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An Integrated Marketing Communications Plan for Mr. T's Hair in Motion

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AN INTEGRATED MARKETING COMMUNICATIONS
PLAN FOR MR. T'S HAIR IN MOTION

By

Christina M. Clayton

B.A., Roosevelt University, 2012

A Research Paper

Submitted in Partial Fulfillment of the Requirements for the
Master of Science Degree

College of Mass Communication & Media Arts

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RESEARCH PAPER APPROVAL
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PLAN FOR MR. T'S HAIR IN MOTION

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in the field of Professional Media and Media Management

Approved by:

Dr. Kavita Karan, Chair

Graduate School

Southern Illinois University Carbondale

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CHRISTINA M. CLAYTON, for the Master of Science degree in Professional Media and Media Management, presented on OCTOBER 25, 2013, at Southern Illinois University Carbondale.

TITLE: AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR MR. T'S HAIR IN MOTION

MAJOR PROFESSOR: Dr. Kavita Karan

Mr. T's Hair in Motion is a full-service salon in Homewood, IL. A survey was conducted to find out people's perceptions on salons and their service needs. The data was used to create an integrated marketing communications campaign for Mr. T's Hair in Motion. The marketing communications tactics used to build awareness and attract new clients to the salon include direct mail, online, out-of-home, television, radio, and community relations tactics. The year-long plan was developed under the key selling idea, "Beauty on a Budget," which promotes the salon's quality service and affordable pricing.

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TABLE OF CONTENTS

<u>CHAPTER</u>	<u>PAGE</u>
ABSTRACT	i
ACKNOWLEDGMENTS	ii
CHAPTERS	
CHAPTER 1 – Introduction.....	1
CHAPTER 2 – Literature Review	3
CHAPTER 3 – Objectives of Study	17
CHAPTER 4 – Case Study and Competitive Analysis.....	19
CHAPTER 5 – IMC Plan.....	29
CHAPTER 6 – Conclusion	59
REFERENCES	60
APPENDICES	
Appendix A – Interview.....	64
Appendix B – Survey	66
VITA	70

LIST OF FIGURES

<u>FIGURE</u>	<u>PAGE</u>
Figure 1	21
Figure 2	23
Figure 3	35
Figure 4	35
Figure 5	35
Figure 6	36
Figure 7	36
Figure 8	37
Figure 9	37
Figure 10	38
Figure 11	38
Figure 12	39
Figure 13	39
Figure 14	40
Figure 15	40
Figure 16	41
Figure 17	41
Figure 18	42
Figure 19	42
Figure 20	43
Figure 21	43

Figure 22	44
Figure 23	45
Figure 24	45
Figure 25	46
Figure 26	47
Figure 27	49
Figure 28	50
Figure 29	51
Figure 30	52
Figure 31	53
Figure 32	54

CHAPTER 1

INTRODUCTION

The American hair care industry is often viewed as a recession-proof market. People want to look and feel good about their appearance, and hair often defines one's appearance. The way people choose to style their hair can also tell a lot about their personality and how they want to be viewed by others. Behind many of the unique styles that shape these individuals are the salons. Hairdressers at these salons tirelessly wash, trim, and sculpt each client's head to perfection, giving them a sense of individuality and confidence.

Hairdressing dates back to ancient Greece through the writings of Aristophanes and Homer. The term hairdressing first appeared in 1600s Europe when it became a profession. At this time, hairdressers catered to the wealthy and would only style their heads inside of the home. The first true salon was created Martha Matilde Harper in 1888 (Parker, 2000). By 1891, Harper had several franchise locations throughout the United States and Europe. Harper developed her own products, focusing on nutrition, beauty, and hygiene. Harper trained her staff and also supported her franchise through worldwide advertising campaigns (Parker, 2000.).

Since the late 1800s, the hair care industry has become quite large in the United States. There are currently over 288,300 salons in the U.S., with a combined annual revenue of \$63.33 billion (Professional Consultants and Resources, 2013). Many see this as an oversaturated market, and hair salons are finding it harder to keep a strong client base with an abundance of choices available to consumers. To keep current clients and attract new ones, many salons are turning to IMC (integrated marketing communications) campaigns. These salons are using advertisements, direct marketing tactics, and sales promotions to drive customers to their establishments.

Integrated marketing communications is a fairly new practice that uses a diverse combination of traditional and non-traditional marketing tactics to promote a product or service. Advertising, branding, and public relations firms are beginning to incorporate this practice into different campaigns to better suit their clients' needs.

The term IMC was first introduced at the Medill School of Journalism at Northwestern University in the late 1980s (Kliatchko, 2009). Its definition and meaning has changed over time, but five notions have remained constant. The first notion is that integrated marketing communications requires the use of several marketing communication tools. The second IMC notion is that marketing communication messages must be consistent across all disciplines for maximum effectiveness (Kliatchko, 2009). The third idea is that integrated marketing communications must build profitable relations with multiple audiences. The fourth concept is that each campaign must be evaluated and measured for success. The final notion is that integrated marketing communications is a strategic management of all communication planning in the business process (Kliatchko, 2009). All of these ideas work together to form the conceptual foundation of integrated marketing communications.

The purpose of this research project is to study how integrated marketing communications can be used to attract new clients to Mr. T's Hair in Motion salon in Homewood, IL. This will be done through a literature review that will give an overview of integrated marketing communications and the current state of the salon industry; an interview with Mr. T's Hair in Motion's Educational Director, Dave Green, to assess the salon's strength and weaknesses; and a survey of salon-goers in the Chicago market to see what factors influence their decision to visit a salon. Finally, an IMC campaign will be displayed with media and creative strategies, as well as several promotional strategies for a year-long campaign.

CHAPTER 2

LITERATURE REVIEW

Integrated Marketing Communications: An Overview

Integrated marketing communications, commonly known as IMC, has been defined by the American Association of Advertising Agencies (AAAA) as “a concept of marketing communications planning that recognizes the added value in a program that integrates a variety of strategic disciplines...and combines these disciplines to provide clarity, consistency, and maximum communications impact” (Gronstedt & Siracuse, 1998, p. 16). Such disciplines may include, but are not limited to, advertising, direct response, interactive marketing, public relations, sales promotion, event planning, and out-of-home. By incorporating various methods into the strategic plan, businesses can push their message through several media channels to persuade their audiences.

From the 1700s until the 1960s, most marketing campaigns were developed by advertising agencies (Yeshin, 1998). Over the last fifty years, there's been a demand for specialist in different marketing disciplines to provide input for campaigns across a wide range of areas. Cook stated that, “discipline overlap is blurring long standing distinctions. It's increasingly difficult to categorize work...” (as cited in Yeshin, 1994, p. 9). Lines are being blurred with advertising, public relations, direct response, etc. to form the best promotional mix for clients.

Any message channel that is capable of reaching target customers and presenting the business in a favorable light can be used in the IMC campaign (Shimp, 1997). Integrated marketing communications requires synergy; all of the communication elements must speak with

a single voice (Shimp, 1997). When the right communication elements work together, they build a clear and consistent message, which helps build a strong image to consumers.

The Promotional Mix

As previously stated, there are several communication tools used in IMC. These items are known as the promotional mix. The promotional mix's goal is to inform, persuade, and remind customers about a particular product or service. The most common elements of a promotional mix can include: advertising, personal selling, sales promotion, public relations, and direct marketing.

Advertising. Advertising is defined as any form of paid-for media used by a marketer to communicate with his/her target audience (Yeshin, 1998). It is an impersonal, one-way marketing of persuasive information through channels of mass communications to promote the adoption of goods, services, and ideas (Curtis, 2013). Because advertising is a paid form of communication, the advertiser has full control over the message up until the point that the message is released to the public. Common media placements for advertisements include newspapers, magazines, radio, television, online, in-store, billboards, and other out-of-home placements. Pricing for these placements vary by medium and location. For example, an advertisement placed in a local newspaper might cost only a few dollars, while a 4-page color ad in a major magazine can cost more than \$100,000 (Curtis, 2013). That's thousands of dollars for an ad that many will only view for seconds. For more time and a bigger audience, many advertisers will use television – an even more expensive medium. At the 2013 Super Bowl, the average cost for a 30-second commercial reached \$4 million, which doesn't include the cost of production (Konrad, 2013).

Personal selling. Personal selling uses face-to-face communication to persuade buyers to make a purchase (Business Dictionary, 2013). Often times, the seller will promote a product or service through their attitude, appearance, or special knowledge of the product (Riley, 2012). They encourage the consumer to try a product, with the hope of a future sell. Examples of personal selling include a sales associate at a department store who recommends a particular pair of shoes for running, or a car sales man who encourages customers to test drive a vehicle. Personal selling has several advantages like being able to have the consumer's full attention and developing a relationship with them. Some disadvantages to personal selling is that the seller can only reach a limited number of customers, and it can also be very labor extensive (Riley, 2012).

Sales promotion. Sales promotion describes promotional methods using short-term techniques to persuade members of a target market to respond (Objectives of Sales Promotion, 2013). Consumers are persuaded through rewards like a price discount off a purchase, money back, or an additional bonus included with the purchase of a product or service. In addition to building awareness, sales promotion also creates interest, provides information, and stimulates demand. In the retail industry, sale promotion can increase customer traffic in stores. Online, marketers may use sales promotion to increase the number of website visitors (Objectives of Sales Promotion, 2013). Sales promotion tactics are used to get consumers to take action. Some companies allow consumers to gain more information about their products or services through trial periods. Through trials, consumers can test whether or not the product or service fits their needs. One of the most important features of sales promotion is stimulating demand. Price reductions and bonus buys can significantly increase sales for a business.

Public relations. The Public Relations Society of America (PRSA) defines public relations as a strategic communication process that builds mutually beneficial relationships

between organizations and their publics (What is Public Relations?, 2013.). The role of a public relations specialist can be very demanding. Public relations specialists must anticipate, analyze, and interpret public opinion; they also counsel management at all levels in an organization concerning policy decisions (What is Public Relations?, 2013). Public relation specialist also research, conduct, and evaluate communication programs to inform the public on different issues. These programs can influence or change public policy (What is Public Relations?, 2013). Common communications tools used by public relation specialist include press releases, which are sent to news outlets; public service announcements (PSA), which are brief, informative messages aired on radio or television; and social media updates.

Direct marketing. Direct marketing targets consumers with messages sent through postal mail, telemarketing, direct email marketing, and point-of-sale (POS) interactions (Rouse, 2007). Direct marketing seeks to elicit measurable responses to those messages, so the marketer can tell whether or not a consumer took advantage of a deal they provided (Rouse, 2007). Direct marketing can be done through three different approaches: traditional direct marketing, digital direct marketing, and cross-channel direct marketing.

Traditional direct marketing includes strategic messaging to segments based on demographics like age, income, location, etc. The most common channels for communication include direct mail and telemarketing calls (Hambelton, 2013). Digital direct marketing strategies distribute personalized content through web-based platforms including email, short message service (SMS), social media networks, and mobile apps. Cross-channel direct marketing uses both traditional and digital methods to create a cycle so that one form of engagement can lead to another (Hambelton, 2013).

