

IMC Marketing Plan: Diva By Cindy

MKT 336 - Group 4

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1. Executive Summary

Diva by Cindy is a hair product line based out of the greater Baltimore area of Maryland. An emphasized point of the Diva brand is the all-natural formula that is alcohol free; including essential oils and vitamins for a nourishing product. One of the main selling points of the brand is that it not only enhances hair growth, but also improves hair strength and overall health. Targeted market for this product line is a woman between the age of 20 and 40, specifically African American women. These women are the ideal target market for the Diva product line because of their hair type; and additionally the de-tangler and hair growth promoting items work well in the weave industry. There is huge growth potential for the brand if proper marketing efforts are pursued in the target market. An analysis of company strengths, weaknesses, and opportunities shows that ad campaigns would be effective in increasing not just product sales, but brand recognition and a lasting brand image for Diva. The advertising campaign for Diva has a budgetary limit of \$20,000 across all channels.

Strengths of the Diva brand are the all-natural formula and alcohol free products. Many consumers are conscious of this when making beauty purchases so this is a major selling point. The testimonials paired with the unique benefits of the product line are also a major impact on the brand. The de-tangler formula specifically is a rare find in the beauty market because it works so effectively, and testimonials found on the website back up the claims and act as spokespersons for the company. Weaknesses holding the brand back from capturing a larger market segment are the branding of the product and social media that isn't utilized to its fullest potential. Diva by Cindy makes customers wonder whom Cindy but until the brand has wide recognition, the customer is confused since Cindy is not a celebrity endorser or any one in their known list of brand spokespeople. The company is currently using social media but the content posted and interactivity with brand consumers is at a minimum. Better content could be placed on the social media sites of Diva to drive more traffic back to the company website. Once the traffic gets to the website they can most definitely purchase products for shipment to their home, but the website experience is confusing for the user. No clear call to action is on the initial home page and navigating between pages takes some time to grasp. If the webpage appearance was cleaner, more minimal in its design, and had a better layout for the product shopping section, then visitors would stay longer and refer others to the company site.

Brand image for the company must be improved by remaking the image; from logo, to packaging, to the website. A cleaner, more professional and lavish lifestyle look should be given to the company since it is in the beauty industry. Competitors of the brand such as Shea Moisture and Jane Carter offer similar products at a similar price-point, but their advertisements and website emphasize the lifestyle that comes with using their products. Diva must focus more on the hedonic and pleasure aspect that their product line can bring into consumers' lives. Once a

solid brand image has been honed and established, successful distribution of the product can take place through the company website and selected distributors. Key distributors that Diva will sell through include local hair salons, weave retailers, and beauty supply stores. Part of improving brand recognition for the product line will come through placing the product in highly visible distributors.

In marketing to consumers, \$5,000 will be budgeted to advertise on the Baltimore area radio station 92Q since a large portion of the listeners fall in the target market; a 30 second spot costs approximately \$165. Also, a one third page advertisement will be placed in Hype Hair with a rational appeal and slice of life framework based on benefits offered by the product and the beauty enhancing quality for damaged hair. This ad channel's message will be "Tired of having damaged hair? Fix it with Diva by Cindy". Coupons and samples will be utilized as consumer promotions. Coupons will allow us to track consumer spending patterns and purchase behavior by collection data such as when it was distributed, when it was used, and the purchase items.

Advertising the brand towards Diva's distribution channel will account for \$10,000 of the advertising budget. Two advertising incentives will be taken at Sally Beauty Supply stores, the world's largest beauty supply retailer with 2,000 stores across the USA, and 100 stores in Maryland. This advertisement effort will be focused on the 100 stores located in MD. First objective of the campaign will be to train employees in the Sally Beauty Supply store to effectively market and sell the Diva brand, since they are frontline spokespeople for the product. Utilizing the company *Litmos.com* will allow training of employees with online modules that can be custom made. *Litmos* offers online training modules so Cindy can train employees on proper demonstration techniques, the main selling points of the brand, and overall educate them on the product line; this is a cognitive approach to give employees all of the ration information they need to successfully sell the product. A second advertisement effort will be made in sending out two custom printed posters to each of the 100 stores in Maryland. These posters will feature a before and after progress photo depicting a woman with damaged hair after a weave, and how Diva repaired her hair overtime using the products. These posters use a "masculine-feminine" appeal and "less-than-perfect" appeal to show women the benefits of the product line in improving hair healthy, appearance, and beauty. Frameworks for the ad initiative is informative and testimonial driven since product information is being relayed and real results from using the product are being shown. To encourage employees to sell the product a trade promotion will be conducted awarding the top seller of Diva products for the year with a 7-day Bahamas cruise valued at \$2,100. A "Buy One – Give One" sale will also be conducted at the Reisterstown store location to create buzz and encourage consumers to share the product with friends and colleagues and no cost to them. This promotion will cost an estimated \$1,000.

