



IT GIRL CAMPAIGN

PREPARED FOR:
TORRI LEEDS & DEAN DIXON-GREEN

TRUETONE



WELLA
PROFESSIONALS

ULTIMATE
REPAIR

WITH AHA & OMEGA-9

STEP 1
SHAMPOO

250 ML

MEET THE TEAM



CO-CLIENT RELATIONSHIP LEAD

Amelia Thomas



CO-CLIENT RELATIONSHIP LEAD

Redding Thomas



DIRECTOR OF INTERNAL COMMS.

Olivia Frelke



RESEARCH LEAD

Jordan Gooch

MEET THE TEAM



RESEARCH LEAD

Mills Hancock



RESEARCH LEAD

Safi Hampton



DIRECTOR OF INTERNAL COMMS.

Cormac Baxter



SOCIAL MEDIA

Sarah Burnett

MEET THE TEAM



SOCIAL MEDIA

Sophie Lackey



FINAL EDITOR

Mackenzie Boyer



RESEARCHER LEAD

Adolfo Alvarez



FINAL EDITOR

Colin Franco

BACKGROUND



A global leader with a century of salon expertise and innovation.

**Despite being #1 in color, Wella only holds a 0.6% share in premium care,
signaling a major opportunity**

BACKGROUND

CAMPAIGN FOCUS

- Ultimate Repair & Ultimate Smooth collections
- Aligned with Wella's global platform "Make It You"

Target Audiences

Modern Consumer

- High spending, research-driven women
- Consumer mindset drives interest

Professional Stylists

- product education and trial, brand advocacy and credibility

Channel Strategy

- **Ulta Beauty** (drives presence in premium retail shelf space)
- **Amazon** (the place to be for e-commerce reviews)
- **Professional Stores** (to perfect product trial, education, conversion)
- **Salons** (amplify professional credibility)

Goal

Reintroduce Wella to modern consumers by driving awareness, engagement, and conversion—bridging salon authority with everyday self-expression.



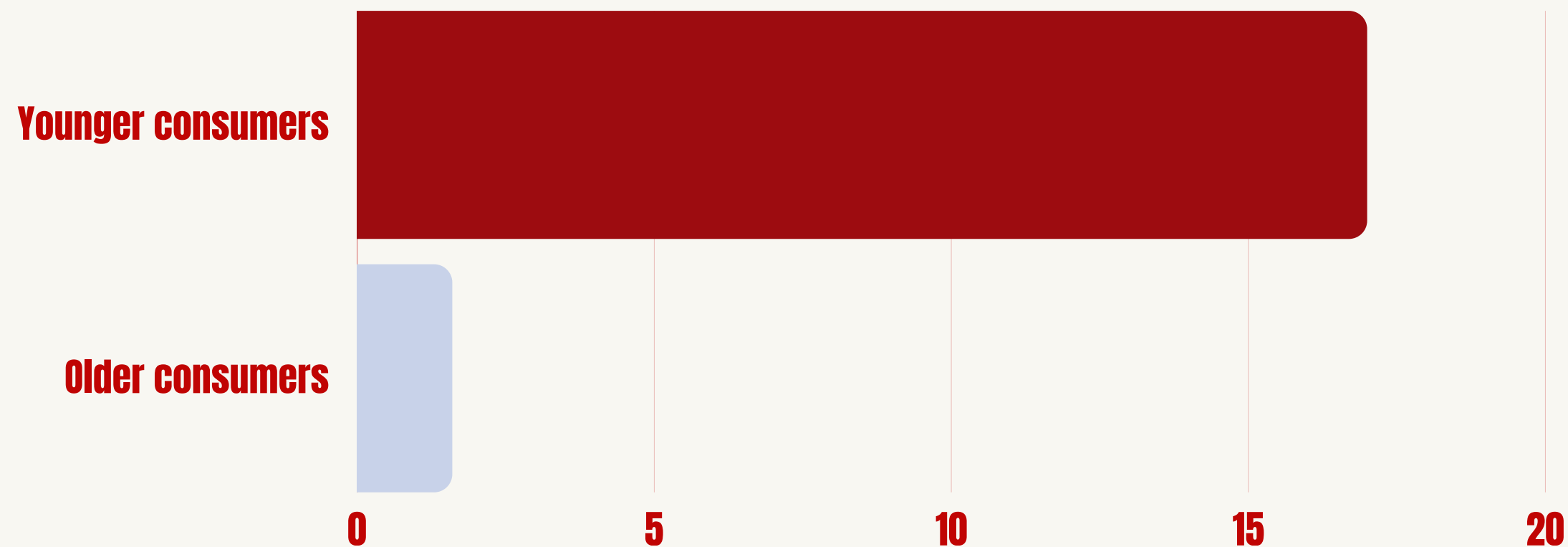
RESEARCH OVERVIEW

FACTORS AT PLAY

- Wella must meet strict global safety standards, reinforced by the 2022 Modernization of Cosmetics Regulation Act.
- Rising U.S. import taxes and import times add economic pressure.
- COVID-19 accelerated at-home haircare and influencer-driven education.
- Wella's B2B platform, e-commerce expansion, and AR Smart Mirror show strong tech potential.