Developing an IMC Plan

Developing an integrated marketing communications plan is very similar to developing a traditional advertising campaign. A big difference though is how the media plan is developed, since the IMC campaign will use several different mediums and tactics. The main components of an integrated marketing communications plan include an executive summary, a situation analysis, communication and marketing objectives, a creative strategy, a media schedule, a budget, and a plan to measure the campaign.

Executive summary. Like any communications plan or business plan, the IMC plan will include an executive summary. The executive summary comes directly before the main content of the IMC plan. It introduces the plan by providing a brief (no longer than a page) summary of the information included in the plan. This section usually tells the reader where the company is, where it needs to go, and why the plan will be successful. Since the executive summary is used to highlight the strengths of the overall IMC plan, it should be written last to encompass all of the developments (Executive Summary, 2013).

Stages of Planning an IMC Campaign

Situation analysis. The IMC plan's situation analysis seeks to evaluate the current state of a business' market. This includes a market analysis that illustrates industry and market knowledge. The market analysis should include details on the industry that the business is in, along with the economic outlook for that industry.

The consumer analysis is another important part of the situation analysis. The consumer analysis helps identify a target audience because it details who the consumers are for that particular market and what their purchasing behaviors are like. It's best to get information from consumers through primary research methods like focus groups, interviews, and surveys. In this

study, I interviewed one of the staff members from Mr. T's Hair in Motion salon to gather information on the salon. I also used a survey to gather information on salon-goers buying behavior and media use in the Chicago market.

A competitive analysis is the next step to developing the situation analysis. The competitive analysis identifies all businesses within the same or related industry that can be views as threats. The competitive analysis is usually displayed on a matrix to show comparisons between similar businesses. The next step in the situation analysis is the SWOT analysis. SWOT stands for strengths, weaknesses, opportunities, and threats, and it details the strong and weak points of a business. The final step of the situation analysis is the target audience profile. This section identifies the companies target market, or the individuals that they'll try to reach with their ideas. The target audience profiles should include at least one primary and secondary group to focus on, and it should outline the value-based, demographic, psychographic, and geographic details for each audience.

Marketing communications strategy. The marketing communications strategy requires an outline of the marketing communications objectives, as well as an explanation of the rationale for these objectives. The rationale can be developed using key insights from the SWOT analysis. A marketing communications strategy specifically outlines the measurable goals of a campaign. It clearly states what needs to be done in figures measured by time or percentages. In this study, the marketing communications strategy will be help the staff at Mr. T's Hair in Motion establish profitable goals for their business.

Creative strategy. The creative strategy defines the strategic choices needed to develop the campaign messages (Associates, 2005). It explains what you'll say about your product or service, and how you want consumers to think about it. It directs the development of all creative

tactics. The creative strategy also introduces the unique selling proposition (USP), which explains why a product or service is better than its competition. The unique selling proposition will be used to develop a theme for the campaign that will tie all of the creative tactics together.

Media strategy. The media strategy tells us how media will be used so that the creative tactics and messages reach the right consumers. Details about the target audience's media consumption will give marketers an idea of which media is best for their campaign. It's best to use a mix of traditional and non-traditional media tactics to reach a wide range of consumers. Traditional media includes things like television, radio, magazines, newspapers, billboards, etc. Non-traditional media can include websites, emails, social media, etc. Traditional media is good for building long-term values and relationships and building awareness, while non-traditional media is good for seeking customer action and is usually less expensive (Fill, 2009). Both are very valuable for a campaign.

Media schedule and budget. The media schedule defines the timing of the campaign, usually over a 12-month period. This helps marketers keep track of their tactics, and it's a way to make sure that key business opportunities are met at the right time, with the right media. The budget details the expenses for the campaign and shows prices for each tactic so businesses have an idea of what the expected costs are.

Campaign assessment. All integrated marketing communication plans should be measured for success. The way the campaign is measured is a decision that needs to be made by the marketer. A few ways to measure include measuring direct emails responses. For example, email opens – how many recipients actually opened the email?; click-through rates – what percentage of people who opened the email clicked on the offer?; conversion rates – what percentage of those who clicked on the form actually completed it? Tracking effectiveness

through measures like this help marketers know what's working and what's not (Marketing Effectiveness, 2013). With this, they can take action or implement new ideas when a particular tactic isn't measuring well.

Current State of the Hair Care Market

The Hair Care Service industry has grown 4.1% since 2012, which currently makes it a 75.38 billion dollar industry worldwide (Professional Consultants and Resources, 2013). The United States is the leader in this industry with nearly 288,300 salons and services estimated at 63.33 billion dollars. (Professional Consultants and Resources, 2013). Major U.S. companies include Premier Salons, Regis Salons, Ratner Companies, and Sport Clips (Hair Care Services, 2013). The industry is highly fragmented with the top 50 businesses accounting for 15% of revenue (Beauty Salon 2012 Trends, 2013).

A typical salon in this industry offers hair styling and cutting, shampooing, coloring, and permanent treatments like relaxers (Hair Care Services, 2013). Other salon services may include nail treatments, facials, makeup, waxing, and massaging, but the demand for these services is usually very low. These services make up 5 – 15% of salons' annual revenue, which is why many salons opt to exclude these services from their business and focus more on hair services (Beauty Salon 2012 Trends, 2013).

The Hair Care Service industry is expected to grow over the next five years at an average annual rate of 3.3% (Hair Care Services, 2013). Leading services in this industry include hair coloring, Brazilian Keratin Treatments for straightening hair, as well as cutting services. Family-economy chains are expected to grow, and the men's sector will continue to expand until 2017; specifically chains like Boardroom, Roosters, and Floyd's (Professional Consultants and Resources, 2013). Family-economy chains will replace independent and mid-tier salons, but the

2011 Professional Salon Industry Haircare Study showed that consumers want personalized, private services and are moving away from these salons (Hillenmeyer, 2012). Over the last year, nail care services at salons increased by 20.75%; services will continue to grow with an increase in nail art trends like glitter dipped tips, half-moon manicures, color block finishes, and nail jewelry (Shapouri, 2013).

By 2017, there is an expected increase in per capita disposable income, and a decrease in unemployment (Beauty Salon 2012 Trends, 2013). This could mean that consumers will have more money to spend on hair and beauty services more frequently. Industry profits are also expected to grow over the next four years with an expected gain from 5.5% to 5.9%. New salons are likely to enter the market at this time (Beauty Salon 2012 Trends, 2013). A growing market share will mean an increase in employment, and enrollment is expected to increase in cosmetology schools to meet the demand of the growing job market. By 2017, there will be approximately 1.8 million salon employees nationwide (Barbers, Hairdressers, and Cosmetologists, 2013). These new workers will include barbers, hairdressers, and cosmetologists. Jobs for shampooers will decline by 9% by 2020 as more stylists perform their own shampooing (Barbers, Hairdressers, and Cosmetologists, 2013). A majority of job openings at this time will come from a need to replace staff who retire, transfer, or leave otherwise.

Jobs for skincare specialist will grow 25% by 2020 as new services become available for clients (Barbers, Hairdressers, and Cosmetologists, 2013). These services include quick facial sessions, at home calls, and skin treatments to reduce the effects of aging. Careers for nail technicians will grow 17% by 2020, and services will continue to be in demand by individuals of all income levels because of its view as a low-cost luxury service (Barbers, Hairdressers, and Cosmetologists, 2013).

As the hair care industry continues to grow, salons will continue to implement different integrated marketing communications strategies to keep consumers interested in their services.

IMC Planning for Salons

Several salons are turning to IMC practices to promote their businesses. Bellezza Salon & Spa in Glen Rock, NJ focuses on client retention when promoting their salon. The salon uses a tracking software to keep up with client visits. The salon also involves itself in local community events by doing various charitable efforts, such as sponsored fashion shows, which has helped raised over \$125,000 for the local homeless shelters and food banks (Ford, 2013). Outreach events like this are a major source of new clients for the salon, too.

In Plymouth, MN, Christopher J. Salon used online advertising and social networking to revive its salon after a financial hit. The salon hired a firm to build a website and Facebook page, which are both updated regularly with news, promotions, and specials, and even has online booking as an option. Now 20-30% of their bookings are done online, and the salon has seen a big increase in new clients (Ford, 2013).

When developing IMC plans for salons, it's important to address holidays, regional events, and demographics to guide salons towards a path of increased sales and community awareness (Rodriguez & MacLellan, 2013). To do this, businesses must create a plan of action that includes dates and details ideas on the marketing ideas, displays, advertisements, emails, and social media announcements. It's best to choose promotions that clients might not otherwise ask for so that they can experience something new (Rodriguez & MacLellan, 2013). It's also important to stress the importance of home-care regimens that can enhance results, which will ultimately lead to customer satisfaction and retention, and increase salon sales.

Salons need to define the most effective target marketing resources based on the demographics. It's important to look into their media habits so salon owners know the best way to reach their target demographic. It's also good to ask vendors to participate in any promotional activities. Whether it's sampling, gift-with purchase, or event support, vendors can help increase interest in a business (Rodriguez & MacLellan, 2013).

Many salons like Sports Clips and the Tampa-based salon, Geo Sweeney, have turned to the Our Town America's mover marketing program (Our Town America, 2013). Our Town America is a program that offers gift certificate packages to men and women within days of them moving into a new area. This is a time when people are looking for new places to shop and new services to try. By offering gift packages to movers, these salons are more likely to attract these individuals as clients before the competition does. The program was introduced in 2012 and offers loyalty programs that send additional offers to new movers who redeem their first gift certificate. This is a great tactic to use to reel in new clients at a salon.

IMC: Connecting with Consumers

IMC goals. "The goal of IMC is to influence or directly affect the behavior of the selected audience," (Kitchen & De Pelsmacker, 2004, p. 6). The IMC process begins with a target audience in mind, and works backwards to determine the best method to deliver a persuasive message to that group. Researcher Fortin-Campbell says that consumer contact points with the product or service are carefully revealed through quantitative and qualitative research (as cited in Gronstedt & Siracuse, 1998). Each point of contact should provide a message that reinforces a positive opinion of the product or service. The tactics selected for each contact point should execute the strategy to anticipate and respond to the target audience.

Building relationships. IMC plans use relationship marketing to identify, establish, maintain, and enhance relationships with consumers (Gronstedt & Siracuse, 1998, p. 165). “Profitable business relationships rely on the capability of the [business] to develop trust in itself and its performance among [clients],” (Gronstedt & Siracuse, 1998, p. 165). Important elements to relationship building include seeking direct contact with consumers, building a database, and developing a customer service system.

IMC campaigns should strive for face-to-face connections, or direct contact through technology to get as close as possible to consumers. When businesses know more about their clients, it’s easier for campaigns, sales contacts, and complaints to be made as relationship-oriented as possible. This builds trust between the client and the business.

IMC tactics should help businesses build a client database so they can be familiar with their clients. “A well-prepared, updated, easily retrievable and easy-to-read customer information file is needed...to pursue a relationship-oriented customer contact,” (Gronstedt & Siracuse, 1998, p. 169). It’s also useful to have this client database to send out information on promotions and special offerings. Clients in the database will be able to keep up with any offers or new developments at the business.