Business-to-Business advertising for the Diva brand has a budget of \$5,000, and focuses primarily on appealing and partnering with the weave café. The clientele of the store are Diva's target market, and the hairdressers could utilize the Diva brand when treating and styling client's hair. To appeal to these businesses ads will be placed on 92Q radio and the magazine HypeHair. Costs for these advertisements are valued at \$4,000. The remaining 1,000 of the budget will be placed towards business promotions going to the hair salon that sells and uses the most Diva product in a certain time frame. The winning salon would qualify for a free month supply of Diva product and/or wholesale reduction prices over a 6-month period.

Effective integrated marketing across all of these channels paired with a redesigned and strengthened brand image will enable Diva to: capture a larger market segment, increase sales, and improve brand recognition for the company.

2. Company Overview

Diva by Cindy is a hair care line founded by Cindy Tawiah. Tawiah had a love for chemistry that was embedded in her by a high school chemistry teacher. This love for creating things brought about her hair care line and specializing in hair care products, which is a growing business looking to grow even more. Tawiah has a background as a registered nurse and hair salon business owner. Once she realized neither of those things was what she wanted to do, her passion to create beauty products brought about "Diva by Cindy". Her products are mainly directed towards African American women ranging in age from 20 to 40. Diva by Cindy hair care line is designed for all women who suffer from hair loss/shedding damaged hair and would like to see healthy growth in their hair. Diva by Cindy has a variety of shampoos and conditioners to choose from, and even possesses an up and coming dog shampoo and conditioner line for people who would like to promote healthy hair and reduce shedding for their furry friends. Diva by Cindy is currently sold in over 30 stores located in the tri-state area of Maryland, Pennsylvania, and Virginia. In addition to Tawiah's product line that promote healthy hair, Diva by Cindy also supports victims of domestic violence by sending a percentage of her proceeds to the cause. Diva by Cindy is known for not only making a difference in consumer's hair, but by making an impact in the community, according to her consumers. This product line of hair care shows great potential, but still is not in the position that Tawiah is hoping for in the near future with expansion.

3. Strategic Recommendation

3.1 Corporate Image Strategy

Currently Diva is positioned as a health-focused hair solution company offering products to rejuvenate and heal damaged hair. Brand recognition for Diva has been relatively low however and the company sees the majority of sales coming from the Baltimore region where Diva is based out of. The market for the Diva brand is much larger than the local area where it is

currently being distributed, but inconsistent brand image and marketing with limited reach has prevented word-of-mouth and brand recognition to grow among target consumers.

Through integrated marketing efforts the Diva brand will be repositioned not just as a natural product like so many others, but the leading hair healing solution for stressed and damaged hair specifically from treatments and weaves. Consumers will see the equitable value of the product in how it helps detangle, lengthen, and strengthen their hair after using the Diva line. The focal point for the Diva line should be realigned to focus on the hedonic value and positive self-worth people feel when using the product. Repairing damaged hair and improving the perception of one's physical beauty is a strong selling point for the Diva line. Usage of the product isn't just to repair hair damaged from weaves and treatments but to prevent damage and keep hair in healthy condition on an everyday basis. Diva by Cindy will stick to the new strengthened brand image in order to provide current and future customers with a consistent brand image for the company.