Market Growth

● Younger consumers ● Older consumers



RESEARCH OVERVIEW

PRIMARY RESEARCH RESULTS

- Hair concerns included frizz, curl pattern, moisture/shine, scalp dryness, and damage.
- Product discovery comes from social media, store aisles, family, and creators with similar hair types.
- Key purchase factors include carcinogen concerns, ingredients, price, cruelty-free testing, and effectiveness, and brand reputation.

\$40



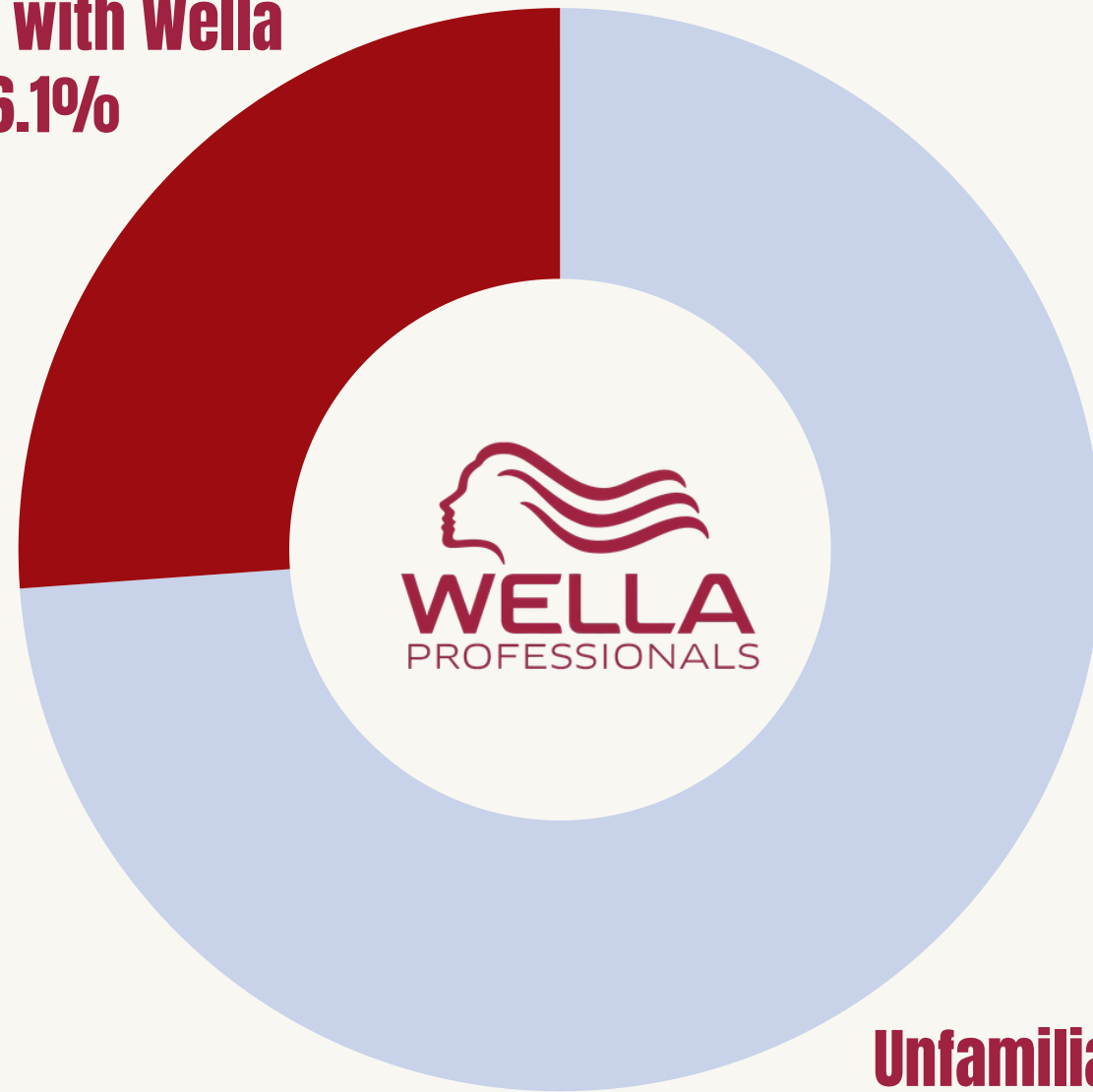
\$50

Focus group participants spent \$40 - \$50 dollars on average every 3 - 4 months for hair care products

