Happy Customer]

"My curls have never felt healthier! After the first wash, I knew this was going to be a staple in my curly hair routine!" - [Satisfied Customer]

The Scalp Detox Duo Bars are available starting April 1st, 2024 at Howard University. Be one of the first to experience the transformation of your curls at Howard University!

Pattern Beauty is committed to redefining beauty standards and empowering individuals to embrace their natural selves. With a focus on quality, innovation, and inclusivity, PATTERN Beauty remains a leader in the beauty industry.

For media inquiries, please contact:

Facebook:@PATTERN
Instagram: @Patternbeauty
X: @Patternhq

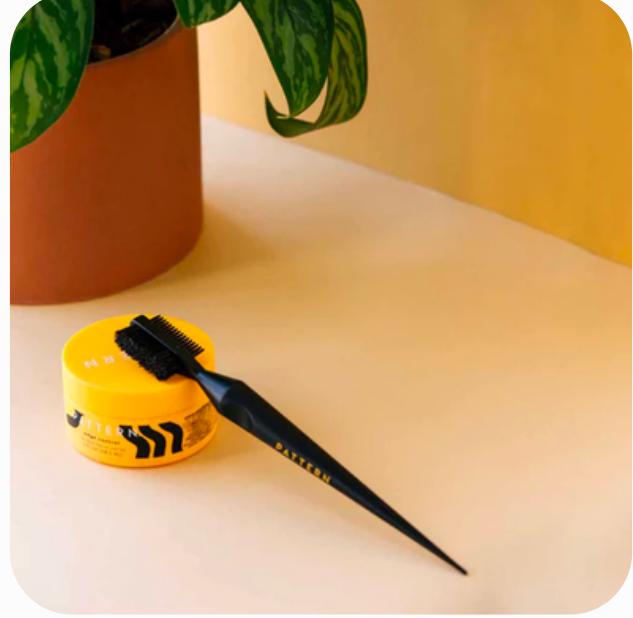


Execution: 6. Content Calendar



Week 1

(Whisper Week) will be the week we drop our Pattern Beauty X HBCU graphic. The graphic will be dropped on the platforms TikTok and Instagram.



Week 2

This week will be dedicated to guessing which HBCUs we will be attending without giving them any information about how we are collaborating with HBCUs.



Week 3

This week will be dedicated to listing the schools that we will be attending. We will make a post per school every day that week it be a countdown post.



Week 4

This week we will be dropping the bombshell that we will be showcasing a new product at these HBCUs. It will be another Instagram countdown and guessing game for what the products might be.





Execution: 6. Content Calendar



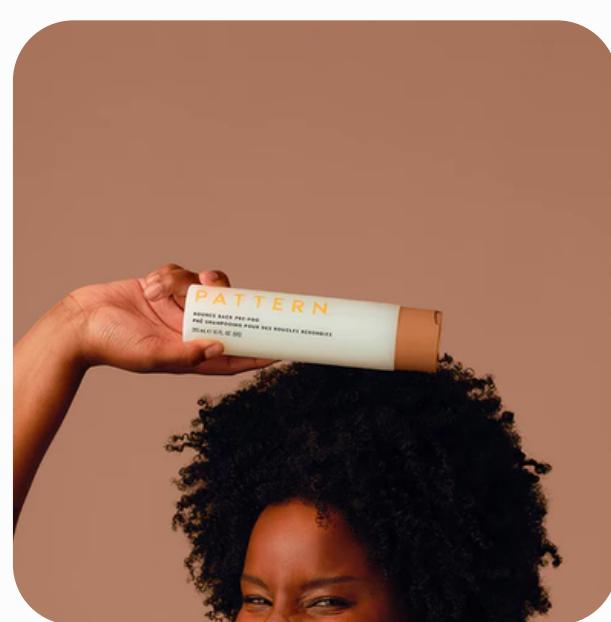
Week 5

This week we will drop the press release that launches our new products. Launching exclusively at 5 HBCU's before there spring fest events. Plus behind the scene content.



Week 6

This week our products demo's will be dropped with tutorials included. Plus a social media competition where you could be featured on our page.



Week 7

This week we will be heading to all the schools. Volunteer and Pattern interns will be posting content and going live to show reactions of our swag bags.



