

Wella 2026 Campaign

Make It You

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Prepared by TrueTone

MEJO 634.001 - Group B

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TEAM POSITIONS

Client Relations Leads



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Research Leads



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Sophie Lackey



Sarah Burnett

Final Editors



Colin Franco



Mackenzie Boyer

CLIENT BACKGROUND: WELLA COMPANY

Wella Company stands as one of the most trusted and innovative names in global haircare, celebrated for its professional heritage, technical excellence, and commitment to self-expression through beauty. As the leader in professional hair color, Wella continues to set industry standards for performance and innovation, now expanding its influence within the premium care category.

Wella's salon credibility positions it as a brand synonymous with quality and luxury. While Wella's professional credibility is a major strength, the brand faces challenges in terms of consumer awareness and connecting with younger audiences. With only 0.6 percent market share in the premium care segment, there is a strong opportunity to bridge professional expertise with mass-market appeal through modern storytelling, influencer partnerships, and digital engagement.

The current campaign highlights the Ultimate Repair and Ultimate Smooth collections, both rooted in the global brand platform "Make It You," a message that empowers individuals to embrace creativity, confidence, and authenticity through their hair. The "Make It You" communications framework captures Wella's blend of creative elegance and scientific innovation through three core elements: Transformation, which emphasizes fast, visible results through before-and-after storytelling; the Torture Test, which highlights product performance and durability against environmental stressors; and Trending Looks, which aligns with pop culture and influencer partnerships that celebrate authentic self-expression.

As currently established, Wella's primary audience includes women aged 25-44 who are high-spending, research-driven consumers and frequent salon visitors. The secondary audience, professional stylists, remains essential to the brand's reputation by driving education, advocacy, and word-of-mouth credibility.

Wella's channel strategy integrates its professional legacy with modern retail and digital spaces: Ulta Beauty expands premium retail visibility, Amazon develops e-commerce engagement, professional stores emphasize trial and education, and salons sustain exclusivity and trust.

The campaign aims to drive awareness, consideration, and conversion for the Ultimate Repair (“Make It Strong”) and Ultimate Smooth (“Make It Smooth”) collections while developing connections with consumers. Success will be evaluated through increased brand recognition, stronger multiplatform engagement and relevance, higher trial and advocacy rates, and measurable growth in overall market share.

Through a refreshed communication strategy, Wella aims to honor its legacy of professional excellence while strengthening its relevance with today’s digitally connected audiences, continuing its evolution as an industry leader that empowers consumers to truly “Make It You.”

RESEARCH OVERVIEW

There are a few important pieces of information to know about Wella and the challenges they face before diving into campaign specifics. The first is that Wella and its products must adhere to very high global safety standards. These standards extend from the ingredients to the labeling of packaging. In the United States specifically, the Modernization of Cosmetics Regulation Act of 2022 expanded the FDA’s authority over cosmetics, creating many new facets to the safety of beauty products and emphasizing the importance of a clear crisis communications plan.

Economically, notable trends in consumer spending habits within the hair care industry have emerged over the past few years. Consumers under 24 show a 17% increase in spending, while those aged 35-64 show only a 1.6% increase. To fully leverage these differences, Wella must develop a differentiated pricing strategy tailored to age groups and consider targeting a younger market of consumers who are willing to spend more. This pricing strategy becomes even more important when considering the steep rise in import taxes and import times for products in the United States.

Tapping into a younger market presents a huge opportunity for Wella, but it also comes with challenges. Generation Z consumers, who are willing to spend more, purchase products from a brand based on much more than product quality. They consider a

brand's values, inclusivity in marketing, sustainability, and authentic content when deciding whether or not to purchase a product. Wella may need to adjust its marketing approach to reach this new audience, ensuring that its core ideals are transparent and easily accessible.

Another challenge faced by Wella in the current market is its emphasis on salon-based marketing. The COVID-19 pandemic created a trend of at-home haircare, as consumers became more educated about products and hair care due to salon closures. This rise in education also created a wealth of social media influencers specializing in hair, who share tips, tricks, and the best products for at-home hair care. Wella can tap into this influencer and online market by shifting its target audience.

Wella has a strong technological presence, with a B2B platform that personalizes experiences for salons and professionals. This platform expanded its e-commerce partnerships and doubled the company's online sales. They have also started incorporating augmented reality into their salons, with the Smart Mirror enabling virtual try-ons. Virtual try-ons lead to a 2.4 times increase in purchase likelihood for consumers, a market that Wella must continue to tap into, especially as AR becomes more integrated into everyday life.

Focus Group:

We conducted in-depth interviews and a focus group to gain further insights into consumers' perceptions of the haircare market. In the in-depth interviews, participants ranked their purchase concerns from most to least important. The first participant ranked her concerns as follows: effectiveness on specific concerns, brand reputation, ingredients, price, packaging design, and scent. The second participant ranked their concerns based on specific factors, including effectiveness, ingredients (clean, natural, and chemical-free), brand reputation, packaging design, scent, and price. The first participant mentioned that her primary hair concerns are damage/breakage and frizz, as she has curly hair. The second participant stated that her primary hair concerns are damage and breakage, as well as color-treated care. When asked about product packaging preferences, the first participant said that packaging with pretty/shiny colors catches her attention the most, while the second participant noted that she likes brands that are consistent with their product packaging, and that she likes it when it's simple and the benefit of the product is clearly stated in the packaging and the ingredients are displayed on the back. Lastly, we asked the interviewees to walk us through their haircare routines. The first participant said that on wash day, she shampoos twice, uses a conditioner or a hair mask, applies

leave-in treatments, and then uses a heat protectant. The second participant said she washes her hair three to four times a week, uses a hair mask one to two times a week, and dries her hair with a microfiber towel followed by the Ultimate Repair cream and spray as leave-in treatments. She said that if she is blow-drying her hair, she will apply a heat protectant beforehand, usually the Kristen Ess blowout mist or Olaplex No. 6. After her blowouts, she finishes it off with Moroccan Oil serum. The second participant also noted that she has exclusively visited Wella-certified salons for the past seven years, where her stylist uses only Wella bleach. She bleaches her hair every six months and credits its health to consistent use of Wella products. She also uses the Ultimate Repair and Invigo lines daily to maintain shine, color, and overall hair health.

We conducted a focus group with six students at UNC-Chapel Hill. To break the ice, we asked participants their names and their favorite shampoo and conditioner. For shampoo brands, the answers we received included Dove, Aussie, Paul Mitchell, Redken, Olive Oil, Kungall, and Kirkland. For conditioner brands, the answers we received included Amika, Olive Oil, and Fino. To begin, we asked our central question: how the participants typically discover new haircare products. Participants credited social media, store aisles, their mothers, and content creators/friends with similar hair types. When asked about important factors that would influence a purchase, participants noted concern regarding carcinogens/cancer-causing chemicals, as well as price. One participant said that she is willing to repurchase the Amika hair mask that she uses despite the price because of its effectiveness. Another participant gave a similar answer, saying that she is willing to repurchase a pricier product if it consistently shows effectiveness. Another participant stated that she likes to support brands that perform cruelty-free testing on products. When asked about main hair concerns, participants listed concerns such as frizz, curl-pattern, moisture/shine (for dyed hair), scalp health and dryness (due to eczema), and products catered toward damaged hair.

Unfortunately, zero out of six focus group participants knew of Wella, indicating weak brand awareness among the participants.