RESEARCH OVERVIEW

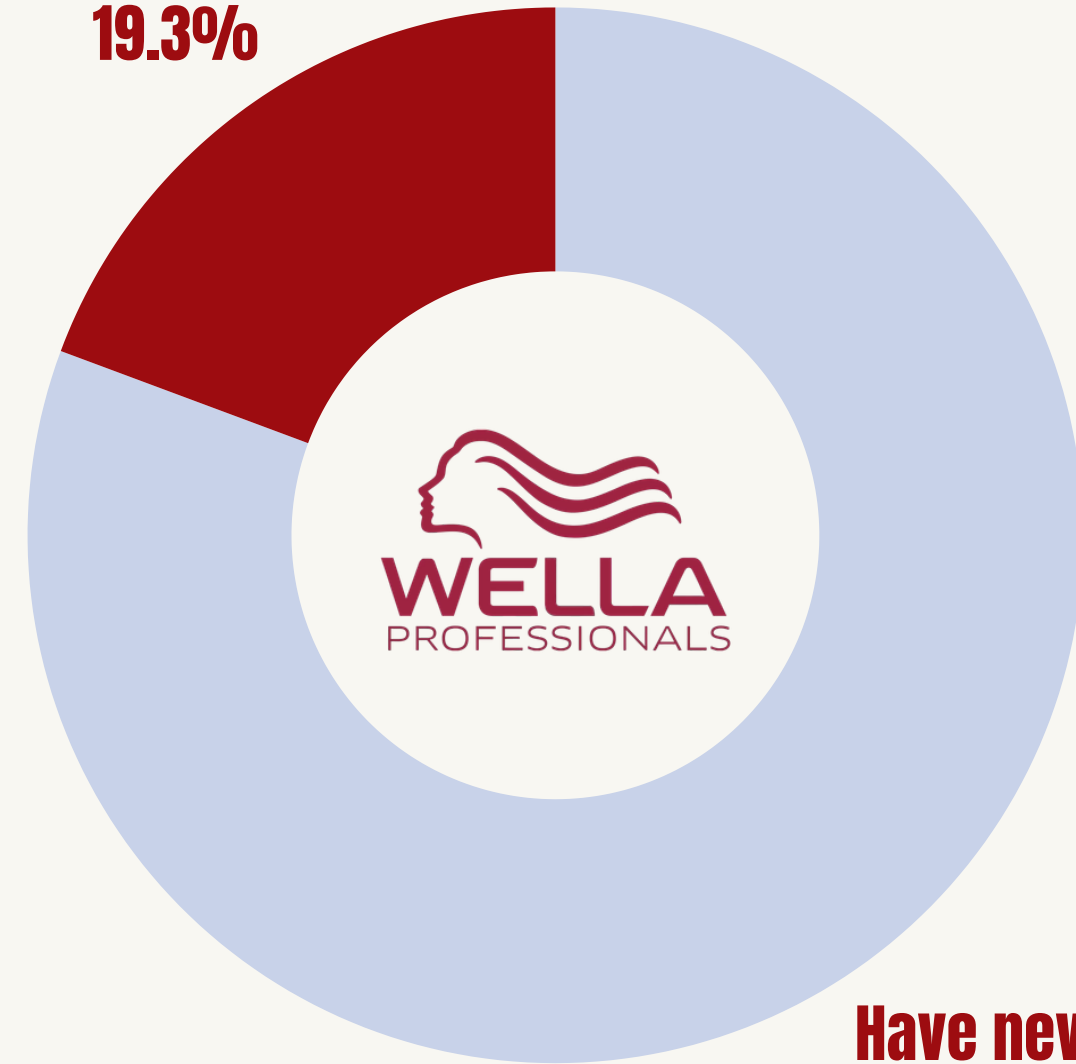
PRIMARY RESEARCH RESULTS

Familiar with Wella
26.1%



Unfamiliar with Wella
73.9%

Have purchased a product
19.3%



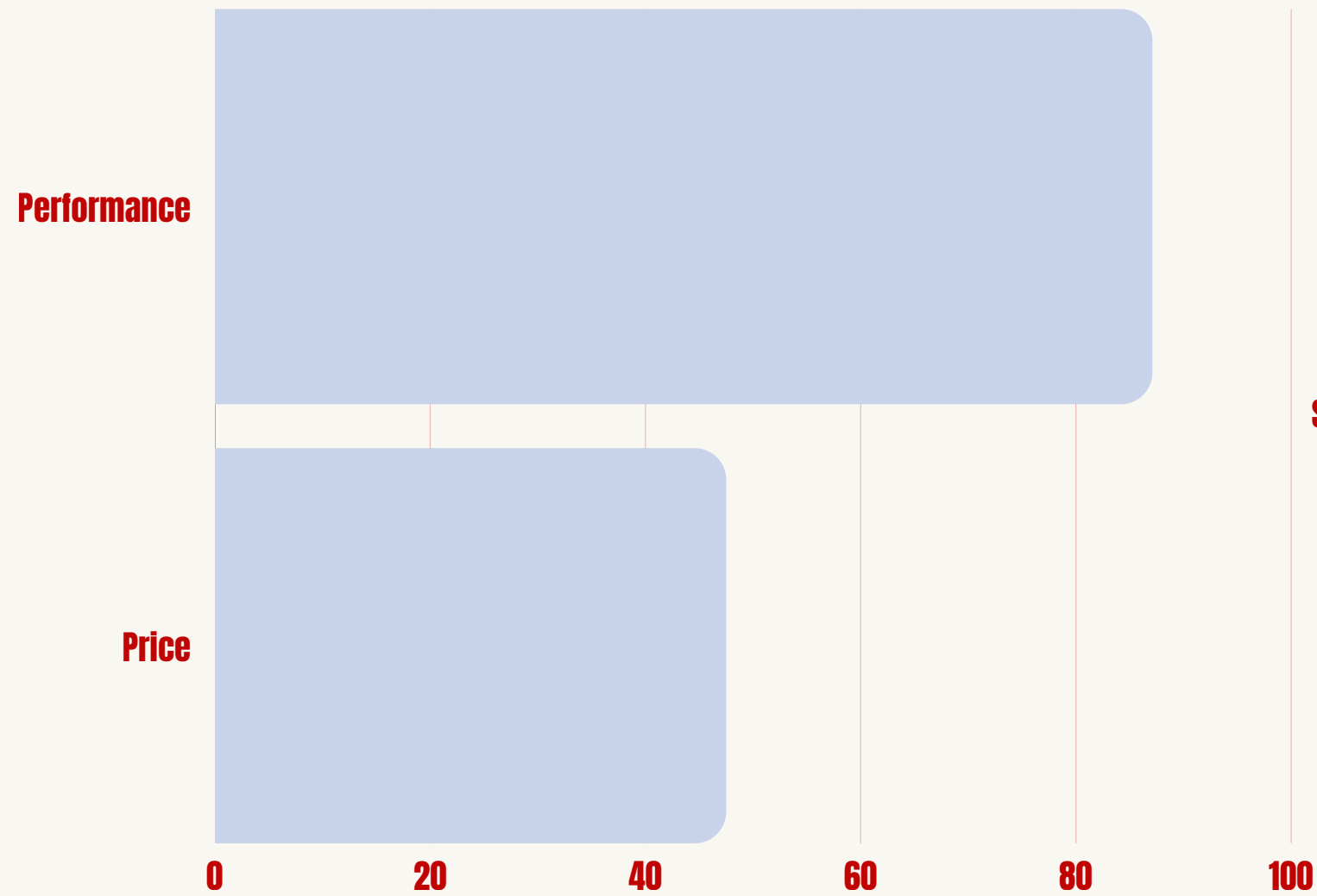
Have never purchased a product
80.7%



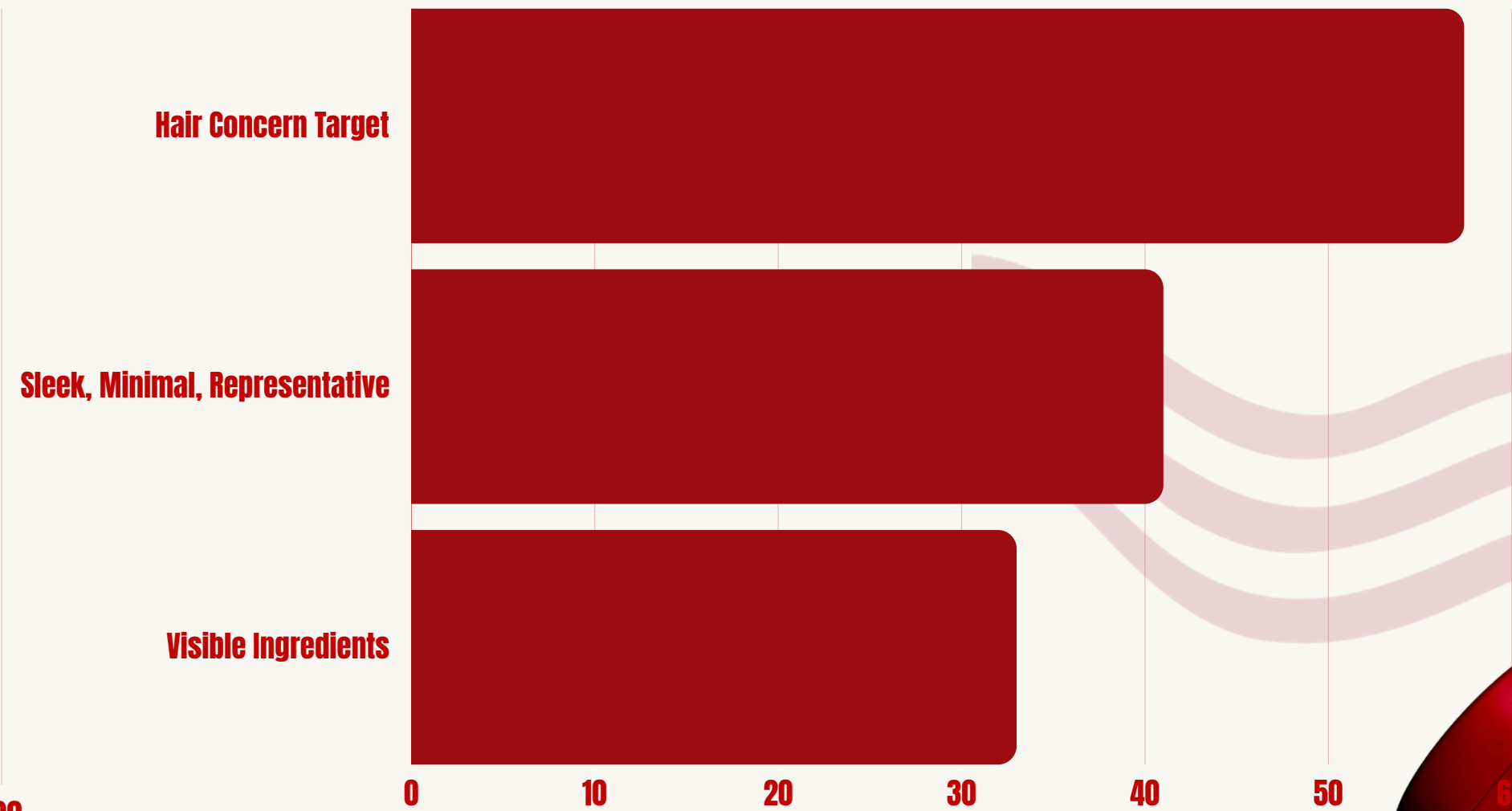
RESEARCH OVERVIEW

PRIMARY RESEARCH RESULTS

When considering products...



What are people looking for in packaging?



82.6% of participants said that they always or most of the time repurchase the same brand of haircare products.



GOALS & OBJECTIVES

INCREASE VISIBILITY AND RECOGNITION OF THE WELLA LOGO, NAME, AND BRAND

REBUILD TRUST AND CREDIBILITY AS A TRANSPARENT, SCIENCE-BACKED LEADER
IN PREMIUM HAIR CARE

REPOSITION WELLA AS A MODERN BRAND FOR A DIVERSE DEMOGRAPHIC, WITH
A FOCUS ON GEN Z.

MAKE IT WORK



MEASURABLE OBJECTIVES



20%

**LIFT IN RECONGITION AND
VISIBILITY**

15%

**LIFT INCREASE IN POSITIVE
SENTIMENT AROUND