Another major component is the customer service system. This system depends on the attitudes, commitment, and performance of employees. Employees are part-time marketers who should make customers feel that the time they spend with the business is not wasted. Employees should be organized and highly productive to meet their clients’ needs.

Consumer behavior. Before an IMC plan can be carried out, three essential questions need to be asked. The questions are: Who is the buyer; Why do they buy; and How, when, and where do they buy?

When looking at consumer decision making, choice is often influenced by familiarity with the product or service (Smith, 1993). If a business can use advertising to create top of mind awareness, they stand a better chance of being selected by consumers over their competition. The reason a consumer makes a purchase can also come down to rational and emotional reasoning. Different people want different things from their products or services.

When making a purchase, each consumer will put forth a different amount of time and effort into their decision. Larger purchases require greater deliberation. If the consumer has no previous product knowledge, the process is known as extensive problem solving (Smith, 1993). When consumers are more familiar with the product or services, it's known as limited problem solving. Extensive problem solving requires high involvement from the consumer, and means they put more effort into making the purchase. Limited problem solving means less effort is required.

IMC tactics need to arouse the consumer's attention and hold it (Smith, 1993). Businesses need to figure out what motivates their audiences, and how to address their needs. It's also important to address consumer attitudes. Attitudes affect buying behavior and once learned, these behaviors tend to stick and are hard to change (Smith, 1993). Attitudes can be broken down into three components: cognitive, affective, and conative. Cognitive describes the consumer's level of awareness for a product or service; affective is the feeling associated with it; and conative is the consumer's intention to purchase it. All three components should be measured before implementing an IMC plan to establish strong communication objectives for the campaign.

CHAPTER 3

OBJECTIVES OF STUDY

The objective of this study is to develop an IMC plan for Mr. T's Hair in Motion salon in Homewood, IL.

The research objectives outlining this study are:

1. What services at a hair or beauty salon are most important to people?
2. How often do people frequent hair or beauty salons?
3. What factors influence people's decision to visit a hair or beauty salon?
4. How can Mr. T's Hair in Motion use an IMC plan to increase salon awareness?

Participants

This study examines men and women, ages 18 and older, living in Chicago the area or its surrounding suburbs who have visited a salon there. The participants vary greatly in age and location.

Instruments

This study will use two instruments to obtain qualitative and quantitative data that will be used to help create an integrated marketing communications (IMC) plan for Mr. T's Hair in Motion salon in Homewood, IL. The first instrument was an interview with Dave Green, the Educational Director at Mr. T's Hair in Motion. He was asked 16 questions about the services provided for clients, types of clients, and current promotional strategies. The second instrument is a survey for consumers on salon use behavior. The survey was distributed to 50 men and women in the Chicago area through a convenience sample. These individuals were asked questions about demographics, the services they receive at salons, how often they visit salons for

their services, and how they hear about the salons they visit. The survey consisted of 10 questions, 7 multiple-choice and 3 short answer questions.

Procedure

Dave Green, Educational Director of Mr. T's Hair in Motion, was interviewed via telephone on October 5, 2013. His answers from the interview were used to provide key insights on the salon that were used in the background section of the situation analysis.

The survey was distributed between October 4, 2013 and October 17, 2013. After collecting 50 responses, the survey was closed. The survey results were used to gain insights on why people visit hair salons and the factors that influence their decision to visit. The short-response results from the survey were used to compare similarities and differences in those factors. Responses from the survey are synthesized in the consumer analysis section of the situation analysis.

The data obtained from the interview and survey will be used to develop the integrated marketing communications plan for Mr. T's Hair in Motion.

CHAPTER 4

CASE STUDY AND COMPETITIVE ANALYSIS

Background of Mr. T's Hair in Motion

Mr. T's Hair in Motion is a full-service salon located in Homewood, IL. The company was founded in 1986 by Mr. Thomas Hayden. Mr. T's Hair in Motion currently has seven, diverse, fully licensed cosmetologists specializing in hair, skin, nail care, and message therapy. Mr. T's Hair in Motion is a subsidiary of TTT Productions, which stands for Training Today's Talent. In addition to beauty and grooming services, TTT Productions offers educational hair forums and is a product distributor.

Mr. T's Hair in Motion has catered to several communities in the Chicago area over the past few decades. The first two locations were in Chicago, IL, the third in South Holland, IL, and the fourth and current location is in Homewood, IL.

Client Base

On a weekly basis, Mr. T's Hair in Motion sees about fifty to sixty clients. According to Dave Green, Educational Director at Mr. T's Hair in Motion, about 85% of these individuals are coming in for hair services, with most clients coming from the south suburban area. The clients in the salon are predominantly women, with roughly 15% of clients being male. The age group varies, but the strongest market share consists of a professional base of individuals, as well as seniors from the community. Children are less likely to frequent this salon. Most of the clients are black/African American, but Mr. T's Hair in Motion is working towards attracting more diverse groups.

Salon Environment

Mr. T's Hair in Motion has a high retention rate, and tries to maintain this through hair consultations before clients visit the salon. When patrons visit the salon, workers try to make them feel at home and like they're among family. This begins with a positive attitude from the staff and radiates to the clients. Everybody is encouraged to participate in conversation throughout the salon. Green says this, along with the quality of service, is what draws clients back to the salon. The level of professionalism from the staff, coupled with an inviting atmosphere, is what he feels is needed to keep clients coming in. He admits the salon staff isn't perfect, but they try their best to keep their clients satisfied. Green says his staff wants to provide the best service possible, and he wants clients to feel good about themselves when they leave the salon.

Promotional Strategies and Competitive Edge

Current marketing for Mr. T's Hair in Motion includes coupons, \$25 hair days, flyers, brochures, and other rewards. There's a change in management structure, so many of the rewards aren't being implemented as they should be. In the past, there have been 50% off for clients on their birthdays, as well as punch card programs where every 10th visit was rewarded with a free service.

Mr. T's Hair in Motion's unique feature that sets it apart from other salons is its strong history. The late owner, Thomas Hayden, was a high-powered businessman in the cosmetology industry, and he's left his legacy with the salon. Mr. T's Hair in Motion has been around for almost thirty years, and there's a new generation of stylists and technicians working at the salon who are passionate about what they do and bring the same level of energy into the place that Mr. Hayden did in the salon's early beginnings. The salon is also very involved in the industry. It

hosts several motivational lectures and seminars at beauty schools to inspire the newer generation of cosmetologists. Hair stylists at Mr. T's Hair in Motion are also being trained for competitions, with one of the stylists winning fourth place in a competition in Orlando, FL. When it comes to hair services, Mr. T's Hair in Motion doesn't focus on trends, but more so on training stylists to cater to clients' specific hair needs. The staff believes that healthy hair matters more than styles, and wants to make sure clients hair is growing strong.

Plans for the Future

In the future, the salon would like to expand its locations. It plans to have a second location by December 2014, and it wants to be a household name in the salon/hair care business. Green hopes the salon can expand across the United States and the Caribbean.

Consumer Analysis: Survey Results

A survey was taken by 51 people in the Chicago area. There were 50 female respondents, and 1 male respondent. Respondents came from various suburbs like Homewood, Blue Island, Lansing, Hazel Crest, Olympia Fields, Park Forest, and Richton Park. At least 82.35% of respondents live in Chicago or one of its south suburbs. 35.29% of respondents were between the ages of 18 and 34; 25.49% were between the ages of 35 and 54; 33.33% were between the ages of 55 and 74; and 5.88% of respondents were 75 or older.

When participants were asked what types of services they got done at a hair or beauty salon, the most common responses were blow-dry/styling, conditioning treatments, and haircuts with 80.39%, 66.67%, and 64.71% of respondents respectively selecting those options. 23.53% of respondents said that they had their hair blow-dried/styled occasionally. 25.49% of respondents said they get a haircut every 3 months, and 25.49% or respondents had conditioning

treatments done occasionally. Most respondents answered that they never visit salons for waxing services, facials, makeup application, or acrylic nail treatments.

When participants were asked how they heard about the hair or beauty salons they visit, about 90% chose to answer this section. 100% of those respondents said that they heard about salons from word of mouth. 15.22% heard about salons from coupons, 6.52% heard about salons from social media updates, and direct mail notifications and events were both at 4.35%. Other responses said that family members were stylists or recommended someone, they stop by places they're passing, or that they've been with the same stylist for years.

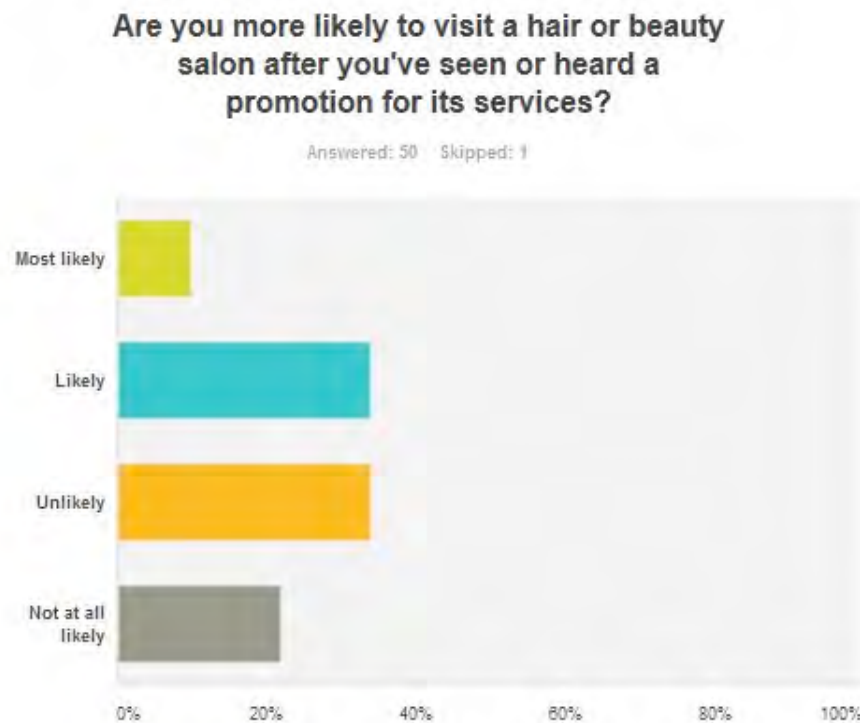


Figure 1: Consumers' Likelihood to Visit a Salon after Seeing or Hearing a Promotion

The results for the question "Are you more likely to visit a hair or beauty salon after you've seen or heard a promotion for its services?" had mixed results. 44% respondents said that they were most likely or likely, while 56% said they were unlikely or not at all likely to visit a

salon after seeing or hearing a promotion. These results could possibly mean that advertising may not have had a major effect on consumers' decision to visit a salon.