One participant said that she washes her hair every other day, but may wash her hair two days in a row if she goes to the gym. Her haircare routine consists of only shampoo and conditioner. Another participant said that she washes her hair every three days, and that her scalp is oily by the third day. She also said that she will sometimes just “refresh” her hair without shampoo and conditioner. Another participant said that she washes her hair once a week if it’s not styled, and if it is styled, she waits until her hair is out to wash it. Another participant said that she washes her hair every other day,

shampooing twice, and then applies a hair mask and hair oil. Another participant said that he washes his hair every day, shampooing twice and conditioning once.

We asked participants to identify how often they purchase haircare products and how much they spend each time. One participant reported spending around \$40 every three to four months, while another stated that she spends around \$90 every three to four months. Another participant mentioned that she also purchases new products every three to four months, but spends only about \$70 each time. One participant noted that he shops at Costco, where he can purchase large quantities of products at reasonable prices, saving him approximately \$50 per year. Another participant said that she can go a whole semester without buying new products, spending about \$90 each time.

Finally, we asked participants to describe features of packaging that they feel typically catch their attention. The first participant stated that she is less inclined to purchase products with “cutesy” packaging and believes that haircare products are more important scientifically than aesthetically. Another participant said that if a product’s packaging design is “too much”, it probably means it is “too gimmicky” and of poor quality. She said that her shower gel has a very minimalist design, and she likes the way it looks; she prefers packaging that only has the brand name and scent on it. One participant said that she looks out for packaging with images of black women, which strengthens her trust in the product’s effectiveness for her hair type.

TARGET AUDIENCE

Millennials and Gen X Females:

Our target audience for this campaign is women ages 25-44. In 2022, women accounted for 82% of the luxury haircare segment. Target consumers have higher disposable incomes and more premium budgets, which allows them to interact with Wella’s more pricey products (the 90s repair and the ultimate smooth lines). These women are concentrated in urban and suburban areas where they are more likely to be exposed to media, beauty influencers, trendy products, and boutique shops/salons. These women are luxury-driven and value-oriented individuals who view haircare as an integral part of their lifestyle.

Gen Z Females:

While Gen Z is not one of Wella’s current core audiences, we hope this campaign helps bridge the gap and tap into this audience. This is a considerable portion of the haircare market that Wella is currently not a primary focus for. Gen Z females are right behind Millennials in terms of spending the most on beauty routines. This campaign aims to help Wella’s awareness, popularity, and presence among Gen Z, which we believe will be a vital component for Wella’s long-term success.

Males (secondary target audience):

While not our campaign's primary focus or a component of the brief, we recommend that Wella consider its male audience. The male haircare segment is expected to expand at a compound annual growth rate (CAGR) of 7.3%, driven by the increasing awareness among male consumers of the importance of personal appearance. Current aspects of the campaign help tap into this audience without detracting from the primary target audience.

GOALS AND OBJECTIVES

- To increase visibility and recognition of the Wella logo, name, and overall brand through campaign initiatives.
- To rebuild trust and credibility of Wella Professionals as a transparent, science-backed leader in premium hair care.
- To reposition Wella as a modern product for a diverse demographic, specifically targeting Gen-Z

Measurable Objectives

- **Drive Brand Awareness:** Increase Wella's brand recognition and digital visibility by 20% through the #MakeItClean campaign, influencer partnerships, and experiential activations, measured by pre/post awareness surveys and social impressions.
- **Rebuild Consumer Trust:** Improve positive brand sentiment around ingredient transparency and sustainability by 15%, tracked through tracked through Smart Mirror engagement, sentiment analysis, review scores, and saved/shared educational content.

- **Activate Gen Z Engagement:** Increase Gen Z participation with Wella’s tech-driven tools (Smart Mirror, Hair Diagnostic Survey) by 25%, and drive a 10% lift in first-time purchases, measured through tool usage analytics and campaign-linked retail data.
- **Influence Culture:** Strengthen Wella’s social relevance through the *It Girls* influencer network and social share rates by 20%, amplifying the “Make It You” campaign, which will spotlights people who embody individuality and self-expression.

CAMPAIGN INTRODUCTION

In a beauty industry that evolves by the minute, the Wella Company stands as both a heritage icon and a modern innovator — a brand rooted in artistry yet driven by transformation. With over a century of professional expertise and a legacy established in salons worldwide, Wella continues to redefine what it means to be both trusted and trend-forward. Today, that evolution comes to life through its bold global platform, “Make It You.”

The Meaning of Make It You

“Make It You” is more than a simple tagline. It’s a creative philosophy. It’s about turning self-expression into self-creation. In a world that often celebrates sameness, Wella celebrates individuality. Every strand, every color, every texture tells a story, and Wella invites consumers to write theirs.

It represents the ongoing process of transformation. It allows consumers the opportunity to be fluid, ever-changing, and ever-evolving. It symbolizes hair as identity, mood, and statement. It is the essence of authentic individuality that refuses to conform.

This campaign doesn’t dictate beauty ideals; it amplifies personal ones. Whether through a sleek blowout, a bold balayage, or the confidence that comes from healthy, repaired hair, Wella empowers everyone to make it their own.

The Moment of Opportunity

Despite its dominance as the #1 brand in professional color, Wella currently ranks #20 in the premium care category, a gap that represents enormous potential. The professional trust is there; the consumer awareness, particularly among younger demographics, is not. With haircare consumers aged 18–24 showing 17% annual growth, Wella has the opportunity to connect its salon credibility with the aspirations of a new, highly digital generation.

The Ultimate Repair and Ultimate Smooth collections sit at the center of this transformation. These products don't just deliver results; they prove them. They embody Wella's signature "3T" communications approach:

Transformation - Visible, fast, dramatic results through real-life before-and-after content.

Torture Test - Proof under pressure. From humidity to heat styling, products that perform when it counts.

Trending Looks - Cultural relevance through influencers, stylists, and creators who make haircare feel aspirational yet achievable.

Bridging Professional Credibility and Consumer Desire

Wella's next chapter is about building a bridge between professional authority and everyday luxury, between salon mastery and self-expression at home. With expanding presence at Ulta Beauty, Amazon, and professional stores, the brand is positioned to meet consumers wherever they discover beauty.

But the challenge is no longer just about shelf space; it's about cultural space. Consumers, especially Gen Z, tend to buy from brands that share their values, including inclusivity, sustainability, clean beauty, and authenticity. They crave brands that listen as much as they lead. Wella's acquisition of Briogeo, a pioneer in clean, natural haircare, signals its commitment to evolution without

compromise. This partnership strengthens Wella's credibility in ingredient transparency and product integrity, crucial in a post-MoCRA regulatory landscape where consumers and the FDA alike expect nothing less than full accountability.

The Campaign Vision

The Make It You campaign reintroduces Wella as the ultimate expression of modern luxury, innovation, inclusivity, and infinitely diverse personality. Our mission is simple: Turn every consumer interaction into a creative experience.

We'll meet audiences wherever they are. Digitally, through personalized AI-driven engagement like the Wella Hair Diagnostic Survey that recommends products based on real consumer data. Culturally, through the It Girls Influencer Series, spotlighting confident, creative women who embody individuality, from high fashion to high performance. Physically, through the "Bringing Beauty to You" Pop-Up Activation Campaign, where stylists and Smart Mirrors turn city streets into live beauty studios. Every touchpoint, whether a swipe, a selfie, or a salon visit, becomes a moment of transformation.

Strategic Relevance

This campaign sits at the intersection of technology, creativity, and credibility.

It uses AI and AR innovation to personalize the experience, influencer partnerships to humanize the brand, and crisis preparedness to protect it under new FDA oversight. From algorithmic visibility to real-world immersion, the strategy ensures Wella isn't just seen, it's experienced.