INGREDIENT TRANSPARENCY &
SUSTAINABILITY**

INTRODUCTION TO CAMPAIGN

WHAT IT MEANS TO “MAKE IT YOU”

- More than a tagline, it’s a **creative philosophy**
- Hair as identity, mood, and transformation
- Celebrates individuality over conformity
- Empowers consumers to make beauty personal, fluid. and uniquely theirs

OPPORTUNITY

Ages **18-24** growing 17% annually in haircare spending

Wella is poised to become a pioneering force in beauty technology, harnessing AI and emerging digital tools to set new standards and lead the industry’s next wave of innovation.

Opportunity to connect professional credibility with digital first audiences

INTRODUCTION TO CAMPAIGN

PRODUCTS DRIVING THE SHIFT

- Ultimate Repair + Ultimate Smooth
- Powered by Wella's 3T Model
 - Transformation: Real, dramatic before-and-after results
 - Torture Test: Performance under heat, humidity, and daily stress
 - Trending Looks: Cultural relevance through creators, stylists, and influencers

CAMPAIGN VISION - **Reintroduce Wella as the modern standard for luxury, innovation, and individuality.**

Key consumer touchpoints:

- AI Personalization - Wella Hair Diagnostic Survey
- Influencer Storytelling - The It Girl Series
- Real-world immersion - "Bringing Beauty to You" Pop Up Activations



INTRODUCTION TO CAMPAIGN

WHY IT MATTERS - Wella becomes not just a brand consumers see, but one they experience.

The Campaign sits at the intersection of:

- Technology (AI & AR personalization)
- Creativity (influencers, stylists, cultural relevance)
- Credibility (professional heritage & clean beauty leadership)

A BRAND REBORN

- “Make It You” marks Wella’s transformation into a creator of culture, not just color. A brand where hair is power, art, and identity; where every person is invited to shape their own story.
- With Wella, you don’t just style your hair. You make it you.