3.2 Brand/Product Development/Positioning Strategy

Comparatively the Diva line is at the same price point as their major competitors such as *Jane Carter*. Diva offers a full range product line for hair health: shampoo, conditioner, moisture treatment, detangler, relaxer, and supergro formula. What sets apart Diva from other industry competitors is that Diva incorporates an all-natural alcohol free formula into all of their products; this results in hair products that don't just style your hair, but actually strengthen and improve the health of it and your scalp. The essential oils and vitamins found in most of the product line nourish the scalp and hair cells ensuring strong, lengthened hair for users. The target segment receiving the most benefit from using the product are women who frequently wear weaves or otherwise have some sort of physical or treatment damage to their hair and scalp. By using the Diva product line before during and after weave treatments and other hair styling a user can keep their hair healthy, strong, and long.

3.3 Target Marketing Strategy

Diva's current target market is all women of all ethnic backgrounds that range from childhood ages to adulthood. However, that target should be focused solely on African American women that range from the ages of 20 to 35 and had experiences with personally damaged hair. This market will experience the best results from this product.

3.4 Public Relations Strategy

At the moment Diva doesn't need outside help from a Public Relation (PR) Firm because Diva is defined as a small business with a distribution reach that doesn't call for outside assistance. A PR firm would be costly for work that could be done within the organization of Diva. However, in the future with expansion Diva could consider firms such as TB&C and Spin LLC.

3.5 E-Active Marketing Strategy

E-commerce has become a major part of successful business and for the Diva brand it represents a huge growth opportunity for expanding the consumer base. Online transactions could deliver products to customers anywhere in the United States as well as international markets where demand is present and a sizeable target market exists. The current website for Diva gives visitors a confusing experience with no clear call-to-action. An overwhelming amount of information is on the home-page making it difficult for users to know where to click, and the navigation menu has too many options to be effective.

A re-design of the website would help boost the digital presence and is a must for the Diva brand since there is no physical location for the company. The website space is the first impression many consumers will have of the company, so a clean and well laid-out website with minimal graphics and options would be a great benefit. The clean minimal design will make navigation of the site simple for users, represent a clear call-to-action, and increase the chance of return visits and sharing of the website with a visitor's friends/colleagues. A larger focus should be placed on the products themselves and the benefits they offer to consumers, and secondary information such as the blog, affiliates, and personal information should be removed from the initial home page; and emphasis should instead be placed on major call-to-actions such as purchasing the product, locating a physical distributor, and product use results.

3.6 Distribution Strategy

The Diva brand will focus on distributing through local salons, weave retailers, and beauty stores. The customers frequenting these stores fit Diva's target market and could help build brand loyalty and recognition. Once the local salons use Diva products on their customers, their clientele will want to use the product at home boosting word-of-mouth for the brand.

4. Promotion Opportunity Analysis

4.1 Company Analysis

Strength

Diva by Cindy is a new company and because of that, it has a chance to bring something new to market, a freshness that people aren't used to. Most women feel attached to their hair, so Tawiah should continue advertising every Diva by Cindy product and stress the benefits of natural ingredients and guaranteed hair growth. This in return has the potential to bring in new clientele. As far as the design of the bottle, it is unique and should be easy to remember in the eyes of the consumer. Her product also has a nice texture and smell that people will not find from another hair care line competitors. Diva by Cindy has products spread throughout the Virginia, Pennsylvania, and Maryland areas so conveniences of the product is an asset that can't be matched by other larger hair care lines. Customers also have the ability to access Diva by Cindy products online with her accessible website, if the consumer is unable to physically reach

locations that sells her product. The website is nicely designed and easy to navigate through. Everything is labeled to tell consumers where to go, what to look for, and how to use the products effectively. Someone browsing the site will be able to buy the products, find information on what the product is, the ingredients used in all products, and even information on the Diva by Cindy brand as a whole and information on the founder herself. The site also shows real customers that have posted videos of themselves using and promoting the product to convince potential buyers. This is important because people like seeing real life people, such as themselves, use and rate products. This method increases the consumer base by the process of word of mouth.

Weakness

When analyzing Diva by Cindy, the biggest weakness would have to be the fact that it is a company new and a lot of times it's hard to get consumers to try new things. The second would be the name of the company. When Tawiah founded Diva by Cindy she explained she wanted to empower women with her product by starting the name of her hair care line with Diva. However, her website gives the brand name many other meanings. Another issue with the brand name is also the lack of recognition with the name Cindy. People outside of Tawiah's consumer base doesn't know who Cindy is and this may push potential business away. Diva by Cindy also is stated to be designed for all hair types and ethnic groups of women. However, the website and other advertisements only showcases African American women. Another weakness is the lack of representation Diva by Cindy has on social media. The brand has its own Facebook, Instagram, and other social media accounts, but lacks consistent activity that would make it relevant. These weaknesses are issues in the brand as of now, but also gives room for potential growth.