A Brand Reborn for a New Era

“Make It You” is not just a campaign. It’s Wella’s evolution, a bridge between its professional past and its consumer future. It positions Wella as a brand that doesn’t chase trends but creates them, one empowered, self-expressive consumer at a time.

Because at the end of the day, hair is never just hair. It’s power. Its identity. It’s art. And with Wella, you don’t just wear it. You make it you.

STRADEGY

The core strategy of the *Make It You* campaign is to position Wella Beauty as a universally relevant, innovative, and experience-driven brand that meets consumers wherever they are: digitally, culturally, and physically.

To expand Wella’s cultural footprint, we will activate a multi-tiered influencer strategy that goes beyond existing micro-creator partnerships. We will leverage medium and large influencers across diverse verticals, including beauty, fitness, sports, high fashion, wellness, entertainment, and creator culture, to demonstrate the universal relevance of Wella products. This cross-demographic approach reinforces the message that Wella is for everyone, everywhere. Whether it’s a celebrity makeup artist, a professional athlete, a runway model, or a lifestyle vlogger, each collaboration will tie back to the 'Make It You' message: Wella adapts to any identity, routine, and aesthetic.

To strengthen real-world visibility, we will simultaneously execute the Wella Pop-Up Activation Campaign: “Bringing Beauty to You.” These activations will place Wella directly into the rhythms of urban daily life, outside workplaces, gyms, pilates studios, retail districts, and high-traffic community hubs. With stylist-led, real-time demonstrations of the 90-Second Repair Line and AI-powered Smart Mirrors that provide personalized hair diagnostics and AR color try-ons, Wella becomes an experience rather than just a product. These activations deepen brand trust, reinforce stylist authority, and create memorable touchpoints that convert curiosity into loyalty.

A crucial pillar of our strategy is AI-driven visibility and search dominance. As generative search becomes the primary way consumers seek

recommendations, Wella must be engineered into the front end of AI-powered discovery. We will optimize Wella’s owned content, expand long-form, credible materials, strengthen schema markup, and collaborate with Gen-AI-strong partners to ensure Wella appears as a top-recommended brand across search engines like Google SGE, ChatGPT, Perplexity, and TikTok. This positions Wella as the “default answer” for hair concerns, color solutions, and product comparisons.

To drive traffic and trigger algorithmic recognition across social platforms, we will introduce the Wella Digital Hair Diagnostic Survey. This zero-commitment engagement tool analyzes hair goals and provides personalized product matches. Without requiring email subscriptions or account creation, this survey lowers the barrier to entry while creating strong behavioral data signals. Once users interact with the survey, they organically re-enter Wella’s digital ecosystem via algorithms that begin recommending Wella content and ads across platforms. Survey results pages will also offer Wella product pathways, increasing conversions while maintaining a frictionless experience.

Finally, to ensure brand protection and campaign continuity, we will implement a tailored Crisis Communications Strategy specifically designed for beauty industry risk scenarios. This includes proactive messaging frameworks, stylist and influencer communication protocols, social listening dashboards, and a rapid-response system to manage misinformation, product concerns, or online backlash. This structure safeguards Wella while allowing the campaign to move boldly and creatively.

Together, these strategies create an ecosystem where Wella is omnipresent: in feeds, search engines, physical spaces, creator communities, and consumer routines. By blending innovation, accessibility, personalization, and cultural relevance, the *Make It You* campaign positions Wella Beauty as the most dynamic, transformative, and consumer-connected haircare brand of the new era.

TACTIC 1 : THE “IT GIRLS” INFLUENCER STRADEGY

Wella’s “It Girls” strategy harnesses the power of influential women who embody confidence, authenticity, and effortless style to elevate the brand across

both core and emerging audiences. These creators serve as the modern faces of empowerment, women who lead with individuality and inspire others to do the same. Through this campaign, Wella deepens its connection with Millennial and Gen X women (ages 25–44), the brand’s loyal salon heritage consumers, while building a bridge to Gen Z, the fastest-growing segment in beauty. Together, these audiences represent a new era of hair care: one that views hair not just as an appearance, but as a form of self-expression and self-care.

Positioning

The campaign spotlights Wella’s 90s Repair and Ultimate Smooth collections as everyday essentials that restore, strengthen, and empower individuals to feel confident in their individuality. Whether it’s a polished blowout, a sleek bun, or a natural texture proudly worn, Wella becomes part of the daily ritual as a brand that understands hair as an expression of identity.

Campaign Concept: “Make It…”

The “It Girls” Influencer Campaign builds upon Wella’s global brand platform, “Make It You.” Each influencer will reinterpret the tagline through their own lens, culture, and community, creating a personalized call to expression under the umbrella phrase, “Make It…” Each creator represents a distinct corner of culture, encompassing fashion and beauty, sports, entrepreneurship, and entertainment, demonstrating that there’s no single definition of beauty or strength.

Example applications include:

Alex Cosani → Make It Vogue (elevating fashion-forward beauty)

Ilona Mayer → Make It Strong. Make It Sporty. Make It Tough. (celebrating resilience and movement)

Bretman Rock → Make It Beautiful. Make It Trendy. Make It Sleek. (showcasing bold, creative self-expression)

Together, these voices reinforce the campaign’s central belief: hair is personal, hair is powerful, and hair is never just one thing. Wella recognizes that every strand tells a story and empowers everyone to make it their own.

Execution and Content Strategy

Each creator will tag @Wella, use the campaign hashtag (e.g., #WellaItGirls), and share performance metrics including reach, engagement, and link clicks. Content will be bright, clean, and aspirational, focusing on authenticity and transformation while highlighting product performance.

Alex Cosani

- **Concept:** Make It Vogue. Elevating fashion-forward beauty while keeping it real, funny, and down-to-earth. Alex brings luxury and relatability together, showing that high-end beauty doesn't have to feel out of reach.
- **Deliverables:** One TikTok video featuring a behind-the-scenes transformation using Wella's 90s Repair line, styled for a fashion shoot, and two Instagram posts: one Reel showcasing the entire styling process and one carousel of polished final looks.
- **Why Effective:** Alex's humor and grounded personality make her luxury-focused content approachable and human. Her ability to blend authenticity with aesthetic elevates Wella as a brand that's both aspirational and relatable, connecting with audiences who want salon-quality results that still feel real.

Ilona Maher

- **Concept:** Make It Strong. Make It Sporty. Make It Tough. Celebrating resilience, female empowerment, and the beauty of feeling confident and feminine while still winning gold.
- **Deliverables:** One TikTok tutorial showcasing how she styles and protects her hair before an athletic event or photoshoot using Ultimate Smooth, and three Instagram posts: two Reels, one featuring step-by-step styling, and another allowing for more creativity/humor, along with a feed carousel highlighting strength, shine, and self-assurance.
- **Why Effective:** Ilona embodies empowerment through performance. She demonstrates that strength and femininity can coexist, inspiring women to embrace both their power and their vulnerability. Her content expands

Wella's message beyond appearance, representing what it means to feel beautiful, capable, and confident in every moment.

Bretman Rock

- **Concept:** Make It Beautiful. Make It Trendy. Make It Sleek. Celebrating bold, creative self-expression through personality and effortless style.
- **Deliverables:** One TikTok showcasing his signature humor and charisma while styling with the 90s Repair line, plus two Instagram posts: one Reel capturing a dramatic transformation and one carousel highlighting his naturally beautiful, healthy hair.
- **Why Effective:** Bretman's stunning hair and expressive personality make him a perfect representation of Wella's artistry. His global reach and authenticity transcend demographics, positioning Wella as an inclusive, confident, and culturally relevant brand.