STRATEGIES

GOAL

Position Wella as the brand for confident, stylish women while engaging core audiences and expanding to Gen Z

CORE STRATEGY

Positioning Wella as a Universally Relevant, Experience-Driven Brand

INFLUENCER STRATEGY

Builds authentic relationships through credible third-party voices. Stakeholder mapping, symmetrical communication

WELLA POP-UP ACTIVATION CAMPAIGN

Creates emotional engagement and trust through direct experience: “Bringing Beauty to You”

AI-DRIVEN VISIBILITY AND SEARCH DOMINANCE

Anticipates trends and positions Wella as a search leader. Environmental scanning, agenda setting

WELLA DIGITAL HAIR DIAGNOSTIC SURVEY

Encourages participation and collects data for strategic insights. Engagement and evaluation

CRISIS COMMUNICATION AND BRAND PROTECTION STRATEGY

Ensures brand resilience and reputation protection
Risk management, internal communication

WELLA
MAKE IT
YOUR
WELL



IT GIRL

Campaign Concept

- Activate influencers who embody brand values to bring the Ultimate collections to life
- Influencer lens examples: **“Make It...”**
 - Each creator personalizes Wella’s global platform “Make It You”

Content Approach

- Tutorial-style and transformation-focused media content
- **#WellItGirls @Wella**

Why It Works

- Blends authenticity, cultural relevance, and transformation to increase consumer trust, visibility, and cross-demographic reach



IT GIRL - BRETMAN ROCK

Make It Beautiful. Make It Trendy. Make It Sleek.

CONCEPT

- Celebrates bold, creative self-expression through Bretman's signature personality and iconic style

DELIVERABLES

- TikTok featuring humor; styling with the 90s Repair line
- Instagram Reel capturing a dramatic hair transformation
- Instagram Carousel showcasing his healthy, beautiful hair

WHY BRETMAN IS EFFECTIVE

- Gorgeous hair and a bold personality align with Wella's campaign values
- Global reach and cultural influence that transcend demographics
- Authentic voice that drives trust and engagement across platforms



IT GIRL - ILONA MAHER

Make It Strong. Make It Sporty. Make It Tough.

CONCEPT

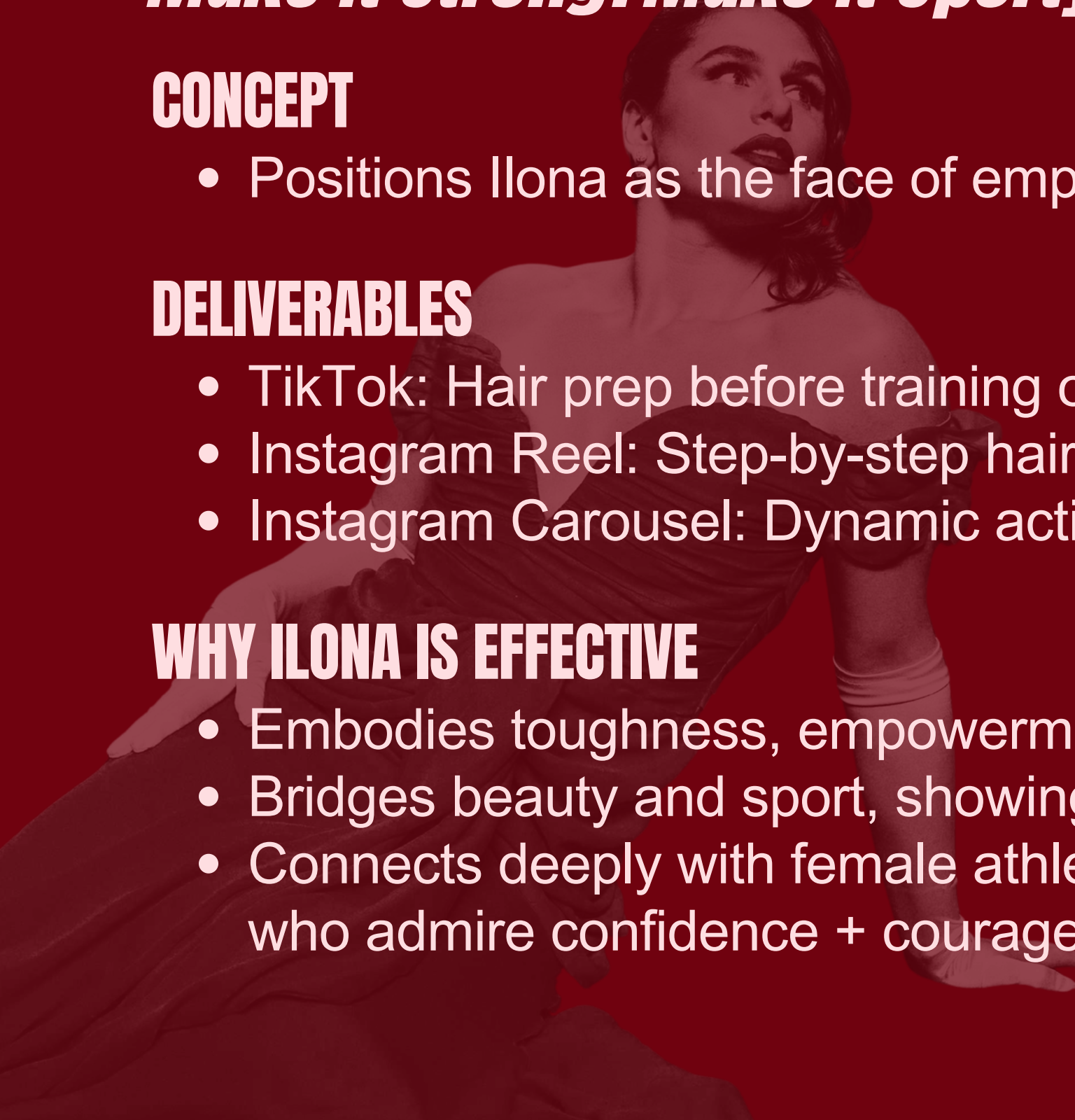
- Positions Ilona as the face of empowered, sporty glam that still feels real