Only 11.76% of respondents have heard of Mr. T's Hair in Motion. Some salons that respondents reported visiting were Max and Company, Hair Cutlery, Eccentric Style, Soul Spa Salon, Elegant Entourage, Mena's and Between Trends. When participants were asked, "What factors influence you decision to visit a salon?" common responses were cleanliness, speed, service, price, quality of work, and relationship/trust with stylists.

Competitive Analysis

The following table displays the competitive set for Mr. T's Hair in Motion. The primary competitive set displays both full-service salons and hair salons. The secondary competitive set displays businesses that only focus on beauty services like nails, skin, spa services, etc. All businesses are located within a 10-mile radius from Mr. T's Hair in Motion.

Company	Location	Average Cost	Salon Type	Competitive Edge
JCPenney Salon	Matteson, IL	Blowout - \$32 Nails -\$30 Facial-\$75	Full-service	Nationwide recognition (department salon)
Jonathan Kane Salon & Spa	Flossmoor, IL	Cut - \$29-40 Nails -\$25 Facial-\$60-135	Full-service	Aveda Concept Salon
Tres Chic Salon and Spa	Homewood, IL	Blowout – \$25+ Manicure -\$25 Facial -\$35-170	Full-service	Haute Deals! and Online Shopping for Products
Mena's Hair Design	Country Club Hills, IL	Wash & Style - \$45 Manicure -\$15	Hair	Famous for the 'feathered' look

Imagine Peace Studio, Inc.	Glenwood, IL	Blow-dry -\$25+ Manicure - \$18+ Facial - \$40-85	Full-service	Strong online presence & promotions
Marc Alan Day Spa	Flossmoor, IL	Cut & Style -\$35-55 Manicure -\$25 Facial -\$50-600	Full-service	Known for over 30 years of service; wedding packages
Anjee Salon & Day Spa	Matteson, IL	Blow-dry-\$30 Manicure -\$22 Facial -\$50-95	Full-service	Modern interior design
Tresse Allure Salon and Spa	Matteson, IL	Blow-dry -\$45 Facial -\$50	Hair & Spa	Specializes in sew-ins, Keratin Straightening Treatment, and braiding
Mocha City Beauty Lounge	Matteson, IL			Private salon suites, café in salon, events
Supercuts	Matteson, IL	Haircut -\$13.95+	Hair	Salon franchise
Great Clips	Olympia Fields, IL	Haircut -\$12+	Hair	Salon franchise
Super Nails	Homewood, IL	Manicure -\$10 Mani-Pedi -\$30	Nails	Open daily; convenient location
Nancy's Nails	Country Club Hills, IL	Manicure -\$12 Mani-Pedi -\$25	Nails	Quick service
Neosole Nail Lounge	Flossmoor, IL	Manicure -\$25-55 Mani-Pedi -\$70	Nails	Flash deals, parties, and promotions

Figure 2: Competitive Matrix

Primary competitors. Full-service salons. Mr. T's Hair in Motion competes with full-service salons in the Chicago's south suburban market. These are salons that offer hair styling as well as nail, skin, and massage services, making them a popular choice for men and women with busy schedules who can't manage several appointments at different salons for these services. Although Mr. T's Hair in Motion is a small, independent salon, it still competes with larger chains in the community like JCPenney. Smaller full-service salons include Jonathan Kane Salon & Spa and Marc Alan Day Spa. These salons are usually more expensive, but they have a strong brand identity and provide several in-store and online promotions to attract clients to their salons. Newer and more price competitive salons include Tres Chic Salon, Anjee Salon and Day Spa, and Imagine Peace Studio, Inc. These salons each offer their own unique selling points like Haute Deals! and posh interior designs that give them a competitive edge in this regional market.

Hair salons. A majority of Mr. T's Hair in Motion's clients come in for hair services. This means that hair salons are also a primary competitor for this business. Popular hair salons in Chicago's south suburbs that compete with Mr. T's Hair in Motion include Mena's Hair Design, Supercuts, and Great Clips. Mena's Hair Design focuses on Egyptian straightening techniques and has several salon locations throughout the Chicagoland area. Supercuts and Great Clips are chain salons, and they offer great discounts and prices for customers.

Secondary competitors. Skin, spa, nails, and other beauty services. Popular nail salons in this area include Nancy's Nails in Country Club Hills, IL, and NeoSole Nail Lounge in Flossmoor, IL. Nancy's Nails offers quick services and inexpensive services. This salon is also open seven days a week. Neosole Nail Lounge has been around since 2011 and it promotes healthy nails and hands. They are unique because they offer services like sports manicures and pedicures, spa parties, and a warm and inviting atmosphere.

SWOT Analysis

Strengths. Mr. T's Hair in Motion's biggest strength is its affordable prices and quality service. It offers several services from skin, hair, nails, and massages at a reasonable price for today's working men and women. The staff is very inviting and clients are seen as an extended family. It is a place where people can come to look good and feel good. In addition to their beauty services, Mr. T's Hair in Motion also distributes hair products and offers hair education services. Their staff is well trained and knowledgeable of the latest styling techniques. Mr. T's Hair in Motion is also conveniently located near several busy shopping centers in Homewood, IL, making it easy to spot for new clients.

Weaknesses. Mr. T's Hair in Motion isn't being marketed effectively. There is a low level of awareness for the salon. Very few discounts are in place for consumers, and there aren't any visible programs or promotions. Mr. T's Hair in Motion also lacks an online presence. In the digital age, having an online presence is key. Mr. T's Hair in Motion doesn't have an official website or any accounts on prominent social media sites like Facebook or Instagram. When potential clients are searching for a local salon, Mr. T's Hair in Motion isn't a salon they'd know about because it isn't being marketed online.

Mr. T's Hair in Motion also doesn't have a strong presence within the community. With several local salons and chains in the area, consumers have dozens of options. If Mr. T's Hair in Motion isn't using traditional community relations tactics to bring attention to their salon, then community members won't know about its services or feel compelled to stop by.

Opportunities. Opportunities include increasing salon awareness with residents of Chicago's south suburbs. This can be done by creating a website, producing commercials, and hosting promotional activities at the salon. It would also help if Mr. T's Hair in Motion were

more involved with the community to strengthen community relations. This can be done through community programs that offer free or discounted services for specific groups.

Mr. T's Hair in Motion is primarily seen as a black hair salon, but it would like to attract all races and ethnicities. To attract more diverse audiences, Mr. T's Hair in Motion's future advertisements should feature more diverse women.

Threats. The biggest threat to Mr. T's Hair in Motion is the oversaturated market for hair and beauty salons. With so many options, it's hard for consumers to pick the right salon. This is a very competitive industry, and although Mr. T's Hair in Motion offers affordable prices, some of its nail, skin, and spa services aren't as competitive as nearby salons.

There's also more competition from family-economy chains as more people move towards these salons. Home hairstyling is also becoming more popular with online hair and skin tutorials that teach consumers how to have salon quality looks. This growth is evident from the 7.2% growth in purchases for premium styling tools and beauty technology last year (Professional Consultants and Resources, 2013).

Target Market Profile

The first target audience for Mr. T's Hair in Motion is women between the ages 26 and 55. These are working professionals who have attained a bachelor's degree or higher and earn an annual income of more than \$50,000. This includes both single and married women who live busy lives where they are unable to style and pamper themselves due to their hectic schedules. These women work 10 hours a day, and spend their remaining time taking care of their children, spouses, elderly parents, or pets. When they get a chance to escape from their hectic schedules, they enjoy getting their hair done.

The secondary target audience is girls/women aged 14-25. Girls/women in this age range don't have a lot of disposable income because they work part-time jobs and attend school. The annual income varies from \$1,500 - \$35,000 a year, depending on education level. This audience likes to read magazines like Vogue, Elle, and Cosmopolitan. These girls/women enjoy looking good for less, and they're especially concerned with inexpensive nail and hair services.

A tertiary target audience is seniors ages 70+. These individuals have a small amount of disposable income and reside in senior living facilities in the area. They have limited access to salons, but when they get a chance to go, they enjoy getting haircuts, facial hair waxing, and basic manicure services. These clients aren't likely to visit salons on a frequent basis, but they are more likely to return for monthly or bi-monthly services.

CHAPTER 5

INTEGRATED MARKETING COMMUNICATIONS PLAN

Communication & Marketing Objectives

The scope of this project is to create an IMC plan that will position Mr. T's Hair in Motion as the leading full-service salon in the Chicago south suburban area. The following objectives will help narrow the scope.

Communication objectives. To help position Mr. T's Hair in Motion as the leading salon, the communication goals will be to:

- Communicate to all target audiences that Mr. T's Hair in Motion offers inexpensive services
- Increase awareness of the salon's presence in Homewood, IL
- Inform clients on healthy hair care practices through online tactics
- Develop community connections to build a positive reputation

Marketing objectives. Mr. T's Hair in Motion hopes to gain an increase in awareness, which will ultimately result in improved sales. The marketing objectives set for this establishment will be to:

- Increase weekly clients by 25% by Q2 of 2015
- Increase annual revenue by 10% the end of 2015
- Establish an online presence that engages at least 25% of all salon clients

Creative Strategy

Unique selling proposition. The unique selling proposition for this campaign is “Beauty on a Budget.” The staff at Mr. T’s Hair in Motion know that consumer budgets are still tight in this economy. Men and women want to look good, but aren’t willing to spend excessive amounts of money when do-it-yourself options are more feasible. Mr. T’s Hair in Motion wants to give clients the salon experience, but at lower price than most expect.

Media strategy. The goal of the IMC plan is to increase awareness for Mr. T’s Hair in Motion and to communicate the idea that the salon is affordable for any budget. This idea will be expanded across all advertisements, online, and community outreach tactics.

To reach the creative goals, the following sales promotion tactics will be used: service bookmarks, a website, billboards, e-blasts, public transportation advertisements, community outreach, television and radio commercials, direct mail promotions/events, and print ads.

Tone. The tone of the ads and creative tactics will be fun, vibrant, and informative. There will be several links to Mr. T’s Hair in Motion website and social media pages on advertisements to attract consumers to the salon. Advertisements will also be in bold, feminine colors to attract our target demographics. The ads will also be flirty and fun, and will use young to middle-age looking women and dialogue to relate to the target audiences.

Tactics

Billboards/ framed posters. Billboard advertising will be used from May 2014 to September 2014. There will be a billboard on the four major highways leaving Homewood, IL (I-57, I-80, I-294, and I-94) traveling to the downtown area, western suburbs, Indiana, and the southwest suburban area. There will be a different billboard for each highway. Each billboard will show a different woman with a different style. The billboard will read, “Prices this low

should be illegal...” to exaggerate the idea that Mr. T’s Hair in Motion offers affordable styling. There will be a police car in the background of the ad. This will catch drivers’ attention because when people see police related ads on the road (ex. buckle-up signs, construction zone, speed zone, etc.), they’re more likely to pay attention to the content of the ad or warning. The police car in the ad will make people look at the ad, and with the short copy and website link provided, they can take it upon themselves to find out more about Mr. T’s Hair in Motion and its low prices. This will draw more interest to the salon, and it will drive people to the website.