4.2 Brand Analysis

As a brand, Diva by Cindy is known for giving women longer, healthier hair. Potential customers are reassured that the product they buy will be natural, alcohol free, stop shedding and breakage, and grow and moisturize the customer's hair. The Diva by Cindy brand promotes its usefulness which resonates with its current customer base, which primarily includes African American women. Consumers also have the ability to voice their satisfaction on the brand's website. These comments include mostly positive remakes with a few negative reviews. Fortunately, the Diva by Cindy hair care line has many positive testimonials. The logo for Diva by Cindy is simply the product name with a crown above it and stars below it. The crown emphasizes the "Diva" in Diva by Cindy, so customers know what product it is before they actually read the words on the bottle. Overall, this brand has space for potential growth and can take advantage of its uniqueness in the market.

4.3 Product Analysis

Diva by Cindy specializes in hair care products focused to aid in hair growth for ethnic women struggling with alopecia, cancer, and other conditions that result in hair loss. These products range from Shampoo, conditioner, hair relaxers, and detangler. All products contain healthy ingredients such as vitamin B and aloe, while leaving out all of the harmful chemicals like alcohol. one of the most popular products among consumers include the specialized detangling

conditioner and super-gro hairdress. These products show great potential with immediate results of hair growth and makes ethnic hair easier to comb through. The detangling conditioner and super-gro hairdress both are sold for \$10. Diva by Cindy also has another product of their line called Ultimate Hair Treatment, which is sold for \$15 (\$18 retail price). The goal of this product is to completely restore damaged hair that is victim to breakage and shedding. Overall, Diva by Cindy has a wide array of hair care products that not helps with rapid hair growth, but is also not harmful in the long run because of its use of natural ingredients.

4.4 Competitor Analysis

The main competitors of Diva by Cindy are established cosmetic brands with wholesale distribution in place. Two of the primary competitors for the brand are *Shea Moisture* and *Jane Carter*. These two competitors position their products as being versatile for all women, which is also how Diva by Cindy markets their line. Differences between Diva and its competitors lay in its brand equity, product portfolio, and how they promote their product to potential consumers. Diva's competitors offer a wide array of cosmetic products such as moisturizers, gels and gums, and scalp health lotions. A large product line with many years in the beauty industry has given Shea Moisture and Jane Carter a high brand equity. Because many beauty product consumers are familiar with Diva's competitors, Shea Moisture and Jane Carter promote their products to consumers in a similar yet strikingly different way than Diva by Cindy. Shea Moisture and Jane Carter emphasize the health benefits and necessity of using their products, but also focuses on the experience and life-benefits of using their products. Shea Moisture and Jane Carter want to sell their consumers a lifestyle, and their advertisements focus on pleasure from using the product and compliments and attention received from the use of their product.

4.5 Opportunity Analysis

Diva by Cindy has available opportunities in multiple realms. Not only can promotional opportunities be seized by the company to inform more potential consumers of the product, but current distribution channels can be modified to reap maximum profit and through-put. From a promotional standpoint, Diva by Cindy has the chance to do an aggressive marketing campaign using a side by side comparison of hair without the detangler product and hair with the product. A dramatized version of the two hair types and people using or not using the product would create a buzz around the product and increase word of mouth mention of Diva by Cindy; something highly sought after by the brand because it is a small and relatively new cosmetic company. The ads could be delivered by television to target the greater Baltimore area, or a less traditional approach could be taken of placing a print ad on the sides of MTA buses. Diva by Cindy distributes some of its products directly to the consumer through their website. By creating a clear call to action, and redesigning the website to match the look-and-feel of Diva by Cindy, better throughput will be achieved and business to consumer distribution will increase.