DELIVERABLES

- TikTok: Hair prep before training or game using Ultimate Smooth
- Instagram Reel: Step-by-step hairstyle, highlighting strength + shine
- Instagram Carousel: Dynamic action shots + polished close-ups

WHY ILONA IS EFFECTIVE

- Embodies toughness, empowerment, and authenticity
- Bridges beauty and sport, showing that femininity and power can coexist
- Connects deeply with female athletes, wellness audiences, and fans who admire confidence + courage



IT GIRL - ALEX CONSANI

Make It Vogue

CONCEPT

- Blends high-fashion beauty with a real, funny, down-to-earth personality
- Balances luxury and relatability to match Wella's prestige identity
- Showcases expressive, modern styling rooted in authenticity

DELIVERABLES

- TikTok: Behind-the-scenes transformation using 90s Repair for a fashion shoot
- Instagram Reel: Full styling process to highlight transparency and technique
- Instagram Carousel: Polished editorial final looks paired with Wella product performance

WHY ALEX IS EFFECTIVE

- Uses humor and a grounded persona to make luxury beauty feel accessible
- Blends authenticity with high-aesthetic visuals aligned with Wella's brand direction
- Drives cultural relevance across fashion, editorial, and Gen Z audiences



BRINGING BEAUTY TO YOU | ANYTIME, ANYWHERE.

PURPOSE: Bring professional artistry & innovation directly to consumers through immersive, real-time experiences.

- Mobile pop-up stations will be placed outside workplaces, gyms, fitness studios, and lifestyle hubs in high-traffic urban hotspots
- Designed to meet consumers where they are, to create an experience and relationship consumers associate with the Wella brand

WHAT HAPPENS AT EACH POP UP

- Wella stylists showcase the 90-second repair performance on real consumers
- Demonstrate instant transformation & build professional trust
- Smart Mirror Experience: AI-powered diagnosis - heat damage, dryness, etc
 - AR preview of recommended Wella products & possible results
 - High-tech personalization without needing to apply physical product



BRINGING BEAUTY TO YOU ANYTIME, ANYWHERE.

Wella goes from a shelf
BRAND IMPACT: product into a living,
memorable experience

- Strengthens stylist relationships and elevates Wella's professional credibility
- Creates emotional connection, boosts trial, and builds long-term loyalty
- Positions Wella as bold, modern, and human – a brand that meets consumers in their world, not simply on the shelf