The billboard will be a standard 14’ by 48’ sign. To reach approximately 80% of the Chicago market, a standard bulletin billboard will cost \$50,600 for a month. A different billboard will be displayed on a different expressway over the course of five months. This will cost approximately \$253,000. It will be worth the cost because late-spring/ summer traffic in Chicago can be very busy. When the weather is warm, people like to drive and explore the city. There will be thousands of commuters on the different expressways who will see these ads. There will also be framed posters placed throughout the community.

Bookmarks. The bookmarks will be used to display the services for Mr. T’s Hair in Motion. The bookmarks will be 3.5”x11”. When women come into the salon, they usually have to wait a while before their beautician is ready for them. Many women bring books or magazines with them to the salon, so Mr. T’s Hair in Motion can offer them a bookmark while they wait. The bookmarks have the information for Mr. T’s Hair in Motion’s social media pages, and it also lists all of the services and prices. Any information the client needs can be found on this bookmark. Whenever the client reads a book or uses the bookmark, they’ll be reminded of the service at Mr. T’s Hair in Motion, which may encourage them to visit more often or share the

experience with others. The salon will start off with 1,000 bookmarks. These double-sided bookmarks will cost a total of \$51.25.

Direct mail promotions/events. There will be seasonal promotions for the salon. The salon will welcome each season with a cupcakes and discounted manicures for guests. The cupcakes will be served on a first-come, first-serve basis. There will be 100 cupcakes at each event. 100 cupcakes from Jewel Osco in Homewood costs \$59.96. This brings the cost of the cupcakes to \$239.84 for all four events.

The direct mail invitation will be distributed to 7,264 households in Homewood, IL. These household have someone between the ages of 19 and 54 living in them. The invitation will announce the event and will say that “Mr. T’s Hair in Motion welcomes (the season) with FREE cupcakes and manicures.” Since many clients don’t frequent Mr. T’s Hair in Motion for its nail services, this is a great way to bring more clients to the salon to try a service they might not have tried otherwise. The manicures will be \$5. This is a great deal, and is more than half the price that local nail salons are charging for a basic manicure. The invitations will be 5.5” by 8.5”. The total expense for creating and distributing the direct mail promotion is \$5,811.20.

Television commercial. A 30-second commercial will run on WCIU-The U and My50 Chicago – both local stations. This will increase the likelihood of the commercials reaching women in the Chicago area. The commercial will be aired on these networks in June and July, and in November and December. These are months when people are home the most due to breaks and vacations, and have time to watch television. The commercials will be shown during “Family Feud” and “The Wendy Williams Show” on My50 Chicago, and during “The Queen Latifah Show” on WCIU-The U. The commercial will show a group of woman out at a party trying to figure out why their friend has been acting and looking different lately. The ladies try to

guess until their friend reveals that Mr. T's Hair in Motion is her secret. The commercial fades out with the announcer telling people to go to hairandmotion.com or to call the salon for their free hair consultation. Production for the commercial will cost \$10,000. The placement of the commercial will cost an additional \$10,000 per time slot.

Radio commercial. A 30-second commercial will air on WGCI, V103, 103.5 KISS FM. The radio commercial features two women on an elevator. One woman notices that the other woman's (Carla) hair looks so nice and bouncy, so she asks her who did her hair. Carla tells her about Mr. T's Hair in Motion, and the other woman asks if he's expensive. Carla details the benefits of the salon and explains that its prices are very reasonable. This 30-second commercial will be played on the radio from May to September to coincide with the billboards; it will cost \$326 to air one commercial on these stations. The commercial will be aired a on each station twice a month during the morning rush hour traffic. The total cost for all three commercials to air for the four-month period is \$7,824.

Public transportation. There will be ads on the platform of the Homewood stop on the Metra Electric District line, on the Pace buses that run throughout the south suburbs, and there will also be an installation at the Pace bus shelter on Halsted Street in Homewood. The platform ad will cost \$375 and will be displayed in the month of July. This is a very busy time for the Metra Rail because suburban commuters are taking the train to the Taste of Chicago and other festivals downtown. The Pace bus ad will be placed on the Route 372 bus that travels between Homewood and Chicago Heights. Placing an ad on the side of this bus will be \$450 for the month of June. It will be placed here in June because a lot of people are commuting for their summer jobs. On their way to work they can learn about the affordable prices at Mr. T's Hair in Motion. The Pace bus shelter installation will be on display in November. As it begins to get

cold outside, commuters can stay warm and comfy in a heated bus shelter with dryer chairs from Mr. T's Hair in Motion. The installation will be displayed at the bus shelter closest to River Oaks Shopping Center in Calumet City so thousands of people can see it as they shop, dine, or simply pass through. The installation will be displayed during the month of November when people are out shopping for holiday presents and taking advantage of Black Friday deals in the area. The installation will cost \$7,500 for the month of November.

Website. A website will be created so that those interested in the salon can view its services online. The website's homepage will have an image slider with pictures of the clients and staff. The 'About' section will give the history of the salon and their mission. There will be a page listing services and promotions. To engage online visitors, the site will also have a virtual hair makeover where they can upload a picture and try on different hairstyles that they can print out and bring to their appointment. Website visitors will also be encouraged to sign up for the e-blast, which will update them on beauty tips and techniques. The domain name for hairinmotion.com will cost \$10, and hosting the website on site5.com will cost \$5 a month, making the website total \$70 for the entire 12-month campaign period.

E-blast. A bi-weekly e-blast will be sent out to all clients who sign up on the website. The e-blasts will discuss hair and beauty tips, and it will also provide YouTube hair tutorials for clients in between visits. It will teach women how to take care of their hair, skin, and nails, so they can get the most out of their salon look. The e-blast will also ask for a birth date when signing up, so when clients have a birthday they'll receive a birthday announcement and 50% off any service within a week of their birthday.

Senior deal days. This is one of two community outreach initiatives. Mr. T's Hair in Motion will visit ManorCare, the local retirement home, to offer discounted haircuts, manicures,

and free face waxing and massages. The staff will visit ManorCare on the first Monday of every month from 8am -1pm. It will be a good way for Mr. T's Hair in Motion to reach their tertiary audience, while providing free services for seniors in the area. Seniors who are able to leave their retirement centers can become regular visitors at the salon, and those who are homebound will still be able to have their grooming services done once a month.

Prom discounts for students. The second community outreach initiative is to reward students with good grades by offering discounted services for prom. Students who have As and Bs on their report card will be able to receive 30% off hair services for prom. Prom can be very expensive, so offering this discount for students will attract lots of students around prom time. The press release for this prom discount will be sent to local radio stations (107.5 WGCI, V103, and 103.5 KISS FM). It will also be presented to local newspapers like the Southtown Star and editors of community newsletters.

Print advertisements. Print advertisements will be displayed in the Southtown Star and the Chicago Red Eye. A full-page color ad (6"x11.5") in the Southtown Star for the Homewood-Flossmoor area is \$150. It's expected to reach 29,000 people. An ad this size will be \$650 for the Chicago Red Eye. It is expected to reach 250,000 people. The print ads will show a large image of a woman receiving a beauty service and there will be a coupon on the page redeemable for 25% off any service. The advertisement will highlight Mr. T's Hair in Motion's affordable pricing by discussing how beauty doesn't have to be expensive, and how the salon will work with its clients' budget. The advertisements will run in the Chicago Red Eye from October 2014 to March 2015. It will run in the Southtown Star from April to September 2014.

Creative Work

Billboards.



Figure 3: Billboard 1

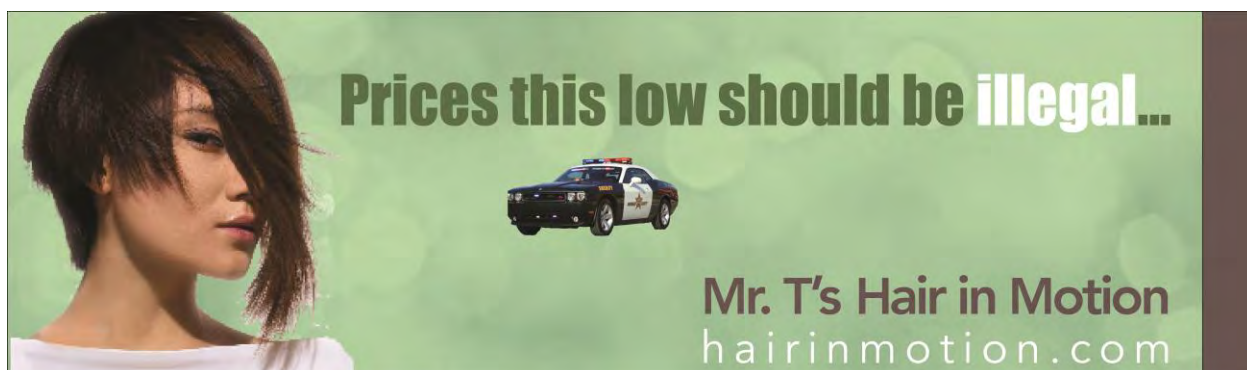


Figure 4: Billboard 2

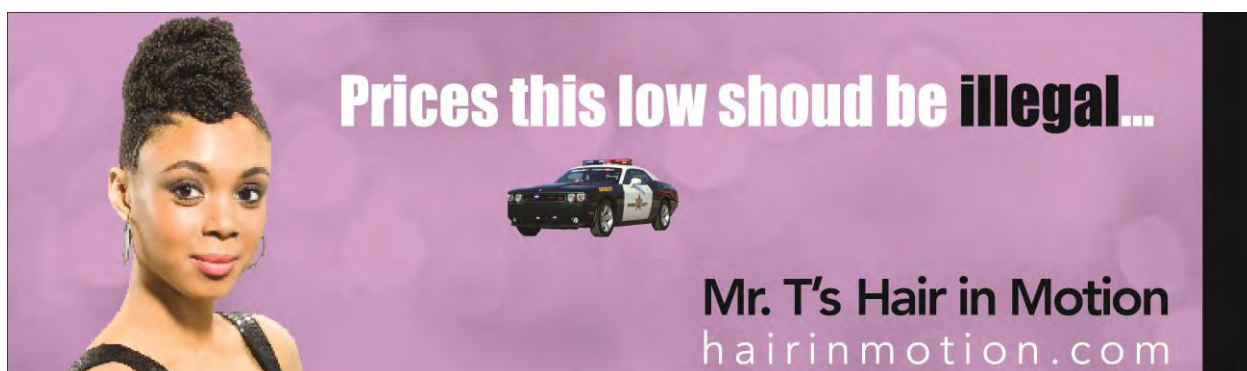


Figure 5: Billboard 3

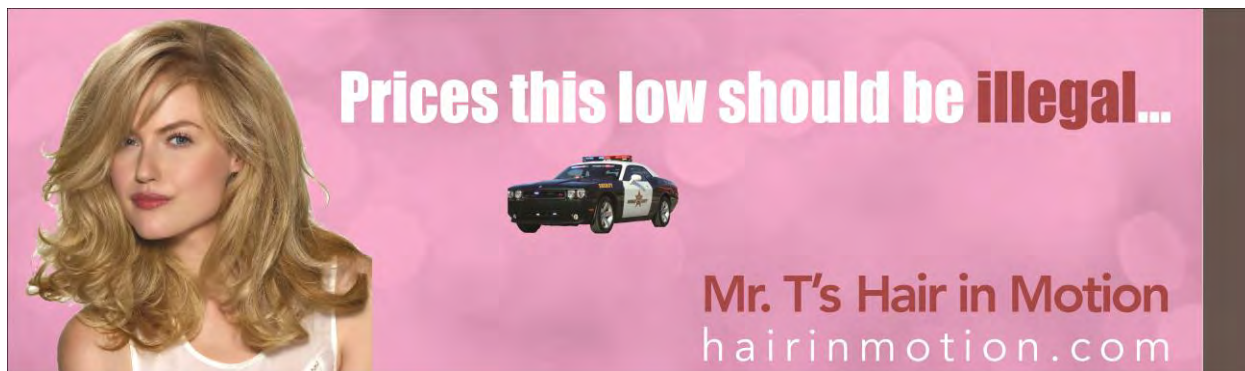


Figure 6: Billboard 4

Service bookmarks.