4.6 Target Market Analysis

Diva by Cindy's main target is black women with children. This is because these are the people who will see the best results and in result will help increase our sales. Diva by Cindy is

strategically located in Pikesville, Maryland and sells primarily in the Pikesville and Owings Mills area. Both of these areas include a population of about 45% African American, according to Prizm. This population also includes people older than 20 (75% of the population) with children (45% of the population), which falls into our target market. Overall, our location is good for our product and also has the opportunity of growth and expansion in the near future.

5. Integrated Marketing Communications Management

5.1 Communication Objectives

Diva by Cindy is a new and upcoming brand that sells hair products such as shampoo, conditioner, and other hair care items. However, her brand sales are not where she wants them. In order to increase her sales she needs to develop brand awareness, build customer traffic, encourage repeat purchases, and this will all help increase sales. But in order to reach larger clientele she needs a set target market, a specific budget, and an agency that will work with her to communicate her products to even reach new clientele to build traffic, encourage purchases, and increase sales. We want our consumer market to specifically target African American women ages 20 to 40. The channel of distribution for Diva by Cindy will be 92Q Jams and Weave Cafe, these agencies will help by increasing brand awareness and encouraging purchases as well. Another step we will need to take is by reaching out to more hair shops similar to the Weave Cafe and even hair salons to increase business-to-business sales and purchase signs to go in the windows of those shops.

5.2 Communication Budget

The communication budget Diva by Cindy will need to have is at least a \$20,000 budget. This will be just enough to purchase the things she needs to accomplish her communication objective. This budget will enable her to create advertisements among multiple channels, and consumer promotions, and other cause-related programs. This budget will help fulfil more radio advertisements, print ads for magazines, advertisements to go in beauty salons and hair shop windows, and to advertise on social media.

5.3 Agency Selection

The agency we decided to partner with is 92Q Jams and Weave Cafe. We feel that this agency would be perfect to use to reach our target market. All while increasing brand awareness and driving repeat purchases. 92Q Jams would be perfect for radio broadcasting Diva by Cindy and telling what a good product it is and where it can be purchased. The target market overall listen to this radio channel and 92Q Jams mentioning Diva by Cindy would raise the awareness needed to increase the sales. Weave Cafe is another great agency selection because they already have a great selection of clientele from our target market selling weave and other hair care items. The current target market already know about this agency and if they know that this agency is using Diva by Cindy this will create brand awareness by word of mouth which will then increase sales.

5.4 IMC Evaluation

This campaign will be the most effective because it's not as costly, should receive the most traffic, hit the majority of our target market, and overall increase the sales. The radio is one of the most effective ways to reach the selected target market because the majority of the target market listen to the radio as of now for news, gossip, and giveaways. What better way to promote to our selected target market that through the radio. Also, promoting through the Weave Cafe is effective because it's a popular hair studio that reached its heights through the radio and has been popular in the Urban Baltimore area since then. Weave Cafe would be the perfect place to advertise Diva by Cindy, stylish can promote while using it on clients, advertisements in the window of the salon, and it would create buzz that Diva by Cindy is sold in many local shops including Weave Cafe. Using some of the money to advertise on social media is also effective and very crucial to the campaign because many people from the target market are on Facebook. If they are not listening to music or keeping up with news on the radio, they are updating their statuses. The social media is a must and a completion to the campaign.

6. IMC Objective One (Business-to-Consumer)

6.1 Objective One Budget

The objective one budget will be \$5,000. The budget will be used to produce advertisements among multiple channels, and consumer promotions, and cause-related programs. Advertising on radio stations, televisions, social media, out of home, and in magazines is where most of the money will be spent. 92Q Jams is the most effective way to reach the urban Baltimore Metro market. 92Q Jams is Baltimore's #1 radio station for Hip-Hop and R&B and has a vast reach. The estimated ad rate for a 30 second spot on their station is \$165. For a specific price call their station at (410) 332-8200. The city of Baltimore has the fifth highest population of African Americans in the United States. Based on billboard rates in Baltimore, a poster (medium billboard) costs \$700 to \$3000. The budget will also be spent on advertising in magazines that mainly target African American women and are related to hair care. Hype Hair is a premier source for the most up-to-date hairstyles, beauty tips, and hair care products for African American women. The price of an ad in Hype Hair for one-third of a page shown in one issue is \$2355 but the price is lowered to \$1995 if it appears in the magazine 18 times. Money from the budget should also be spent on social media platforms such as Facebook, where an ad can cost as low as a \$1 a day.