SMART MIRROR PRODUCT DISPENSERS

**PERMANENTLY
STATIONED**

**PRODUCT
SUGGESTION**

**SMART MIRROR
DIAGNOSIS**

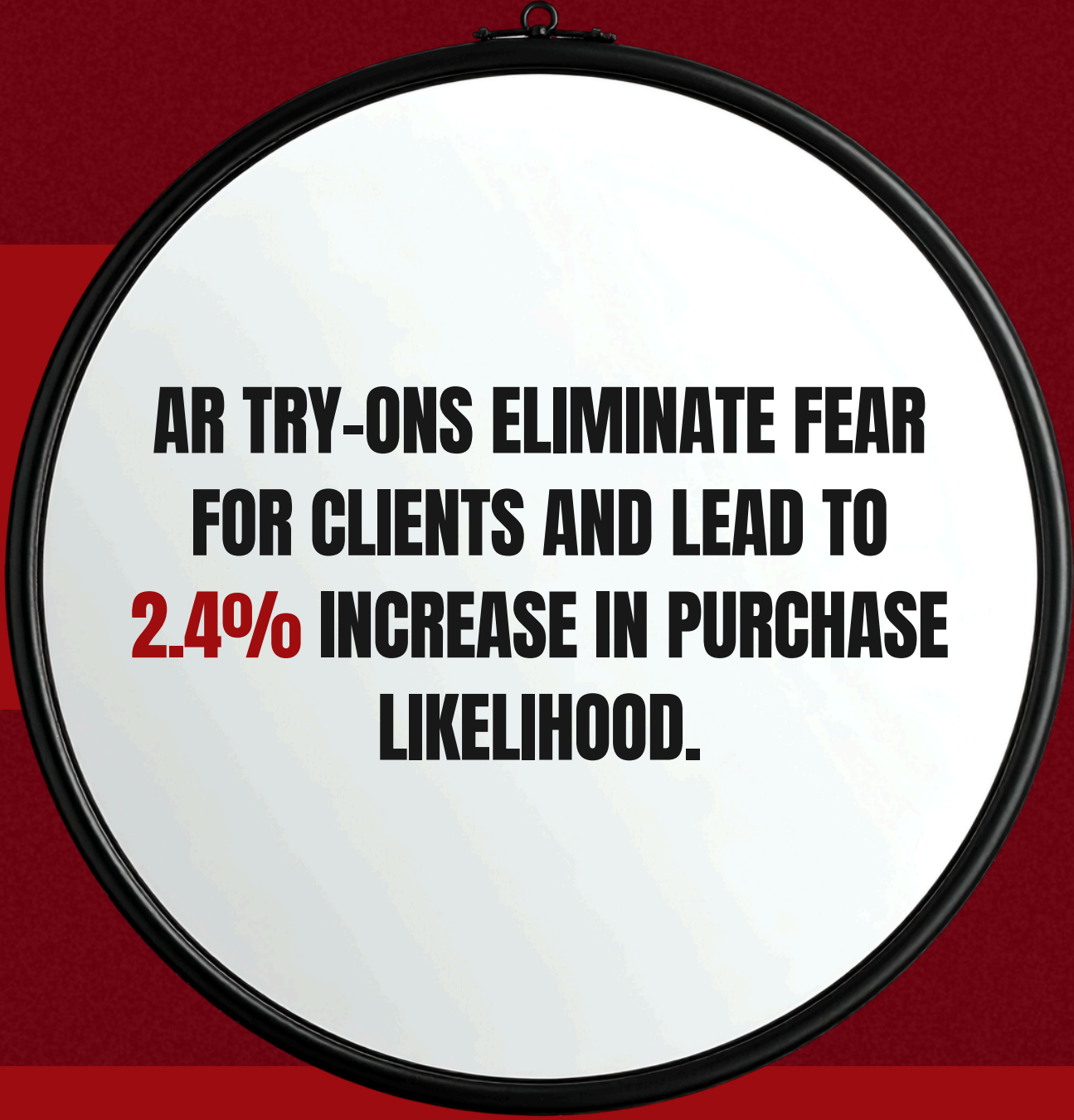
**OPTION TO
PURCHASE**



WHERE AI PLAYS A PART

SMART MIRRORS :

Wella launched the Smart Mirror, along with Color DJ, which enhances the salon experience from consultation to aftercare



AR TRY-ONS ELIMINATE FEAR FOR CLIENTS AND LEAD TO 2.4% INCREASE IN PURCHASE LIKELIHOOD.

GAINING AWARENESS THROUGH AI

- **Optimize existing content.**
 - Provide more information, mimic LLMs, ensure content is visible to LLMs, structure your information
- **Develop new content.**
 - Identify gaps, leverage keywords, be transparent, signal relevance.
- **Strengthen the right partnerships.**
 - Identify winning & influential partners, rely on earned media

HAIR DIAGNOSTIC SURVEY

CONSUMER ENGAGEMENT STRATEGY

- Zero-commitment survey on a dedicated Wella webpage (no email, no account)
 - Higher completion rates by removing participation barriers
- Pixel tracking boosts Wella's visibility across social algorithms
- Personalized product suggestions offered at the end to guide exploration
- “Hair Match” share feature encourages users to compare results with friends and spread the survey
- SEO-optimized page using high-value keywords to rank in Google and AI search
- Increases brand awareness and gently funnels users toward Wella products

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

ESCALATOR CAMPAIGN



JUNE 5

3 WEEK SERIES

Leveraging Wella's global reputation

TIMES SQUARES

JAN.

- Launch of our campaign on January 13th
- Introducing Wella's it girls through TikTok posts from Bretman Rock and Alex Consani (social credibility)



FEB.

- “Bringing Beauty to You” experiential pop-ups
 - Feb. 7th | Miami
 - Feb 13th | LA
 - Feb 27th | New York City
- Featuring smart mirror technology & behind-the-scenes content
- Smart mirror product dispenser → Feb. 16th, New York City



MAR.

- Introduction of our game-changing hair diagnostic survey on March 3rd
- Influencer reels amplifying awareness of the survey, share your results

APR.

- Mid-campaign assessment point (analyzing KPIs and engagement metrics)
- Implement Crisis Communications Plan
- Tease second wave of influencer content



MAY

- Launch of Times Square Billboard on May 1st ft. Alex Consani
- Second round of influencer content, Ilona Maher and Bretman Rock



JUNE

- London Underground Poster Series on June 5th
- Wrap-up call to action, encouraging consumers to share their own Wella stories

BUDGET

\$1.5M

\$20,000
New Hair Diagnostic Survey

\$100,000
Crisis Communications Plan

\$600,000
Influencers

\$175,000
Content Creation

\$52,000
AI Technology

\$375,000
Experiential Marketing

\$178,000
Traditional Media

MAKE IT...

TRENDY

TOUGH

CLEAN

VOGUE

LAST

YOU.

THANK YOU



TRUE TONE