**Mr. T's
Hair in Motion**

Beauty on a Budget

Connect with us



facebook.com/hairinmotion



instagram.com/hairinmotion



youtube.com/hairinmotion



hairinmotion.com

Services

Hair

- Cut.....\$15
- Color.....\$20
- Style.....\$15
- Relaxer.....\$10
- Perm.....\$10
- Scalp Massage.....\$10

Skin

- Facial.....\$15
- Wax: Brow.....\$7
- Wax: Lip.....\$5
- Wax: Bikini.....\$15
- Makeup.....\$20

Body

- Swedish Massage...\$45
- Deep Tissue Massage.....\$45
- Hot Stone Massage.....\$50

Nails

- Manicure.....\$12
- Pedicure.....\$15
- Mani/Pedi Combo...\$25
- Acrylic
 - Fill-in.....\$12
 - Full-set.....\$25

Figure 7: Service Bookmarks

Direct mail promotion/events.



Mr. T's Hair in Motion welcomes

Spring

with **cupcakes**
& **manicures**

\$5
manicures

Thursday, March 20

Say hello to Spring with a new set of nails & enjoy a tasty cupcake while you wait!
Stop by Mr. T's Hair in Motion between 1 and 5pm to get glammed up for the new season.

Mr. T's Hair in Motion | 861 Maple Ave. Homewood, IL | (708) 799-5600

Connect with us online:    

Figure 8: Spring Cupcakes & Manicures Promotion



Mr. T's Hair in Motion welcomes

Fall

with **cupcakes**
& **manicures**

\$5
manicures

Tuesday, Sept. 23

Say hello to Fall with a new set of nails & enjoy a tasty cupcake while you wait!
Stop by Mr. T's Hair in Motion between 1 and 5pm to get glammed up for the new season.

Mr. T's Hair in Motion | 861 Maple Ave. Homewood, IL | (708) 799-5600

Connect with us online:    

Figure 9: Fall Cupcakes & Manicures Promotion



Mr. T's Hair in Motion welcomes

Winter

with **cupcakes**
& **manicures**

\$5
manicures

Sun, December 21

Say hello to Winter with a new set of nails & enjoy a tasty cupcake while you wait!
Stop by Mr. T's Hair in Motion between 1 and 5pm to get glammed up for the new season.

Mr. T's Hair in Motion | 861 Maple Ave. Homewood, IL | (708) 799-5600

Connect with us online:    

Figure 10: Winter Cupcakes & Manicures Promotion



Mr. T's Hair in Motion welcomes

Summer

with **cupcakes**
& **manicures**

\$5
manicures

Saturday, June 21

Say hello to Summer with a new set of nails & enjoy a tasty cupcake while you wait!
Stop by Mr. T's Hair in Motion between 1 and 5pm to get glammed up for the new season.

Mr. T's Hair in Motion | 861 Maple Ave. Homewood, IL | (708) 799-5600

Connect with us online:    

Figure 11: Summer Cupcakes & Manicures Promotion

Website.



Figure 12: Mr. T's Hair in Motion Website - Homepage

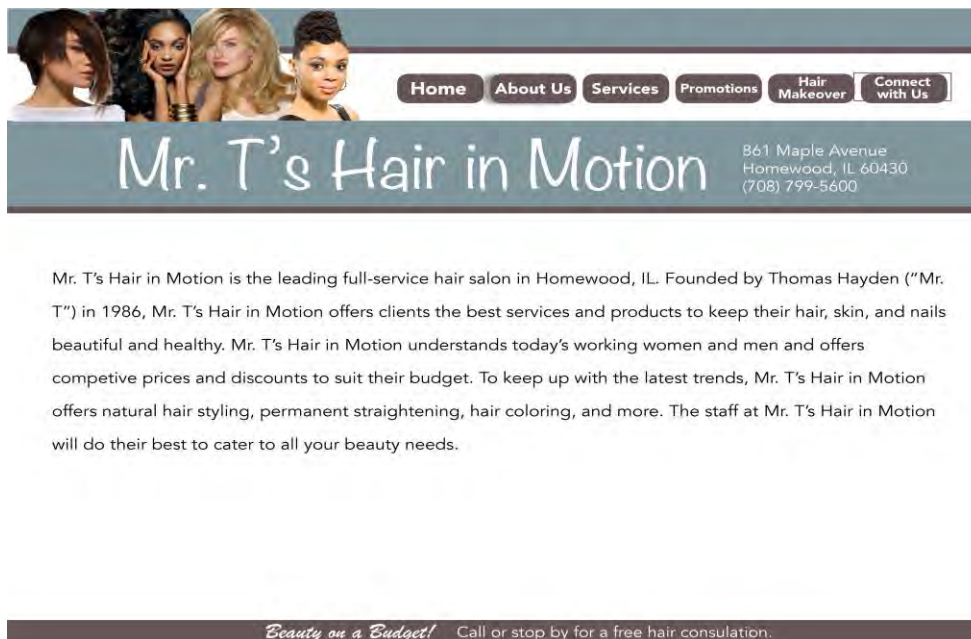
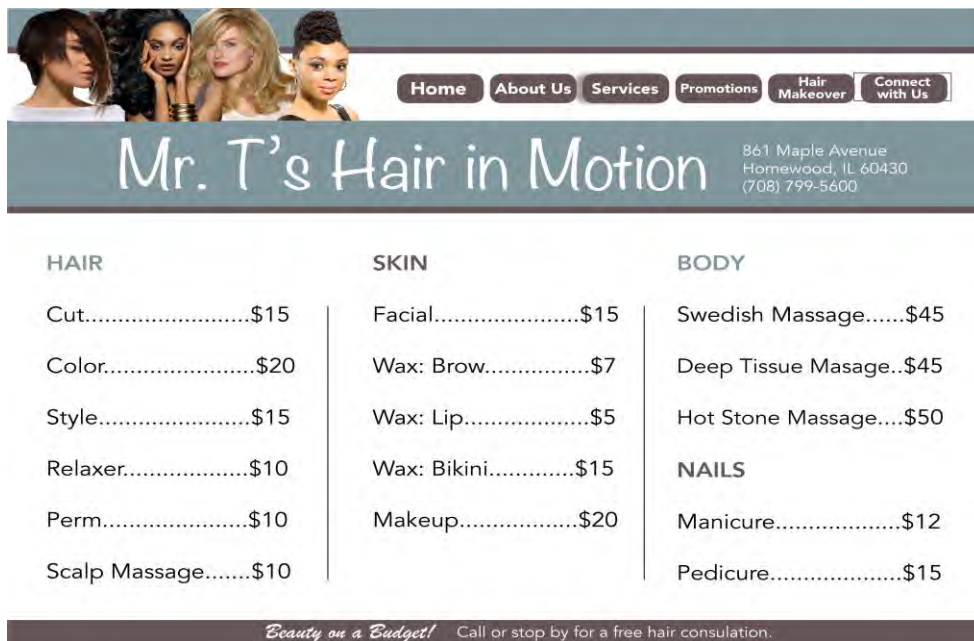


Figure 13: Mr. T's Hair in Motion Website – About Us



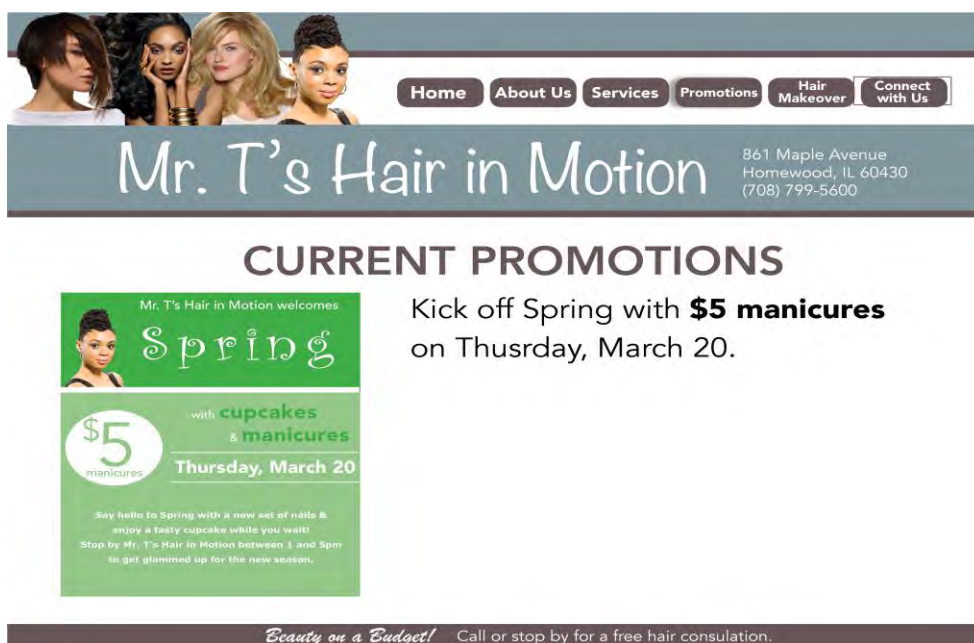
Home About Us Services Promotions Hair Makeover Connect with Us

Mr. T's Hair in Motion 861 Maple Avenue
Homewood, IL 60430
(708) 799-5600

HAIR	SKIN	BODY
Cut.....\$15	Facial.....\$15	Swedish Massage.....\$45
Color.....\$20	Wax: Brow.....\$7	Deep Tissue Masage..\$45
Style.....\$15	Wax: Lip.....\$5	Hot Stone Massage...\$50
Relaxer.....\$10	Wax: Bikini.....\$15	NAILS
Perm.....\$10	Makeup.....\$20	Manicure.....\$12
Scalp Massage.....\$10		Pedicure.....\$15

Beauty on a Budget! Call or stop by for a free hair consultation.

