

# *head & shoulders*

*head start* campaign

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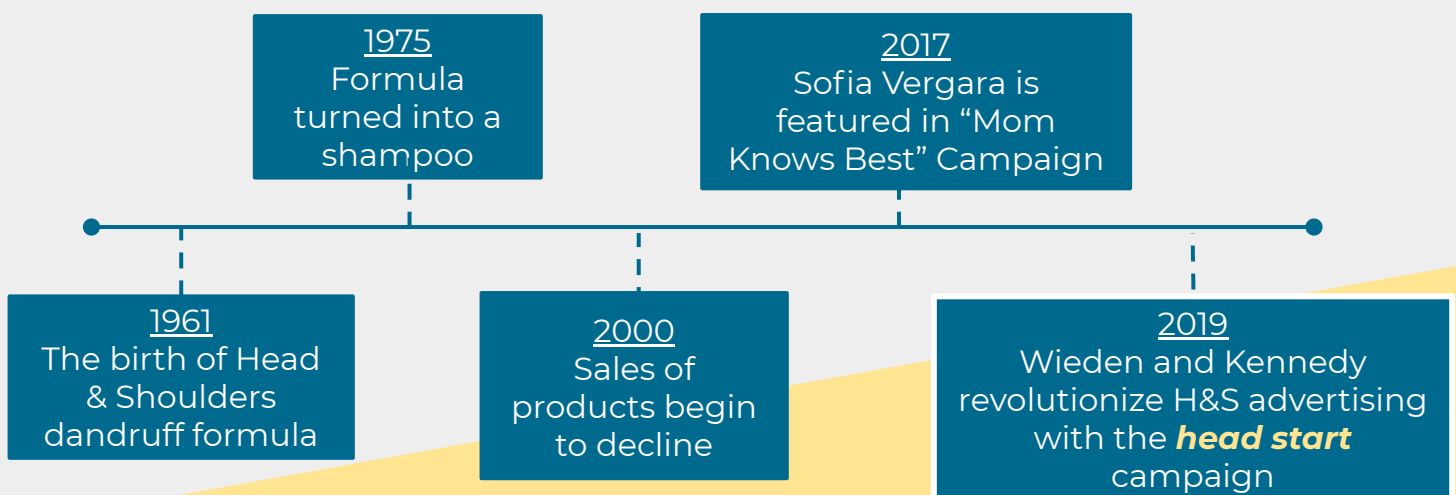
# Situation Analysis



Despite its seemingly niche category of being an **anti-dandruff shampoo**, **Head & Shoulders** is a brand that is no stranger to the world of advertising and the differing tactics involved in maintaining the consumer's attention. A mere 20 years into their existence as a company under **P&G**, Head & Shoulders was in the **top in their field in sales**.

This fact was attributed to their advertising campaigns, frequently utilizing celebrity spokespersons and their long-running tagline: **“You Never Get a Second Chance to Make a First Impression”**. However, after taking criticisms for **anxiety marketing** and **oversaturation/overextension**, the brand's sales and advertising appeal saw a dip in the early 2000s and have yet to make a full recovery. The brand's overabundance of advertising campaigns and shampoo varieties are cited as factors, as well as its medicinal and unhygienic connotation.

## Head & Shoulders: Past and Future



**CLIENT:** Head & Shoulders

**PROJECT:** *head start* Campaign

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## WHY WE ARE ADVERTISING

Head & Shoulders is currently perceived as a **medicinal shampoo** that **stigmatizes dandruff** and is known as a lazy, unhygienic hair care option. The brand's advertising focuses too heavily on **anxiety marketing** which further contributes to its negative connotations, and the product line is far **too wide**.

## WHAT THE ADVERTISEMENT IS TRYING TO ACHIEVE

**Modernize** -- make H&S more appealing to millennials (current and target audience)

**Simplify** -- declutter the product line

**Unite** -- merge the product's health and beauty properties under a motive of productivity and practicality.

## WHO WE ARE TALKING TO

**18-30 year olds** affected with dandruff, or have a skin condition that causes the scalp to dry.

## WHAT WE KNOW ABOUT THEM

- Very **active & athletic** lifestyle
- Value **productivity** and efficiency in their daily routine
- Primarily communicates through **social media**
- Wants a cleansing shampoo that leaves them **feeling clean**

## WHAT THEY BELIEVE NOW

- Head & Shoulders is mainly used by **older males**
- Primarily a **clinical based shampoo**
- Only for people who **experience dandruff**

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## WHAT WE WANT THEM TO BELIEVE

We want the consumer to see Head & Shoulders as a shampoo that not only **prevents against dandruff**, but also provides additional attributes that ensure a **fresh, clean, and exfoliating experience** upon use. It helps hard-working millennials get a **productive head start** in their busy days by being simple and practical.