Why This Strategy Is Most Effective

The "It Girls" program succeeds because it lets authenticity lead. Rather than over-scripting creators, we believe that Wella can give each influencer creative freedom to interpret the campaign through their own, personal, unique lens. This freedom fuels storytelling that feels organic and real, fostering stronger emotional connections with audiences. By combining authentic voices with visible results, the campaign strengthens brand trust, expands reach, and reinforces Wella's leadership in premium haircare for all generations. Each influencer delivers not just style, but substance, showing that true beauty lies in confidence, individuality, and creative self-expression.

TACTIC 2: POP-UP ACTIVATION CAMPAIGN

"Bringing Beauty to You | Anytime, Anywhere."

While Wella's online presence is crucial, its physical engagement with consumers is equally imperative in forging a lasting relationship between the Wella brand and its consumers. In an effort to put "boots on the ground" and

actively engage consumers in their daily activities, our team proposes the “Bringing Beauty to You” Pop-Up Activation Campaign.

Overview

In today’s fast-paced world, consumers value brands that meet them where they are, seamlessly blending into their daily routines while offering authentic, hands-on experiences. Wella Company’s Pop-Up Activation Campaign is designed to do just that: connect, inspire, and engage consumers in real-time by bringing the power of Wella directly to the heart of urban life.

This initiative will target high-density, trend-forward cities and communities, setting up temporary Wella activations outside popular workplaces, fitness centers, gyms, pilates studios, and other high-traffic lifestyle hubs. The goal is simple: to meet consumers where they already are, in moments that feel spontaneous, fresh, and personal.

Campaign Concept

At the core of the Pop-Up Activation Campaign is Wella’s 90-Second Repair Line, a breakthrough in fast, effective hair restoration. The pop-ups will feature Wella’s trusted stylist partners who will demonstrate these products live, using them on willing participants to showcase real results in real time. This in-person interaction transforms Wella from a name on a shelf into a living, breathing experience that consumers can see, touch, and remember.

For those who prefer not to apply the product, the experience remains just as engaging. Each pop-up will feature AI-powered Smart Mirrors, an innovative and interactive tool that bridges the gap between beauty and technology. Utilizing cutting-edge visualization technology, these mirrors will diagnose individual hair concerns, including heat damage, dryness, color fading, thinning, and scalp irritation. Once analyzed, the mirror will recommend the most effective Wella products for that person’s unique hair needs. It will then display an augmented

reality (AR)-generated visualization of how their hair could look after using Wella's solutions, offering an instant, personalized preview of the transformation.

To expand the experience even further, the smart mirrors will also feature an AR color try-on, enabling users to explore Wella's color portfolio virtually. Whether it's trying on a bold new hue or experimenting with subtle highlights, consumers can visualize Wella's artistry in a fun and modern way.

Why It Works

This campaign goes beyond traditional advertising; it's about connection and credibility. By spotlighting Wella's professional stylist partners, the pop-up becomes a stage for real expertise. Consumers trust stylists; they're the voices in haircare that matter most. Inviting these partners to participate not only strengthens Wella's professional network but also acknowledges the stylists' ongoing loyalty and influence.

The AI and AR components, meanwhile, place Wella firmly at the forefront of innovation. They appeal to today's tech-savvy, experience-driven consumer who values convenience, personalization, and authenticity. Even for those who may be hesitant to try products on the spot, the digital interaction ensures engagement and leaves a lasting impression.

Impact and Brand Benefits

The Wella Pop-Up Activation Campaign transforms curiosity into loyalty. Every encounter, whether it's a stylist demonstrating product results or a consumer interacting with the smart mirror, becomes a memorable touchpoint that deepens the connection between Wella and its audience. Research consistently shows that many consumers are open to switching haircare brands if another can demonstrate greater effectiveness. By allowing people to see and feel that difference firsthand, Wella positions itself not only as a trusted professional brand but also as an approachable, innovative, and consumer-centered one.

This campaign turns Wella into more than a product line; it becomes an experience. By meeting people in their everyday environments, blending beauty expertise with cutting-edge technology, and celebrating the role of our stylist

partners, the Pop-Up Activation Campaign redefines how Wella interacts with consumers. It's visibility with purpose, innovation with heart, and engagement with lasting impact.

With every pop-up, Wella isn't just showing what it can do; it's showing who it is: bold, modern, and beautifully human.

TACTIC 3: WHERE AI PLAYS A PART

Wella's Smart Mirror: Professional AI Beauty Tech into Consumer Experience

In recent years, technology has developed far beyond what was ever thought possible, especially in the beauty industry. The use of artificial intelligence and augmented reality has allowed beauty professionals to take their businesses to the next level. In the hair care industry, the use of AI and AR through smart mirrors has enabled clients to realistically try on different hairstyles and gain a better understanding of their hair condition. Smart mirrors have also enabled stylists to maintain more accurate client records and provide better, more personalized product recommendations based on the information collected by the mirror.

Wella is no stranger to using smart mirrors in its salons. In 2020, Wella launched the Wella Professionals Smart Mirror, which uses CareOS technology to deliver an award-winning smart mirror that enhances the salon experience from consultation to aftercare. The mirror utilizes facial recognition to recommend hairstyles, retrieve past looks, and allow users to try on new hair colors. It also has a 360° video camera to capture the client's hair from every angle. Wella also created Color DJ for stylists to use alongside the Smart Mirror, the world's first in-salon device that allows stylists to design and produce completely personalized color masks. There are 60 billion color combinations possible, as well as customized levels of conditioning and fragrance, helping clients walk away with a take-home product completely tailored to their needs.

For clients, AR try-ons take away the fear of making the wrong choice in both color and style. It helps alleviate the confusion of a consultation and allows for complete certainty in selecting the look you want. The Smart Mirror can also provide clients with data-driven recommendations, utilizing their facial structure, skin tone, hair health, and hair texture to recommend styles that are the best fit for them. This information can also be used to help clients find products that are the best fit for their hair and ensure their hair is adequately treated before and after a service. For the stylist, the Smart Mirror keeps digital client records, saving the client's previous consultations, desired looks, and the exact color formulas used. This means any stylist in the salon can offer a consistent service on any subsequent visits. The mirror also features a companion mobile app that enables stylists to stay in touch with clients between visits, answering questions or providing recommendations as needed.

Although Wella's Smart Mirror is a valuable and successful piece of technology, the average consumer is largely unaware of its existence. While they debuted the mirror at the Consumer Electronics Show in 2019 and 2020, the coverage mainly stayed in the tech and beauty world, not making it to the general public. The tool was also designed for Wella professional salons, so awareness and marketing were primarily targeted towards salon owners, not average consumers. There was also a very limited rollout to salons after the mirror launched, making clients only aware of it if they went to specific, high-end Wella salons.

The rise of AI and AR in recent months, as well as the success of these mirrors within the haircare industry, means this campaign is an excellent opportunity to bring them into the limelight for consumers. Distributing the Smart Mirror to more Wella salons and framing it as making a high-tech salon service accessible to the general public for the first time would create media buzz. This would also help position Wella as a leader in innovation as well as a leader in color care, gaining interest across multiple audiences.

Use of Communication and Traffic in the Gen-AI Arena

To maximize traffic and visibility in the Gen-AI search era, Wella must recognize that winning in generative search is a team game across every digital touchpoint. Today's AI-driven answers draw heavily from earned media, making third-party sites one of the most influential sources for shaping consumer perceptions in both the upper and mid-funnel stages. At the same time, brand.com content is essential, as generative search engines rely on trusted, authoritative owned pages to extract accurate product features and brand narratives. Wella must also strengthen its commerce presence, since AI models frequently reference Amazon PDPs and similar retail listings for pricing, SKUs, and customer reviews. Additionally, YouTube and influencer content play a critical role. Google's AI regularly mines video transcripts to synthesize product insights, while Reddit mentions and discussions help reinforce authenticity and relevance. By elevating each of these channels in tandem, Wella can significantly increase its chances of being surfaced, recommended, and trusted within Gen-AI results.