6.2 Advertising

The objective of the print ad (refer to Fig. 1) is to inform the audience about the benefits of the Diva by Cindy's Stimulating System products. The target audience is African American women, age 20 to 40, who have damaged hair. The message theme is the phrase, "Tired of having damaged hair? Fix it with Diva by Cindy". The support are all of the benefits list in the

short paragraph below the message theme. And the constraints are the business logo and the website.

The product's attributes are its ability to grow and repair damaged hair. The consumer benefits from Diva by Cindy products since they can repair a damaged customer's hair. The leverage point of this ad is the fact that the product offers consumers the chance to gain hair that they lost. Many women have personal value in their hair since they took care of their hair themselves. The Executional Framework for the ad is slice of life because the Diva by Cindy hair products presents itself as a solution to a problem, which is damaged hair. The message strategy used in this ad is conative and it action inducing since the ad says to fix damaged hair with Diva by Cindy products. This ad also has a rational appeal since the product will be used by customers that really need it and the ad's spokesperson would be the expert found the product's benefits through researching the product.

6.3 Media Plan

In order to spread the word about Diva by Cindy products, there should be print ads in magazines. In the Hype Hair, the rates and prices can be seen on the chart below. A one-third page ad for Diva by Cindy's can appear in 18 issues of Hype Hair for the price of \$1995. Cost per Thousand (CPM) can be equated by dividing the base rate, \$4000, by the circulation, 600,000 and multiplying the dividend by 1000. The CPM for a one-third page ad is \$6.67.

6.4 Consumer Promotions

Coupons and samples can be utilized as consumer promotions. Consumers are more likely to buy a product when they feel as they are getting a deal out of the purchase. The coupons can be distributed in many ways such as in print media or digitally. Coupons are mostly distributed through free standing inserts in newspaper. These free standing inserts have been able to remain popular even with the introduction of digital coupon because of the experience they give to the consumer. With free standing inserts (see Fig. 2) the consumer has to make an effort to cut out the coupon in order to retrieve the offer then the consumer has to go to a store to redeem it. After making a purchase brand awareness is built since consumers now have a higher chance of remember that brand the next time they receive a coupon. Coupons can also be distributed through email and in or on a package. Special offers could be made to customers who buy a product online rather than in store. In-store distribution of samples can also be used. Samples can be given out after every demonstration of Diva by Cindy products such as the Leave-In Detangling Conditioner. Response samples should also be utilized because they can help gather information on Diva by Cindy's target market by making the consumer fill out a survey about themselves before they receive their sample.

6.5 Sponsorship, Cause-Related, or Green Marketing Program

Diva by Cindy should keep supporting victims of domestic violence with the Diva Project. The cause is not overused so consumer are less likely to be immune to it. The fact that purchasing this product helps victims abuse should be mentioned somewhere on the products.

6.6 Alternative Marketing Programs

Buzz marketing relies on marketing through word-of-mouth. Diva by Cindy would rely on its customer to relay positive information about Diva products to their friend and family. Whether the transaction was face to face or over the internet. If Diva by Cindy ever wants to influence the opinion of the consumer then stealth marketing can be used. For example, an employee for Diva by Cindy could be planted into a hair store that sells their product and any time a customer walks seems curious about the product, she could tell them how great the Diva by Cindy hair products are. Thus influencing the customer to possibly make a purchase, while at the same time not revealing their affiliation with the business.

7. IMC Objective Two (Distribution Channel)

7.1 Objective Two Budget

Advertising in our distribution channel will account for \$10,000 of the company's total marketing budget. Diva by Cindy products are being positioned as a hair-friendly product that will heal damaged hair and help return it to a healthy state while stimulating growth. To establish a wide distribution network in the region a partnership will be formed with Sally Beauty Supply. Sally Beauty Supply is the largest retailer of professional salon products worldwide with more than 2,000 stores across the US, and 100 in the state of MD alone. Diva by Cindy would be able to begin pushing product in MD stores alone and increase distribution to stores in other states as demand for the product increases.