Figure 14: Mr. T's Hair in Motion Website - Services



Home About Us Services Promotions Hair Makeover Connect with Us

Mr. T's Hair in Motion 861 Maple Avenue
Homewood, IL 60430
(708) 799-5600

CURRENT PROMOTIONS

Mr. T's Hair in Motion welcomes

Spring

with **cupcakes & manicures**

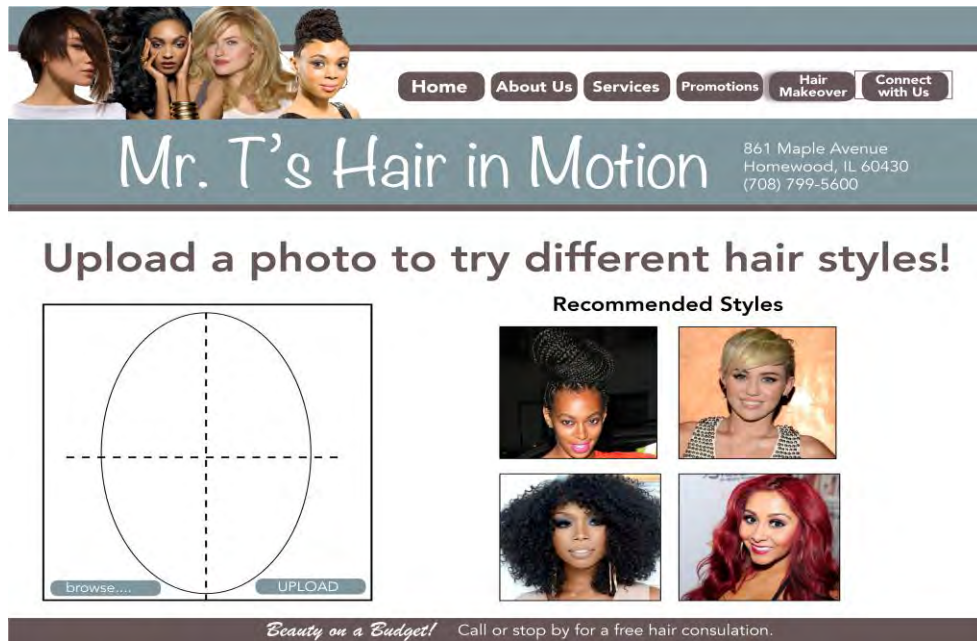
\$5 manicures Thursday, March 20

Say hello to Spring with a new set of nails & enjoy a tasty cupcake while you wait!
Stop by Mr. T's Hair in Motion between 1 and 9pm to get glammed up for the new season.

Kick off Spring with **\$5 manicures** on Thursday, March 20.

Beauty on a Budget! Call or stop by for a free hair consultation.

Figure 15: Mr. T's Hair in Motion Website - Promotions



Home About Us Services Promotions Hair Makeover Connect with Us

Mr. T's Hair in Motion 861 Maple Avenue
Homewood, IL 60430
(708) 799-5600

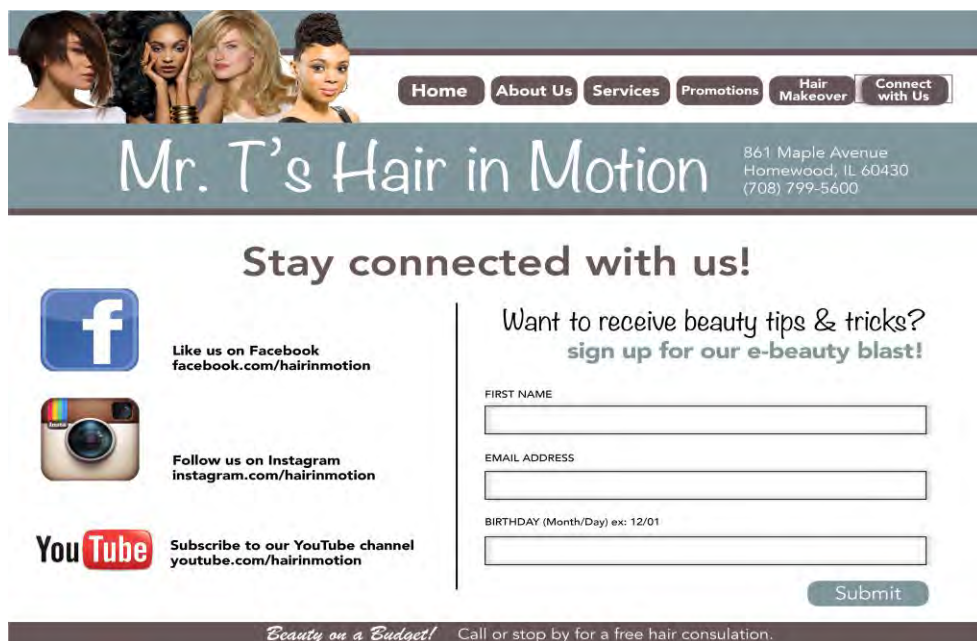
Upload a photo to try different hair styles!

Recommended Styles

browse... UPLOAD

Beauty on a Budget! Call or stop by for a free hair consultation.

Figure 16: Mr. T's Hair in Motion Website – Hair Makeover



Home About Us Services Promotions Hair Makeover Connect with Us

Mr. T's Hair in Motion 861 Maple Avenue
Homewood, IL 60430
(708) 799-5600

Stay connected with us!

Like us on Facebook
facebook.com/hairinmotion

Follow us on Instagram
instagram.com/hairinmotion

Subscribe to our YouTube channel
youtube.com/hairinmotion

Want to receive beauty tips & tricks?
sign up for our e-beauty blast!

FIRST NAME

EMAIL ADDRESS

BIRTHDAY (Month/Day) ex: 12/01

Submit

Beauty on a Budget! Call or stop by for a free hair consultation.

Figure 17: Mr. T's Hair in Motion Website – Connect with Us

E-blasts.



Figure 18: Mr. T's Hair in Motion e-blast – Sample Email

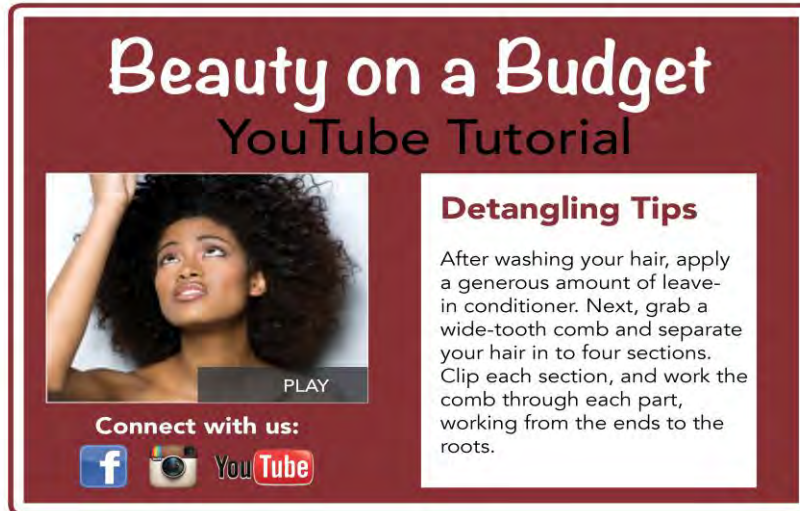


Figure 19: Mr. T's Hair in Motion e-blast – YouTube Tutorial



Figure 20: Mr. T's Hair in Motion e-blast – Birthday Discounts



Figure 21: Mr. T's Hair in Motion e-blast – Tips & Tricks

Public transportation.



Figure 22: Public Transportation Advertising – Metra Platform in Homewood



Figure 23: Public Transportation Advertising – Pace Bus Shelter



Figure 24: Public Transportation Advertising – Pace Bus

Senior deal days.

Senior Deal Days

Brought to you by

Mr. T's Hair in Motion

Greetings, Residents of ManorCare:

Mr. T's Hair in Motion would like to invite you to participate in our Senior Deal Days on the first Monday of every month. Mr. T's Hair in Motion staff will be at ManorCare from 8am -1pm to give discounted haircuts and manicures. FREE lip waxing and massage services will also be offered to residents. If you would like to receive services at the Senior Deal Days event, please contact Dave Green to reserve a spot. Haircuts will be offered for \$10 and manicures for \$5. We hope to see you on Monday!

Sincerely,

Dave Green
Mr. T's Hair in Motion, Educational Director
Phone: (708) 799-5600

Check out our services online at hairinmotion.com.

Figure 25: Senior Deal Days – Announcement to ManorCare Residents

Press Release.

Press Release

FOR IMMEDIATE RELEASE

Contact: Dave Green, Mr. T's Hair in Motion, Educational Director, (708) 799-5600

Good Grades Earn Savings for Prom

Homewood, IL – April 21, 2014 – This May, Mr. T's Hair in Motion salon will reward high school students with good grades. As students prepare for prom, the salon will offer heavily discounted services for south suburban high school students who have earned As or Bs on their last report card.

Students that earned As or Bs last quarter will qualify for 30% off hair services for prom. The prom discounts will begin May 1, 2014 and will run until May 31, 2014. Students must present a valid student ID and a copy of last quarter's report card to receive their discounted services.

"We want to reward students that are doing well in their classes," says Dave Green, Educational Director for Mr. T's Hair in Motion. "We know prom can be expensive, and we want to offer discounts for students with good grades."

For more information on this promotion, please visit hairinmotion.com, or call (708) 799-5600.

About Mr. T's Hair in Motion

Mr. T's Hair in Motion is the leading full-service hair salon in Homewood, IL. Founded by Thomas Hayden ("Mr. T") in 1986, Mr. T's Hair in Motion offers clients the best services and products to keep their hair, skin, and nails beautiful and healthy. Mr. T's Hair in Motion understands today's working women and men and offers competitive prices and discounts to suit their budgets. To keep up with the latest trends, Mr. T's Hair in Motion offers natural hair styling, permanent straightening, and color services. The staff at Mr. T's Hair in Motion will do their best to cater to your beauty needs.

###




Figure 26: Press Release for Prom Discounts

Television commercial.

Client: Mr. T's Hair in Motion

Job: 30-second television commercial

Title: "Mr. T's Hair in Motion – Beauty on a Budget."

VIDEO	AUDIO
<p>Two women are out at a party, sipping cocktails, and engaging in gossip.</p> 	<p>SFX: Soft music playing in background.</p>
<p>Heather nods her head.</p>	<p><u>Kimberly:</u> Carla has been acting different lately. <u>Heather:</u> You're right! And her hair looks different, too. <u>Kimberly:</u> Well maybe there's someone new in her life?</p>
<p>Carla walks in and greets her friends.</p>	<p><u>Carla:</u> Hey, ladies! <u>Heather:</u> Hi, Carla! We were just talking about you! <u>Kimberly:</u> Yeah, you look different. Are you seeing someone new? <u>Carla:</u> Oh, you mean Mr. T?</p>
<p>Heather looks confused</p>	<p><u>Heather:</u> Wait? You're dating "I pity the fool" Mr. T?</p>
<p>Carla laughs and points to head.</p>	<p><u>Carla:</u> No, silly! Mr. T's Hair in Motion!</p>
	<p><u>Heather & Kimberly:</u> Ohhhh.....</p>
 <p>Carla waves fingers.</p>	<p><u>Carla:</u> The stylist at Mr. T's Hair in Motion keep my hair healthy and bouncy without me breaking the bank! Their amazing nail techs and licensed estheticians gave me this fabulous manicure and glow!</p>


 <p>All three women laugh.</p>	<p><u>Heather</u>: Sooo, this Mr. T...can I get his number?</p>
<p>The phone number and website address are displayed on the screen.</p>	<p>SFX: Music gets louder. <u>ANNC</u>: Mr. T's Hair in Motion in Homewood, IL. Call us at (708) 799-5600. We've got beauty for your budget. Visit us online at hairinmotion.com.</p>

Figure 27: Television Commercial

Radio commercial.