1. Optimize Existing Content

- **Go longer, Gen-AI loves depth and context.**
 - Large Language Models rely on extensive textual information to generate accurate, well-reasoned answers. Longer content provides AI with more context to draw from, increasing the likelihood that Wella's messaging will be included in generative responses. This involves expanding product descriptions, brand stories, educational articles, and FAQs to provide detailed explanations rather than brief summaries.
- **Include facts and citations to drive credibility.**
 - Gen-AI systems heavily weigh factual accuracy and verifiable sources. Adding data points, clinical results, ingredient breakdowns, expert quotes, and external citations helps position Wella as a "trusted source" within AI outputs. When generative search engines detect structured facts supported by authoritative references, they are more likely to use this information in consumer-facing answers.
- **Mimic LLMs by using clear, conversational language.**

- AI models favor content that resembles their own natural language style: simple, direct, yet thorough. This means minimizing jargon and structuring information in easily digestible formats (such as Q&A sections, bullet lists, and subheadings).
- **Ensure key messaging is “visible” to LLMs.**
 - Critical value propositions like Wella’s expertise, product benefits, and technology differentiators must be explicitly and repeatedly presented in text, rather than hidden in images or vague descriptions. AI can only “read” what is textually available.
- **Apply schema markup structures to all owned pages and break out facts.**
 - Schema markup (structured data) enables AI and search engines to understand a page’s meaning accurately. By applying product schema, FAQ schema, ingredient schema, and review schema, Wella can signal to AI exactly what each page contains. “Breakout facts” (key details placed in structured fields) make it even easier for generative models to extract authoritative information, improving ranking and likelihood of inclusion in summaries.

2. Develop New Content

- **Identify communication gaps and white spaces, and publish those answers.**
 - Generative search thrives on filling knowledge gaps. Wella should analyze unanswered consumer queries, missing educational content, and areas where competitors dominate. Then, Wella should proactively publish high-quality answers across brand.com, earned media, YouTube, and third-party platforms. AI rewards brands that fill informational voids.
- **Audit and leverage keywords that drive Gen-AI favorability.**
 - Rather than traditional SEO keywords alone, Wella must understand which queries LLMs frequently surface (e.g., “best hair color for gray coverage,” “how to fix brassy tones”). Incorporating these high-value phrases into content increases the probability that AI draws from Wella’s materials when forming answers.
- **Signal “freshness” by adding “2025” to titles.**

- Generative models prioritize recent, relevant content. Adding the year to headlines (e.g., “Best Haircare Trends for 2025”) signals that the content is current, boosting the chances it will be selected by AI over older pages.
- **Be transparent — LLMs prefer content with clear provenance.**
 - AI systems favor information that clearly identifies its source, author, expertise, and publication date. By emphasizing transparency (who wrote it, what data supports it, and why it is reliable), Wella can position itself as an authoritative, trustworthy contributor to generative search responses.

3. Strengthen the Right Partnerships

- **Identify partners winning in Gen-AI search and double down on those relationships.**
 - Certain retailers, publishers, influencers, and media outlets consistently rank well in AI answers. Wella should map which partners are frequently cited by Google SGE, ChatGPT, Perplexity, and others, then strategically collaborate with them. This amplifies the likelihood that Wella’s brand narrative appears in high-visibility generative responses.
- **Publish “earned stories” with top-performing partners; avoid sponsored tags when possible.**
 - AI models tend to de-prioritize paid or tagged content because it appears biased. Earned media signals neutral, third-party credibility.
- **Work with influential voices across LLM-friendly platforms (YouTube, Reddit, Quora).**
 - Platforms like YouTube are heavily indexed by AI, and Google extracts transcript data, turning creator content into fuel for generative answers. Reddit and Quora also influence AI due to the perceived authenticity of peer-generated discussions. Partnering with credible creators and active communities on these platforms ensures Wella appears in conversational, trusted contexts that AI often pulls from.

TACTIC 4: PROPOSED HAIR DIAGNOSTIC SURVEY

Consumer Engagement Strategy For Wella

We propose a zero-commitment, algorithm-optimized Hair Diagnostic Survey hosted on a dedicated interactive page within the Wella website. This survey will give users a personalized analysis of their hair health and hair goals *without* requiring account creation, email sign-ups, or subscriptions. We're removing significant participation barriers and dramatically increasing completion rates. Because the survey link lives within Wella's own digital ecosystem, every user interaction will automatically connect back to Wella through platform pixels (Meta, TikTok, Google Tags), triggering algorithmic recognition and increasing the likelihood that Wella content and ads will appear on their social feeds.

At the end of the survey, users will receive optional product recommendations tailored to their answers. This creates a soft, curiosity-driven funnel into the Wella brand—inviting exploration without applying pressure. This low-friction experience builds familiarity, sparks organic conversation, and gradually warms consumers for future purchase consideration.

To encourage viral sharing, the survey will include a “Hair Match” feature that lets users compare their results with friends. After completing the quiz, participants will receive a CTA encouraging them to share the survey link to “see how similar your hair profile is.” When a friend completes the survey, both sets of results can be analyzed through a simple matching algorithm to generate a “hair similarity score” (e.g., 82% Match!). This social mechanic turns the diagnostic into a fun, shareable interaction that increases circulation, boosts virality potential, and positions Wella at the center of a trending consumer conversation.

Additionally, this survey initiative will be supported by keyword and SEO strategies to enhance Wella's visibility in organic search. Using Google's existing algorithmic behaviors rather than developing a custom algorithm, we will integrate high-performing keywords such as “hair damage quiz,” “hair type diagnostic,” “best products for dry hair,” and “hairecare recommendations.” These keywords will be embedded into the dedicated survey webpage through metadata, headline structure, schema markup, and natural long-form content to ensure the page ranks strongly when consumers search hair-related questions. This improves

Wella's presence across Google Search, voice assistants, and AI-powered generative search results.

Overall, this Hair Diagnostic Survey serves as a high-value engagement tool that increases Wella's algorithmic visibility across platforms, drives shareability, boosts organic search results, and gently guides consumers toward Wella product discovery—all without requiring any commitments from the user.

CRISIS COMMUNICATION PLAN

Prepared in Anticipation of Ingredient Safety Concerns under the Modernization of Cosmetics Regulation Act (MoCRA)

Executive Summary

In the era of ingredient transparency and heightened consumer scrutiny, Wella Company must be prepared to address potential crises linked to product safety or ingredient perception. The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) significantly expands FDA oversight of cosmetic manufacturers, placing greater responsibility on brands like Wella to substantiate product safety, report adverse events, and communicate transparently.

This Crisis Communications Plan establishes a proactive framework for managing ingredient-related controversies, protecting brand reputation, and reinforcing consumer trust. It integrates Wella's acquisition of Briogeo, a clean beauty leader, to strengthen credibility and demonstrate the company's commitment to innovation, sustainability, and transparency.

The plan ensures that Wella is prepared to act decisively and authentically in the face of scrutiny, turning potential crises into opportunities for leadership in clean, compliant, and consumer-first beauty.