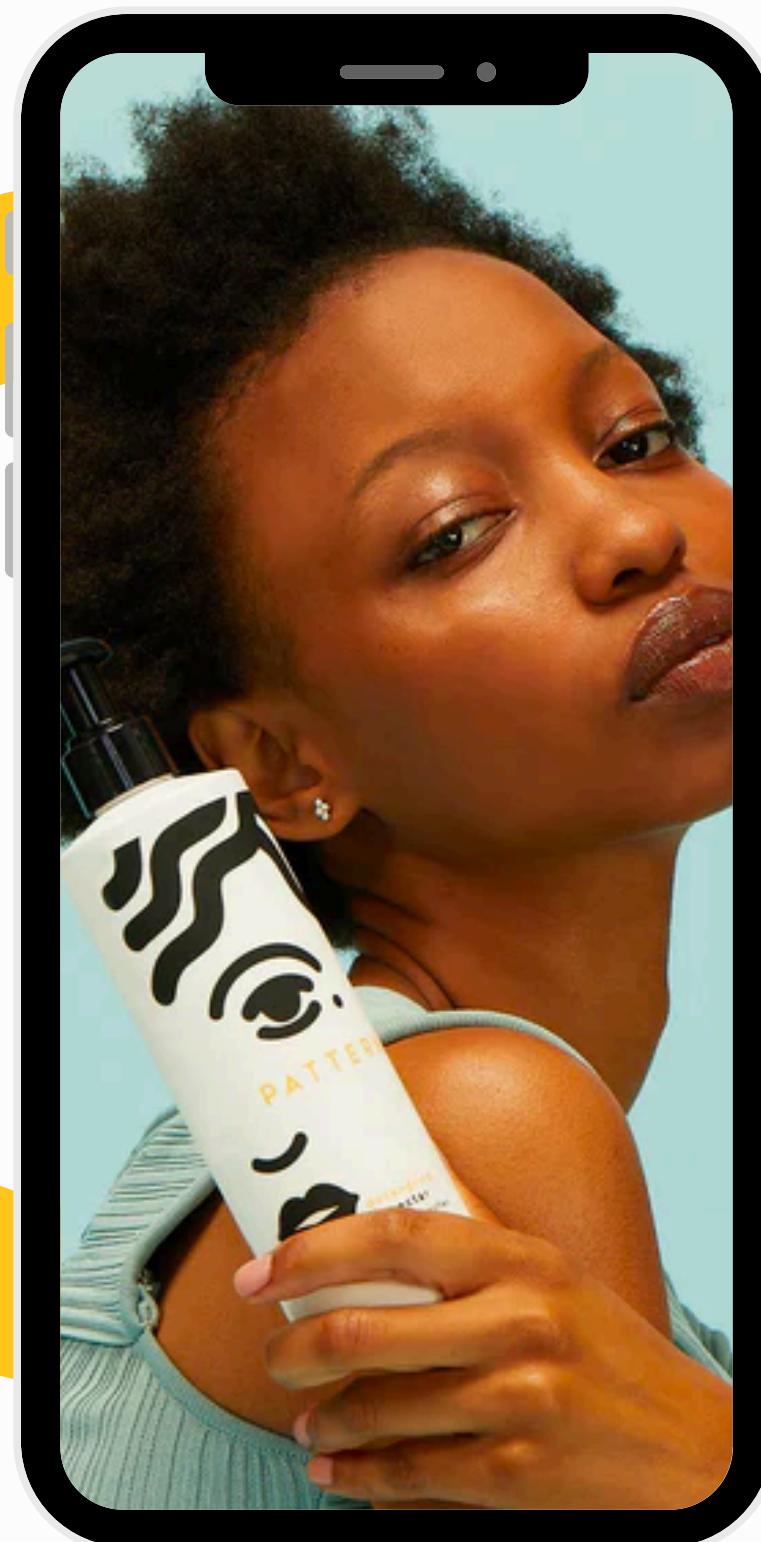
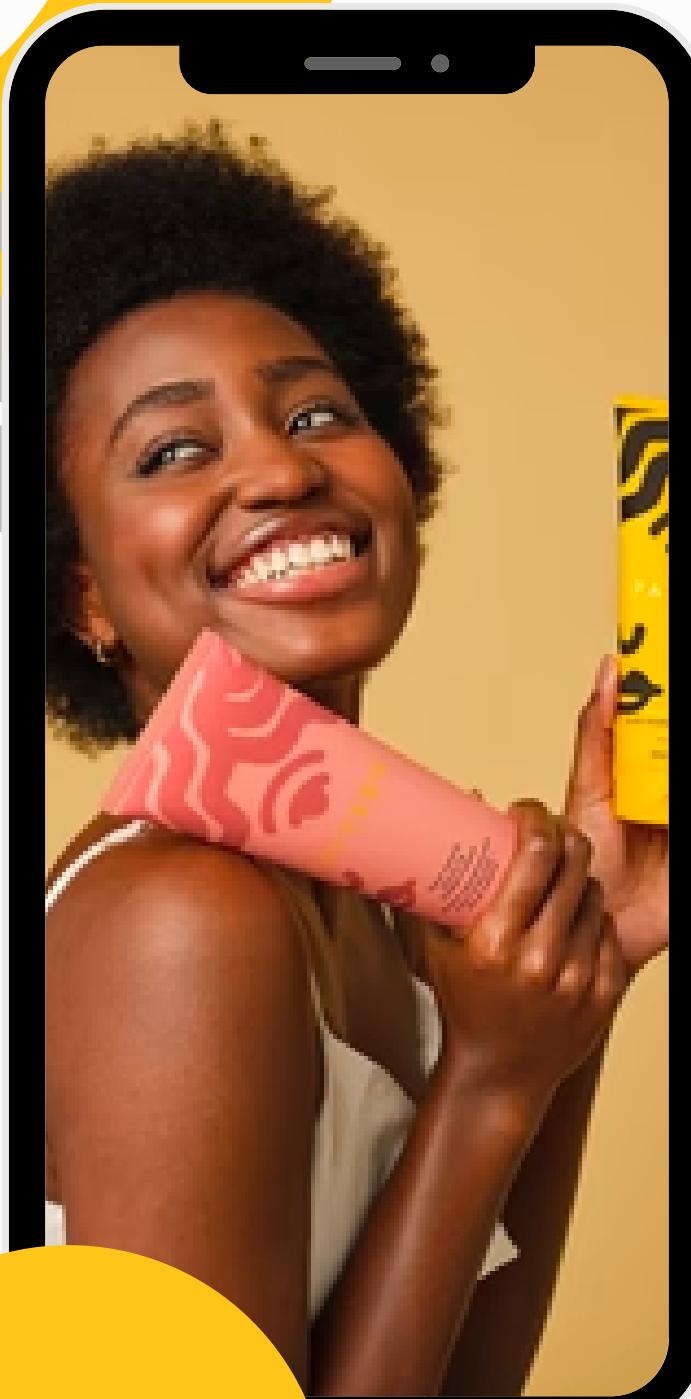
Week 8