Client: Mr. T's Hair in Motion

Job: 30-second radio commercial

Title: "Mr. T's Hair in Motion – Beauty on a Budget."

SFX: Elevator dings. Elevator doors open.

Lauren: Oh, hey Carla! How's it going?

Carla: Hey, I'm good, how are you?

Lauren: I'm well, thank you... Wow! You're hair looks sooo...so nice. I mean it looks so healthy and bouncy!

Carla: Oh, thank you! I went to Mr. T's Hair in Motion salon. He's right here in Homewood.

Lauren: Well your hair looks amazing! Is he expensive?

Carla: Not at all! Mr. T's Hair in Motion offers services at almost half the price as the salons in the area and the stylists are very professional and always on time!

Lauren: Wow, I'll have to check it out.

Carla: Definitely! Just go online to hairinmotion.com or call (708) -799-5600 to schedule an appointment.

Lauren: Thanks, girl!

SFX: Elevator dings. Doors open.

ANNC: Mr. T's Hair in Motion in Homewood...beauty on a budget. Visit hairinmotion.com to learn more about our services.

Figure 28: Radio Commercial

Print advertisements.

relax

Mr. T's Hair in Motion

Feeling good doesn't have to be expensive.

At Mr. T's Hair in Motion we understand our clients' needs. We'll work with your budget and have you in and out of our salon feeling radiant, refreshed, and ready for your day.

Check out our affordable services online at hairinmotion.com.

Redeem this coupon at Mr. T's Hair in Motion to receive 25% off any service.

861 Maple Avenue, Homewood, IL 60430 | (708) 799-5600

Figure 29: Newspaper Advertisement 1



smile

Mr. T's Hair in Motion

Looking good doesn't have to be expensive.

At Mr. T's Hair in Motion we understand our clients' needs. We'll work with your budget and have you in and out of our salon feeling radiant, refreshed, and ready for your day.

Check out our affordable services online at hairinmotion.com.

**Redeem this coupon at
Mr. T's Hair in Motion
to receive 25% off
any service.**

861 Maple Avenue, Homewood, IL 60430 | (708) 799-5600

Figure 30: Newspaper Advertisement 2

Media Schedule

	January	February	March	April	May	June	July	August	September	October	November	December
Outdoor												
Billboards												
Public Transportation												
Direct Mail												
Cupcakes Event												
Non-traditional Service Bookmarks												
Online												
Website e-blasts												
Television												
WCIU-The U - "The Queen Latifah Show"												
My50 Chicago "Family Feud"												
My50 Chicago "The Wendy Williams Show"												
Radio												
V103												
103.5 Kiss FM												
107.5 WGCI												
Community Relations												
Press Release												
Senior Deal Days												
Print Ads												
Southtown Star												
Chicago Red Eye												

Figure 31: Media Schedule

Budget

Billboards/ Framed Posters	\$253,000.00
Service Bookmarks	\$51.25
Direct Mail Promotions/Events	\$6,051.04
Television	\$130,000.00
Radio	\$7,824.00
Public Transportation	\$8,325.00
Website	\$70.00
Print Ads	\$4,800.00
Total	\$410,121.29

Figure 32: Campaign Budget

Evaluating the Campaign.

To assess the campaign, tactics will be measured for their effectiveness to make sure the communications and marketing objectives have been met.

Communication assessment. The Senior Deal Days, prom discounts, and public transportation tactics all satisfy the goals to *increase awareness of the salon's presence in Homewood, IL* and to *develop community connections to build a positive reputation*. By offering discounted services for local seniors and high school students, Mr. T's Hair in Motion is able to establish a relationship with the community. The public transportation advertisements help remind people that the salon is local, and that they don't have to travel far for good service.

The objective to *communicate to all target audiences that Mr. T's Hair in Motion offers inexpensive services* can be seen throughout every tactic with the unique selling point of "Beauty on a Budget." This slogan can be seen on almost every tactic. On tactics where it's not present, the low prices are still mentioned.

Mr. T's Hair in Motion wants to provide women with healthy hair. To *inform clients on healthy hair practices through online tactics*, the e-blasts were created. The e-blasts provide beauty tips and tricks along with hair tutorials for clients.

Marketing assessment. Mr. T's Hair in Motion sees an average of fifty to sixty clients every week. To *increase weekly clients by 25% by Q2 of 2015* the salon will need to see 13-15 new clients on a weekly basis. To assess the goal to *increase annual revenue by 10% by the end of 2015*, Mr. T's Hair in Motion will look at the annual revenue for last year and compare it to their earnings at the end of 2015 to see if the IMC tactics helped them increase sales. The last marketing objective was to *establish an online presence that engages at least 25% of all salon clients*. Mr. T's Hair in Motion can compare the clients that come in the salon with the people

who register for the e-blast. At least 25% of clients should be signed up for the e-blast to receive the tips and tricks, tutorials, and birthday discounts. The number of site page views will also be recorded to make sure site traffic is increasing as new tactics are released each month.

Feedback from the staff. In October, 2013 after the planning of the campaign was completed, Mr. Dave Green, Educational Director for Mr. T's Hair in Motion was contacted for feedback on the creative tactics produced for the salon. Mr. Green approved all of the integrated marketing concepts and thought the ideas presented would significantly increase buzz for the salon. Mr. Green was especially pleased with the colors on the billboards, direct mail promotions, and print ads. He said he wants to incorporate some of the bright colors from the ads into the salon to provide an energetic and playful atmosphere for clients. He even said the walls of the salon could be painted each season to match the Cupcakes & Manicures events they would plan.

Mr. Green thought all of these ideas were great, and he believes the salon could implement many of these ideas into its current marketing practices. He said the salon is overdue for a website, and that he enjoyed the idea of a virtual makeover page where clients could try on new styles and bring them into to the salon. Mr. Green said this feature will save the stylists time because they'll already know which styles their clients want.

The initial budget for the billboard advertisements was adjusted to reflect a more realistic budget for the salon. The new billboard advertisement, if affordable, will cost the salon \$253,000. Otherwise, posters will be printed and displayed in shopping malls, cinema complexes, and other stores. As the salon increases its sales, its marketing budget will also increase, making it easier for Mr. T's Hair in Motion to afford different IMC tactics. For now though, the tactics presented to the salon will be suitable for the duration of the campaign period.

CHAPTER 6

CONCLUSION

The purpose of this integrated marketing communications plan was to increase awareness of services at Mr. T's Hair in Motion in Homewood, IL. Questions that helped guide the research were: What services at a hair or beauty salon are most important to people; How often do people frequent hair or beauty salons; What factors influence people's decision to visit a hair or beauty salon; and How can Mr. T's Hair in Motion use an IMC plan to increase salon awareness? Extensive primary and secondary research was done to analyze the salon, its clients, competitors, and current marketing tactics. Mr. T's Hair in Motion was assessed using a staff interview, surveys, and secondary research to examine the company's stance in the market. The conclusion was that Mr. T's Hair in Motion stood out from the competition because it has affordable prices and quality service. These unique features helped form the unique selling proposition, "Beauty on a Budget". Since Mr. T's Hair in Motion has great service at unbelievably low prices, it was important to communicate this with the target audiences.

To get this message across, new tactics were introduced. Mr. T's Hair in Motion doesn't have many promotional tools in place, so several new ideas were introduced in this campaign. Some of these ideas were to create an online presence, which includes the development of a company website and e-blasts. Other tactics were to develop community relations efforts, commercials, out-of-home advertising, and print ads. The salon's campaign will officially begin on March 1, 2014 and it will run until February 28, 2015.

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APPENDICES

APPENDIX A

Questions for staff at Mr. T's Hair in Motion

1. What is your title/role here?
2. How many employees work here?
3. What kind of services do you offer?
4. What do you do to make your clients feel good while visiting the salon?
5. What are the goals for the salon?
6. Which other salons are major competitors for Mr. T's Hair in Motion?
7. What makes Mr. T's Hair in Motion unique?
8. Who is your target audience?
9. What cities do your clients come from?
10. What is the general age group of your clients?
11. Approximately how many clients come in for hair appointments compared to other beauty services on a weekly basis?
12. On average, how many new clients return for a second visit?
13. How are you currently marketing the salon?
14. What is the primary message you want to communicate about Mr. T's Hair in Motion to the public?
15. What are some of the salon's biggest weaknesses?
16. What is your annual marketing budget for the salon?

APPENDIX B

Salon Survey

1. Name the city you live in.

2. Gender

- Female
 Male

3. Age group

- 18 to 24
 25 to 34
 35 to 44
 45 to 54
 55 to 64
 65 to 74
 75 or older

4. When you visit a hair or beauty salon, what types of services do you get done? (Mark all that apply)

- blow-dry/style
 haircut
 up-do
 color services
 conditioning treatments
 hot-oil treatment
 perms
 relaxers
 nail polish change
 manicure
 pedicure
 acrylic fill-in
 acrylic full-set
 eyebrow wax
 lip wax
 chin wax
 bikini wax
 facial
 makeup application

Other (please specify)

*5. How often do you have the following services done?

	Occasionally	Every 3 months	Every 2 months	Monthly	Weekly	Never
blow-dry/style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
haircut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
up-do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
color services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
conditioning treatments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hot-oil treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
perms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
relaxers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nail polish change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
manicure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pedicure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
acrylic fill-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
acrylic full-set	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eyebrow wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lip wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chin wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bikini wax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makeup application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

6. How do you find out about the hair or beauty salons you visit? (Mark all that apply)

- television commercial
- radio commercial
- newspaper advertisement
- magazine advertisement
- billboards
- direct mail notifications
- events
- emails
- website
- banner advertisements online
- word of mouth
- social media updates
- coupons

Other (please specify)

7. Are you more likely to visit a hair or beauty salon after you've seen or heard a promotion for its services?

- Most likely
- Likely
- Unlikely
- Not at all likely

Explain why

8. Have you heard of Mr. T's Hair in Motion salon in Homewood, IL?

- Yes
- No

9. Which salons do you visit in the Chicago area or its surrounding suburbs?

10. What factors influence your decision to visit a salon?

Done

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Graduate School
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Roosevelt University
Bachelor of Arts, Integrated Marketing Communications, May 2012

Special Honors and Awards:
PROMPT Fellowship

Research Paper Title:
An Integrated Marketing Communications Plan for Mr. T's Hair in Motion

Major Professor: Dr. Kavita Karan