Background and Context

MoCRA Overview

The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) expands the FDA's authority over cosmetic products and introduces new compliance requirements that impact Wella's operations:

- **Mandatory Facility Registration & Product Listing:** All Wella facilities and products must be registered and listed with the FDA.
- **Safety Substantiation:** Wella must maintain verifiable safety records for all products and ingredients.
- **Adverse Event Reporting:** Serious adverse events must be reported to the FDA within 15 days.
- **Mandatory Recall Authority:** The FDA can suspend operations or recall products deemed unsafe or misbranded.

These provisions increase both regulatory risk and public visibility in the event of ingredient concerns or adverse product reports.

Crisis Scenario and Risk Definition

Potential Crisis:

Public backlash against specific ingredients used in Wella products (e.g., preservatives, silicones, or colorants) can lead to negative media coverage, social media amplification, or a potential FDA inquiry.

Risks Include:

- Loss of consumer trust and sales.
- Amplified misinformation online.
- Media scrutiny and reputational damage.
- Regulatory action or product recall.

This plan prepares Wella to manage the full lifecycle of such a crisis, from early detection to transparent communication and long-term recovery.

Crisis Communications Objectives

- Protect and Preserve Brand Reputation across all Wella divisions.
- Comply fully with MoCRA in reporting, documentation, and transparency.

- Demonstrate Leadership in Safety and Innovation through proactive communication.
- Leverage Briogeo's Clean Beauty Reputation to reinforce Wella's evolving ingredient philosophy.
- Reassure Stakeholders, consumers, stylists, partners, and media that safety, science, and integrity drive Wella's mission.

Strategic Framework

1. Preparation and Monitoring
 - Establish a Cross-Functional Crisis Response Team (CRT) comprised of:
 - Corporate Communications
 - Legal & Regulatory Affairs
 - R&D and Product Safety
 - Social Media & Digital Strategy
 - Brand Leadership
 - Implement 24/7 Social Listening and sentiment analysis tools to monitor ingredient-related discourse.
 - Maintain a Safety Substantiation Archive for all products, accessible for FDA review and media verification.
2. Core Messaging and Narrative
 - Key Principles:
 - Transparency: "Wella prioritizes consumer safety and complies with all FDA regulations."
 - Science: "Every Wella product is supported by robust testing and verified safety data."
 - Evolution: "Through our partnership with Briogeo, we're driving innovation in clean, natural formulations that meet modern consumer expectations."
 - Tone: Calm, factual, empathetic, and confident.

- Goal: Reinforce trust without defensiveness, lead with facts and accountability.
3. Stakeholder Engagement
- Internal Communications: Equip employees, stylists, and brand ambassadors with accurate talking points and FAQs.
 - Media Relations: Issue holding statements within 24 hours, followed by press briefings led by Wella's Chief Scientific Officer or Head of Product Safety.
 - Regulatory Collaboration: Maintain open, transparent communication with FDA officials and provide required documentation promptly.
 - Consumer Transparency Portal: Launch an online hub detailing Wella's ingredient safety standards, testing protocols, and its partnerships with Briogeo to advance cleaner formulations.
4. Crisis Response Timeline
- Within 24 Hours
 - Activate Crisis Response Team (CRT).
 - Draft and release initial holding statement acknowledging concern and outlining investigation steps.
 - Begin monitoring and fact-checking online claims.
 - Within 48-72 Hours
 - Release official press statement with verified information.
 - Conduct media briefings led by Wella's Chief Scientific Officer or Head of Product Safety.
 - Deploy social media posts that directly address consumer FAQs and are delivered with empathy.
 - Within One Week
 - Publish long-form content detailing Wella's ingredient philosophy and clean innovation roadmap.
 - Highlight collaboration with Briogeo as proof of ongoing commitment to natural, safe, and effective formulations.

5. Leveraging Briogeo: The Clean Bridge

Briogeo's acquisition offers Wella an immediate advantage in mitigating ingredient-related crises. This partnership will serve as a credibility anchor and communication asset by:

- Featuring Briogeo's Founder and R&D Team in media appearances to discuss ingredient safety and transparency.
- Launching joint storytelling campaigns that showcase Wella's evolution toward more sustainable and clean haircare practices.
- Utilizing Briogeo's credibility to validate Wella's long-term commitment to clean innovation, thereby appealing to ingredient-conscious consumers.

This approach reframes Wella's narrative from "defense" to "leadership through transformation."

6. Post-Crisis Evaluation and Recovery

After resolution, Wella will conduct a full post-crisis audit, including:

- Sentiment Analysis: Tracking changes in consumer trust and brand perception.
- Media Review: Evaluating tone, volume, and message resonance.
- Performance Metrics: Assessing website traffic, social engagement, and sales recovery.
- Internal Debrief: Identifying best practices and process improvements for future readiness.

Results will inform updates to product communication, training, and long-term crisis prevention protocols.

Conclusion

The future of the beauty industry will be defined by transparency, accountability, and adaptability. The Modernization of Cosmetics Regulation Act has set a new standard, and Wella has the opportunity to lead in this context.

By implementing this Crisis Communications Plan, Wella positions itself not only to respond effectively in moments of scrutiny but to shape the conversation around ingredient integrity and innovation. Leveraging Briogeo as

both a strategic and symbolic asset ensures that Wella is perceived as a brand that listens, evolves, and prioritizes the protection of its consumers.

In short, this plan transforms potential vulnerability into a platform for leadership and trust.

CORPORATE SOCIAL RESPONSIBILITY

Wella is rooted in professional hair care science, but faces both a challenge and an opportunity in rebuilding trust and visibility in a market that increasingly values transparency. In our focus group, it was found that participants expressed low brand awareness and identity compared to competitors and placed significant emphasis on ingredient safety and clarity when making purchasing decisions.

This insight reinforced the importance of corporate responsibility as a central aspect of consumer connection. Wella’s *Nutricurls* line, which targets wavy and curly hair types, faced scrutiny after launch, receiving negative feedback for its ingredient composition and effects on hair. This controversy is just one way that the gap between consumer expectations and brand communication begins to widen. However, this presents an opportunity for Wella to turn the backlash into a means to strengthen authenticity and transparency across its portfolio.

Through #MakeItClean, the campaign seeks to spotlight Wella’s evolution toward clean science and honest storytelling. By emphasizing products like the *Ultimate repair* that reflect renewed commitment to dermatologist-tested, high-performance formulas without the additives, and *Ultimate Smooth* that underscores sustainability through responsibly sourced ingredients and recyclable packaging

Why?

- Consumers want brands that take accountability and action. The #MakeItClean initiative provides Wella with the opportunity to directly address ingredient-safety concerns while empowering both stylists and consumers to participate in sustainable change. By integrating a

social-impact component into product purchases, Wella strengthens trust and reinforces its identity as a brand that listens and leads.

How?

- When purchasing *Ultimate Repair* or *Ultimate Smooth* products, shoppers will be prompted online and in-store with the option to “Round Up for Repair.” This fund, which would be jump-started with an impactful contribution from Wella, will provide resources for professional stylists and small salons to adopt eco-friendly practices, such as using refillable product systems, reducing plastic waste, and utilizing energy-efficient equipment.
- Additionally, Wella will launch the “MakeitTrue” digital storytelling series, featuring scientists, stylists, and eco-conscious influencers discussing ingredients and sustainable sourcing. Each episode will be shared across Wella’s owned media channels to promote education and transparency.

The *Round Up for Repair* model easily integrates into existing retail systems and offers an opt-in opportunity that maintains profit margins while enhancing CSR visibility. The #makeittrue series leverages Wella’s internal experts and existing influencer partnerships, minimizing costs while maximizing engagement. These initiatives bring CSR to the forefront of the campaign and as a measurable, scalable part of Wella Professionals.