This will be the week that we showcase trending natural hair girls and guys who used our pattern beauty products in their get ready with me videos and posting recaps of the lives in the entire vibe with these HBCU students.





Execution : Social Media Sketches



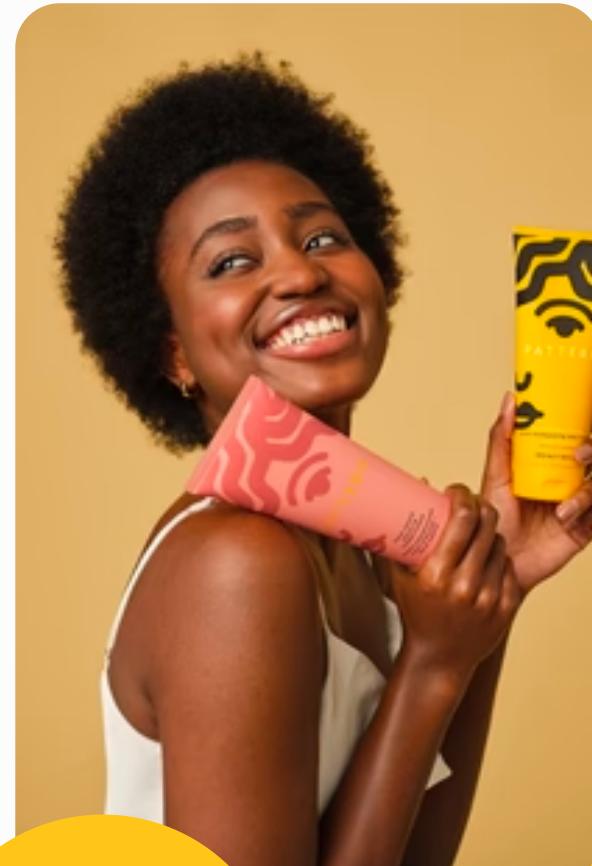
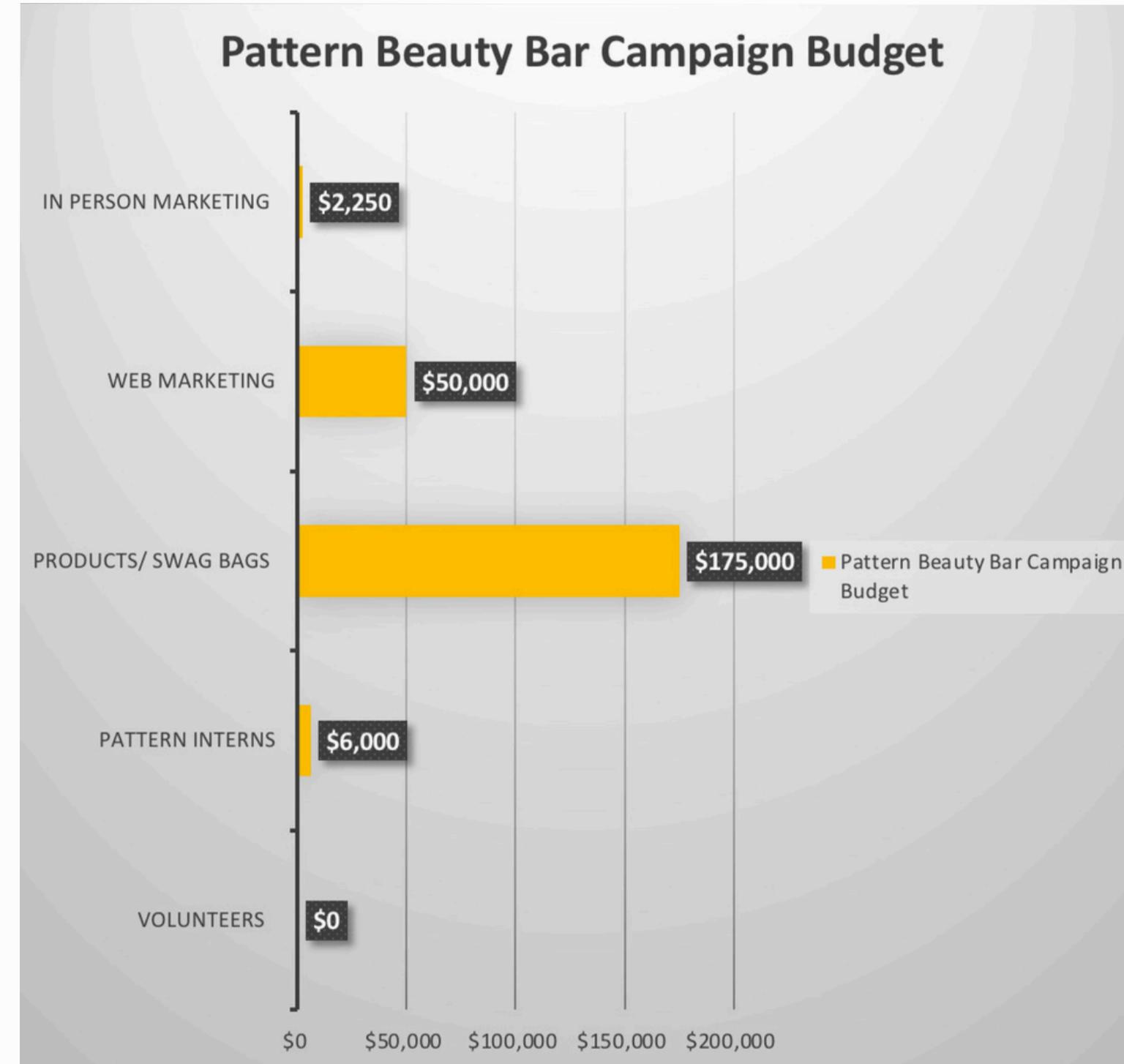


Execution: 6. Budget

Category	Pattern Beauty Bar Campaign Budget
Volunteers	\$0
Interns	\$6,000
Products / "Swag Bags"	\$175,000
Web Marketing	\$50,000
In-Person Marketing	\$2,250
Total	\$233,250



Execution: 6. Budget cont.





SLMC 210 Dr. Keena Blackmon

Key Public	Objectives	Self-interests	Primary Messages	Opinion Leaders	Strategies	Tactics
HBCU students ages 18-25 who wear natural hair or may have issues with their scalp.	To spread awareness to our new product: scalp detox duo bars, and reach out to other HBCUs.	Expands the audience for Pattern Beauty and reach the key public.	It's important to embrace your natural hair and take care of it, no matter what texture you have.	Beauty Influencers on social media (TikTok, Instagram, X / Twitter).	Using a brand positioning strategy and using influencer partnership with HBCU hair enthusiasts	Using influencer PR gifting and using community building tactics



7. Communication Confirmation





8. Evaluation

- As a company, we project to earn the desired budget back in sales as well as an additional **300,000 USD**. This would make our campaign a success.
- We intend to monitor sales of our Shampoo Detox Bar in relation to other products to evaluate the **success** of our HBCU tour.
- Likewise, we intend to monitor the sales of our brand in its entirety to evaluate the success of the HBCU tour's influence on the perception of **Pattern Beauty**.



Thank You

questions? ✕ ✕ ✕ ✕