Sally Beauty Supply has been in the beauty industry since 1964 and is a reputable dealer. All Sally Beauty Locations are owned by Sally Beauty Supply, LLC, meaning that one single pitch would have to be given to the corporate office in order to begin stocking and selling Diva by Cindy products at Sally Beauty stores. All Sally Beauty stores have ethnic hair sections in them allowing the product to be aimed towards weave-induced damaged hair. Another benefit of partnering with this distributor is that they sell directly to consumers on their website. Diva by Cindy products can thus be sold in the brick-and-mortar establishments as well as online.

The media vehicle and accompanying trade promotions total to roughly \$9,200 as outlined below, leaving a \$800 surplus in the distribution channel budget. This amount accounts for slight price adjustments that may arise when the campaign is carried out.

7.2 Advertising

Objective of the advertising campaign in the distribution sector is to make store employees not just knowledgeable of the Diva by Cindy products, but of the benefits they can provide to people with hair that has been damaged or weakened. Employees in Sally Beauty Supply stores will act

as the front-line spokesperson for the product since they deal with customers directly and influence purchase decisions.

In order to effectively convey Diva by Cindy product information to employees in a way that is manageable and efficient we will be using an online modular training program to train employees on how to sell the product, what points should be highlighted, and how to give proper demonstrations using the product. Secondly we will be distributing two posters to each store that show the before and after effects of using Diva by Cindy products on damaged or weakened hair. The poster will show a woman's before photo with the weave taken out, and then 1-week and 1-month improvement photos to show the benefits of using Diva by Cindy's all natural hair friendly formula on hair.

Advertising appeals for this marketing approach are "rational" for the training modules. Employees are shown the facts and benefits of the product and when consumers should consider using the product to repair their hair back to good health. For the posters depicting use of the product on damaged hair a "masculine-feminine" appeal will be used as well as a "less-than-perfect" appeal. The poster shows the start to finish photos of a woman with damaged hair who repairs it over time by using Diva by Cindy; hence the appeal is showing a woman improving her beauty and hair to perfect healthy conditions.

Cognitive and Conative strategies are used in the distribution advertising. Employees are trained on specific information about Diva by Cindy products and must know when to appropriately recommend the product to customers. The training modules will include training and demonstrations by Cindy herself. Cindy will be able to train employees in stores to speak about specific product points, demonstration techniques with products, and how to up-sell other Diva products as add ons.

Executional Frameworks for the distribution channel are informative and testimonial driven. Training the employees on Diva products requires memorizing specific facts and sales tactics. The poster display being sent to each store will show a real life example of the benefits of using Diva by Cindy to repair damaged hair; the model in the poster is displaying a testimony of success with the Diva product line.

7.3 Media Plan

To successfully sell Diva by Cindy products employees in Sally Beauty Supply stores must be well versed with the products and know proper demonstration and sales techniques for the brand. Visiting the 100 stores in MD in order to train employees and offer information in person would be unreasonable and unmanageable, so instead a modular online training format will be utilized hosted through the company *Litmos*. By signing up for the "Silver-Package" with *Litmos*, Diva by Cindy can create personalized training modules for employees to be coached with on the Diva brand and its products. The "Silver-Package" allows for 100 active accounts; one dedicated account for each Sally Beauty Supply store. Using the service for one year costs \$3,600. The service would allow employees to be trained remotely without a Diva brand representative having to travel to each store location. Training progress can be tracked with analytics that come

with the “Silver-Package” and training modules can be added or edited as the Diva brand adds new products or modifies the brand image.

Poster printing to show the “before-and-after” effects of using the Diva by Cindy products on damaged hair will be sourced through the online retailer *VistaPrint*. This company had price rates better than major competitors like *Staples* and user reviews claim their customer service is superb; quickly working to fix and or replace any posters that do not meet the orders expectations. To order 200 posters in a 24”x36” size format costs \$2,500. *Staples* price for the same order is \$3,199 making ordering with *VistaPrint* the financially smart choice.



Overall cost for the media plan in the distribution channel totals at \$6,100. This amount grants Diva by Cindy a full year of online training modules hosted through *Litmos* and 200-24”x36” color posters.