TIME SCALE

<p><i>2026 Wella’s Make It ... Campaign</i></p> <p><i>*Sporty, Trendy, Vogue, Sleek</i></p>	
January	<p>Campaign Launch: January 13th, 2026</p> <p>Implement our plan to increase AI-driven visibility and search dominance.</p> <p><i>Announce Wella’s It Girls:</i> social media announcement, hard launching Wella’s new campaign, and influencer partnerships.</p> <ul style="list-style-type: none"> - Bretman Rock TikTok Post - Alex Cosani TikTok Post
February	<p>Experiential Pop-Up: “Bringing Beauty to You Anytime, Anywhere”</p> <ul style="list-style-type: none"> - Miami, FL → Feb. 7th, 2026 - Los Angeles, CA → Feb. 13th, 2026 - New York City, NY → Feb 27th, 2026 <p>Smart Mirror Product Dispenser: stand-alone AI-powered interactive display → Feb. 16th in New York City</p> <p><i>Social Media Post:</i> Post behind-the-scenes content from each activation on social channels (February 8th, February 15th, February 28th).</p> <p><i>Blog Post:</i> segment on Wella’s use of smart mirrors and how this interactive experience works (February 16th)</p> <p><i>Earned media:</i> potential to generate earned media coverage from this type of over-the-top activation experience</p>
March	<p>Launch Wella’s New Haircare Diagnostic Survey, March 3rd</p> <p><i>Social Post, Email Marketing, Blog Post:</i> increase media coverage via Wella’s own channels to spread the word about the new diagnostic survey</p> <p><i>Influencer media:</i> Bretman Instagram Reel (Week of March 9-13th), Alex</p>

2026 Wella's Make It ... Campaign

**Sporty, Trendy, Vogue, Sleek*

	<p>Cosani Instagram Reel and Carousel Post (March 13th and March 20th)</p>
<p>April</p>	<p>Mid-Campaign Assessment: analyze KPIs, general engagement, and feedback. Make adjustments as needed to finish out the last two months of the campaign strong or pivot if necessary.</p> <p>Application of Crisis Communications Plan: get all internal company parties on the same page about implementing the crisis communications plan (ideally, this process would happen before, but this timing accounts for logistics)</p> <p><i>Social Media Post:</i> tease the second wave of influencer content, building buzz (Week of April 20-26th)</p>
<p>May</p>	<p>NY Billboard with Alex Cosani: May 1st Launch of Times Square Billboard with Alex Cosani: High Fashion Editorial Meets Wella.</p> <p>Influencer Activation pt. 2:</p> <ul style="list-style-type: none"> - Ilona Maher Instagram Reel (May 4th) - Bretman Instagram Carousel Post (May 9th)
<p>June</p>	<p>London Stairs: June 5th 3-week poster series on the London Underground</p> <p>Campaign Wrap-Up: You've seen how Wella has made it ..., now it's your turn! Call to action to get consumers to show others how they use Wella products and how they are unique to them.</p> <p><i>Social Media Post:</i> Ilona Maher Instagram Carousel and TikTok (Week of June 1-5th)</p>

BUDGET

Item	Estimated Cost	Notes
Influencers	600,000	Influencer rates were approximated based on a combination of information, including industry rates, follower count, and engagement levels. A more detailed breakdown of this cost can be found in the influencer table.
Experiential Marketing	375,000	This divide by the three pop-ups (Miami, Los Angeles, and New York) allocates about 125,000 to each pop-up. This budget allocation is based on industry rates and is estimated based on available information
New Hair Diagnostic Survey	20,000	Wella will host this quiz on its website. This quiz would be a complete overhaul of their current quiz, and involve much more complete decision trees, behavioral analysis, and real-time product pairing
Content Creation for Owned Media	175,000	Funds for creating social media content and other media that will be used and published through Wella's own channels
Traditional Media	178,000	Rate estimate based on the average price of a static billboard in Times Square and the cost of a 3-week poster series in the London Underground
Crisis Communications Plan	100,000	Money allocated to help advance a new crisis communications plan and initially onboard necessary individuals to implement the plan.

AI Technology	\$52,000	Funds allocated for permanently stationed smart mirror kiosks, with product purchasing ability
Total Estimated Cost		1,500,000

Influencers	Category	Approx. Followers Insta	Approx. Followers TikTok	Deliverables	Estimated Cost
Bretman Rock	Mega	19 M	18.9 M	1x TikTok Post 1x Instagram Reel 1x Instagram Carousel Post	300,000
Alex Consani	Mega	4.1 M	6.5 M	1x TikTok Post 1x Instagram Reel 1x Instagram Carousel Post	175,000
Ilona Maher	Mega	5.3 M	3.8 M	1x TikTok Post 2x Instagram Reel 1x Instagram Carousel Post	125,000

EVALUATION, METHODOLOGY, METRICS

To evaluate the success of the “Make it You” campaign, we will use five key indicators: awareness, engagement, conversion, advocacy, and business impact. These indicators align directly with Wella’s business objectives of increasing consumer awareness and consideration, as well as capturing more market share for the Ultimate Repair and Ultimate Smooth collections. The actual information we will use to track success is that of digital analytics, retail performance data, and sentiment analysis. Paid media and influencer dashboards will report impressions, engagement rates, and click-through rates biweekly. Conversion will be assessed through Ulta and Amazon point-of-sale data, monitored quarterly to identify sales lift and repeat purchase. We will release a post-campaign brand survey to compare to our pre-campaign one in order to gauge change in brand awareness among our target audience. We will employ social listening tools to monitor advocacy and brand reputation through campaign hashtags like #WellaItGirls and #MakeItYou.

Our currently projected success thresholds will be as follows:

- +25%↑ in unaided awareness vs. our baseline
- 5% average engagement rate across all social and influencer activations
- +15%↑ sales lift for Ultimate Repair and Ultimate Smooth lines
- 80% positive sentiment on campaign-related mentions
- 10% share of voice growth across earned and owned media

Performance Projections and ROI

Each tactic connects directly to our measurable objectives, allowing clear tracking from awareness to conversion

1. The “It Girls” Influencer Series

With a \$600K investment in influencer partnerships, the “It Girls” series led by Bretman Rock (\$300K), Alex Consani (\$175K), and Ilona Maher (125K), is the anchor for our campaign's visibility and emotional resonance. Industry standards suggest that Instagram posts reach [5-8%](#) of followers, reels reach roughly the same, and TikToks reach [10-20%](#) of followers for influencers with more than 1 million followers. We estimate it will get 9 million impressions from followers alone. With an expectation that [65%](#) of views being from non-followers, that count would go up to 25 million. We can expect [at least a million engagements](#) before media coverage based on industry engagements rates for hair-care influencers. [Industry standards](#) suggest a \$6.50 return per \$1 spent, indicating a \$3.9 million increase in incremental revenue with an ROI of 6.5x. Focus group participants confirmed that creators and friends were their top sources for product discovery, validating this influencer-led strategy for raising **awareness** and cultural credibility.

2. “Bringing Beauty to You | Anytime, Anywhere.” - Pop-Up Activation Campaign

With a \$375K allocation, we plan to place mobile activations across key cities that will deliver real-world product experiences at gyms, workplaces, and retail districts. With live stylist demos and interactive sampling, the activations are projected to attract over [1500 attendees per day](#). Industry research suggests that consumers are [85% more likely to purchase](#) after attending an experiential marketing event. Similarly, they are even more likely to re-engage with the brand, generating further engagement and leading to around [45 million impressions](#) across various media. This event, alongside subsequent e-commerce growth, will result in \$265K in short-term incremental revenue, with an ROI of 0.7x, matching what is typical in the industry. While not strongly profit-generating, its value lies in first-hand product experience and earned media/digital exposure that supports **awareness** and trust-building across future campaigns. Moreover, research emphasized that the ability to test products before purchase was a crucial touchpoint for **conversion**.

3. Wella’s Smart Mirror: Professional AI Beauty Tech into Consumer Experience

Building on Wella's partnership with CareOS, Smart Mirror technology will be distributed and integrated into flagship salons and featured at select pop-up events. This will introduce AI-powered visualization and personalized styling recommendations. The allocation for this will be \$100K of the experiential marketing budget. Assuming [400-700 clients per month](#), alongside an additional [300-500 non-client visitors](#), at 10 salons over a 6-month pilot, it is projected to reach 60K in-salon users with high dwell time and repeat visits. With an assumption of [10% of users purchasing Wella](#), we predict equating to roughly \$210K in incremental revenue and an ROI of 2.1x. Literature on AR/AI integrations shows such tools can double purchase likelihood, which would support Wella's positioning as a leader in beauty technology.

4. Hair Diagnostic Survey

This zero-commitment survey invites consumers to discover personalized recommendations while staying within Wella's digital ecosystem. Over a 6 month period, It is expected to reach [120K completions](#) (assuming 200K starters), [11.7% conversion](#), and around \$491K in attributed revenue. Beyond the financial return, it contributes valuable first-party data, sustained **engagement**, and **advocacy** among consumers exploring Wella products for the first time. The design of this survey is without friction with the audience and transforms engagement into advocacy by empowering users to share and compare their "Hair Match" results from Wella's website with friends.

5. Content Creation for Owned Media

With \$175K dedicated to owned content, Wella will be producing social media content and other media that will be used and published through its channels. Assuming [3 posts per week](#) for 6 months on various platforms, this is projected to generat 36 million impressions and 650 thousand engagements ([≈1.81%](#)), improving long-term digital equity. ROI cannot be directly calculated, but it will improve brand image and recognition, placing Wella in a significantly higher position of relevancy.

6. Traditional Media

We have \$170K allocated toward traditional media and ad placement. This offers cultural visibility, reinforcing Wella's global brand status. It is difficult to quantify in revenue, but, using a static Time Square billboard as an example, the estimated impression count will be around 45 million, with the assumption of roughly [1.5 million](#) impressions per day for [4 weeks](#).

7. Crisis Communications Plan

The ROI for this cannot be measured in sales or engagement, but in reputation risk avoided. While we must devote \$100K, it is integral to making sure the campaign functions.

Across all tactics, the campaign is projected to deliver an overall ROI of 3.24, equating to roughly \$4.9 million in incremental revenue. While some tactics emphasize awareness and innovation more than direct profit, the integrated effort is expected to lift unaided brand **awareness** by 25%, generate a 15% sales increase for the Ultimate Repair and Ultimate Smooth lines, and expand Wella's digital share of voice by approximately 7%. The true business impact, though, lies in repositioning Wella from simply a salon-exclusive leader to a culturally relevant, badass, consumer-recognized brand. The campaign will bridge the brand's professional heritage with an accessible, modern identity that fuels sustainable growth.

APPENDIX

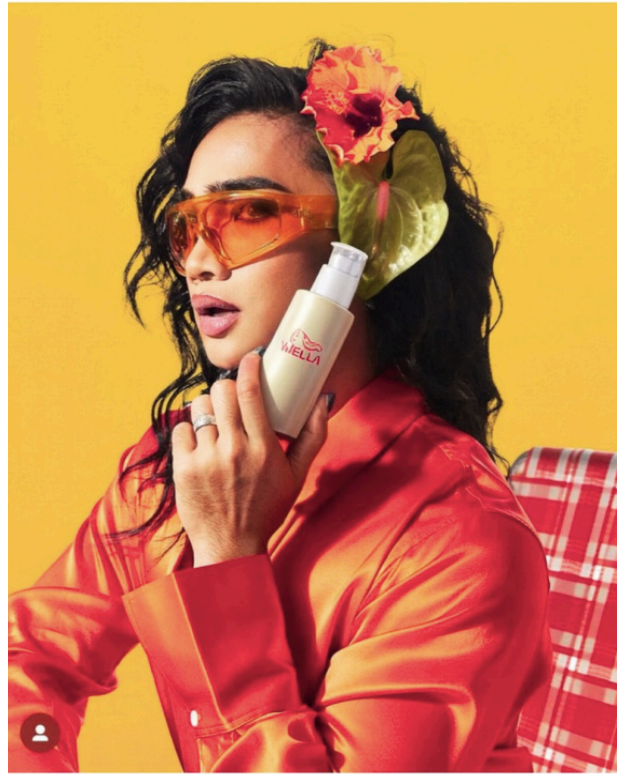
IT Girl Mockups with Wella





 **bretmanrock** 
➔ Kelis · Milkshake

...



 431K  2,247  4,586  15.6K 

 Liked by **lanareann9** and others

bretmanrock If the hair's laid, the world is slayed. 🙌🔥
#WellaitGirls @Wella @WellaHair

Mock Up Of Survey CTA Page


SHARE YOUR RESULTS!

Invite a friend to take the survey and see how similar your hair profiles are.

SHARE SURVEY

VIEW MY RECOMMENDATIONS

Compare your *Hair Match* after completing the survey.



Billboard Mockup

BILLBOARD



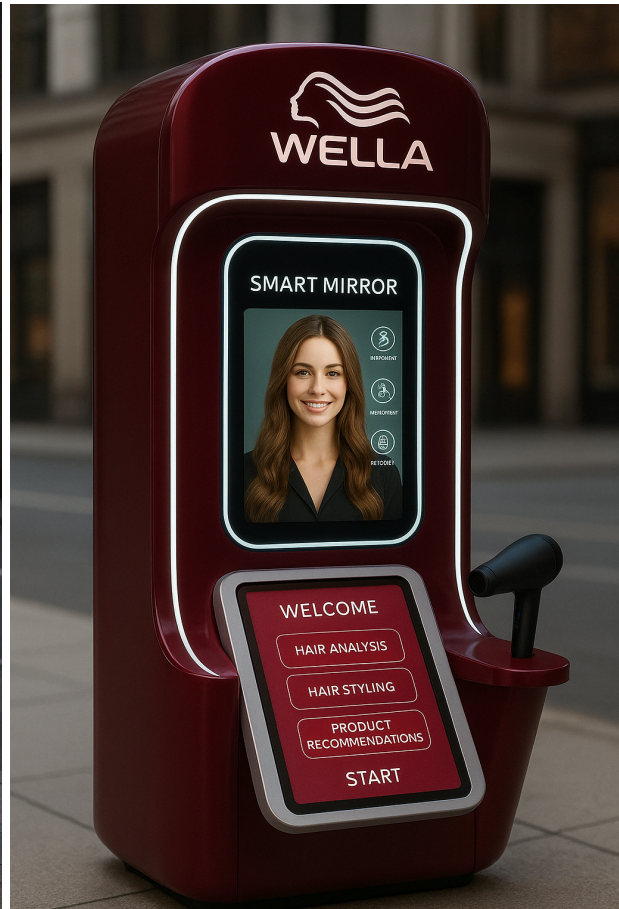
THE HOTTEST SHOW ON BROADWAY!
SINGLEDIGLY BILLIARDS
FROZEN
BY JAMES LAYTON

Pop-Up Mockups



Smart Mirror Product Exploration Mockup

- The Role of AI -



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