7.4 Trade Promotion #1

To encourage employees in Sally Beauty Supply stores to sell Diva by Cindy products at a high volume an incentive will offered to reward top sales professionals. At the end of the next fiscal year sales totals on Diva products will be calculated for each sales person in the 100 stores located in Maryland. Whomever sold the largest gross dollar amount will be given two tickets to a balcony room on a Carnival line cruise ship that embarks for a 7-day Bahamas get-away. Estimated Prices for the January-February timeline are \$1,700-\$1,900 dollars; in addition the winning salesperson will be given \$300 to spend during their cruise on activities and island excursions. Grand total cost for this employee trade promotion is estimated at \$2,100.

7.5 Trade Promotion #2

Encouraging sales and word-of-mouth communication of the Diva brand can be attained by offering a limited “Buy One - Give One” sale at the Sally Beauty Supply store located on 6520a Reisterstown Rd. This store is close to the home of the product’s founding and will act as a way for the brand to build its word-of-mouth exposure and consumer base. The first 100 purchases at the location will qualify for the “Buy One - Give One” event where the emphasis is on giving the

second bottle to a friend or colleague. This sale applies specifically to the “Ultimate Hair Treatment” formula by Diva, which retails for \$15.00. Giving away 100 bottles of the formula in accordance with the event totals to a \$1,500 promotion event, but realistically only \$1,000 or less would be lost since part of that \$15.00 is a profit margin. The “Buy One - Give One” sale event will roughly cost \$1,000 to conduct.

8. IMC Objective Three (Business-to-Business)

8.1 Objective Three (Business-to-Business)

Our Business-Business plan will incorporate 25% of the original \$20,000 budget, which is \$5,000. We will use this by focusing mainly on radio advertisements, as well as a limited amount of promotion through commercials and magazines. Tradeshows is also one of the biggest strategies of promotion. We intend to focus primarily on partnering with The Weave Cafe. The Weave Cafe is a local hair salon that specializes in the use of weaves. This is important for our product line because of the relationship between females with weaves and hair growth. We intend on being the brand that The Weave Cafe uses on their customers when they come to replace their hair. We also intend on focusing on other local salons, but The Weave Cafe is our focus because of their current consumer base.

8.2 Advertising

The objective of this business to business plan is to increase brand recognition in the community by targeting local salon owners and weave retail stores. We will target them by using local radio hosts as spokespersons because of their unique connections with their listeners. The use of everyday women in our print-out ads as well will also help when advertising in magazines and commercials. These spokespersons will do this by using the slice-of-life framework by showcasing the problem of damaged hair and the solution of Diva products. We will also use this framework in print ads that shows the difference that Diva products can make with a woman's hair. This method also will play into the emotional appeal because of women's connection with their hair, and an affective message strategy that uses the consumers' feelings and emotions.

8.3 Media Plan

To successfully fulfill our goal, we will be using 92Q Jams, Hypehair, and daytime television commercials in order to gain attention for local salon owners. As stated in the business to consumer section the cost for a 30 second advertisement for 92Q Jams will cost about \$165, while a magazine article will range from about \$2000 to \$2500. The commercial that will air on local television stations during daytime soap operas will cost about \$200 to \$1500. All of this publicity combined will cost about \$4000, which is below our set B2B budget of \$5000. The

extra \$1000 will then solely go towards a presence at local and nonlocal tradeshows, which would help spread the Diva brand.

8.4 Business Promotion #1

Diva will use competition to their advantage by putting all local salon partners against each other. The salon that sells and uses the most product in a span of a 12 month period will win incentives. These will include rewards such as a month supply of free product for the salon and/or wholesale price reductions for the upcoming six months. This incentive will benefit the salon, while simultaneously benefitting Diva by supplying the salons that move product the best and therefore increasing recognition within their communities.

8.5 Business Promotion #2

This individual promotion will state that the stylist that personally sells the most Diva products will win rewards such as a paid week vacation or cash rewards. These promotional rewards will drive the salon stylist to want to push the brand and in return increase Diva's customer base.

9. Appendix

Figure 1



Tired of having damaged hair? Fix it with **Diva by Cindy**

Cindy's Stimulating System includes the Stimulating Shampoo, Stimulating Conditioner, Leave-In Detangling Conditioner, and Super Gro Hairdress. These products include ingredients such as peppermint, menthol, camphor, shea butter, horse tail, and chamomile. Cindy's Stimulating System also fights against hair shedding or loss due to chemical applications or damage!

Got questions? Visit divabycindy.com

Figure 2