## THE MAIN IDEA WE NEED TO COMMUNICATE

Head & Shoulders is a brand that cares about each individual consumer's **comfortability, cleanliness**, and helping millennials be **productive** first and foremost.

## HOW WE KNOW WE ARE RIGHT

Taking the negative reactions to company's past anxiety marketing slogans into account, we understand that our consumers want our brand to make them feel how the shampoo makes them feel, **clean and cared for**.

## BEST WAY OF PLANNING THIS IDEA

We will work to orient the brand's campaigns and marketing techniques towards a **more wholesome, homegrown** place that emphasizes the product's simplicity will contribute to **productivity**. Focusing on the individual consumer and their **personal needs**, we want to serve **the whole person**, not just their hair. In order to reach out target demographic, we will implement our campaign through various social media and digital outlets.

# Competitive Analysis

## Perceptual Chart Of Competing Shampoo Brands



Vertical: Clinical - Beauty  
Horizontal: Affordable - Expensive

# Competitive Analysis

## Biggest Competitor Brands

### TRESemmé

Catered towards different hair types such as curly, wavy, damaged, frizzy, oily, and colored.  
“Professional at your fingertips”



### Pantene

Stylish range of shampoo that provides nutrition to hair to be silky smooth.  
Targeted at women from the age range 18-45.  
“Strong is beautiful.”

### Dove

With Dove shampoos, hair gets the nourishing care it needs, along with gentle cleansing power.  
“You’re more beautiful than you think.”



### T/Gel

A shampoo that works on contact and the effects can last for hour for people who are suffering from chronic scalp problems.  
“#1 Dermatologist Recommended; Just Healthy Beautiful Skin.”

# Research

## SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>→ association with P&amp;G</li><li>→ brand loyalty</li><li>→ brand value</li><li>→ recognizable and well-known</li><li>→ global brand</li><li>→ iconic bottle shape</li></ul>	<ul style="list-style-type: none"><li>→ negative connotation; embarrassing, gross, etc.</li><li>→ lack of social media presence</li><li>→ too many products</li><li>→ inconsistent/confusing product names</li><li>→ glitchy website</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>→ room for growth in US market vs. international</li><li>→ continued growth with diversity aspect of brand</li><li>→ reassign/categorize product lines</li></ul>	<ul style="list-style-type: none"><li>→ high shampoo market competition</li><li>→ Brands like TreSemme also have 2 in 1 products with other benefits (design is more appealing to the eye)</li></ul>



# Research

## SURVEY

Our team sent out a survey that garnered **48** responses. This consisted of six basic questions:

1. What is your gender?
2. How old are you?
3. What three words come to mind when you think of the brand Head & Shoulders?
4. Describe a typical person that you think would be using Head & Shoulders.
5. What kind of shampoo/conditioner are you currently using?
6. What do you look for in a shampoo/conditioner brand?

⇒ **64.6% FEMALE**  
**35.4% MALE**

⇒ **18-64 AGE**  
**RANGE**

⇒ **DANDRUFF,**  
**CONCERNING, DRY**

⇒ **ACTIVE LIFESTYLE**  
**LEADERS**  
**PEOPLE WITH**  
**DANDRUFF**

⇒ **MOST USED**  
**BRAND:**

**OGX & HEAD &**  
**SHOULDERS**

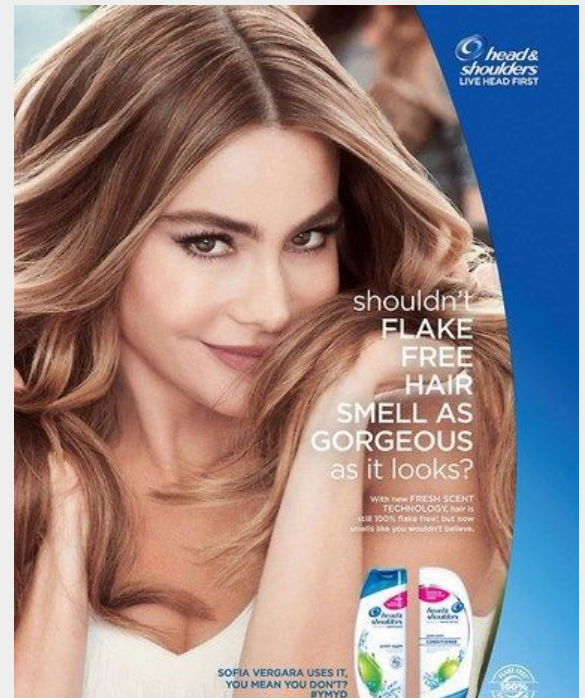
⇒ **SMELLS GOOD,**  
**CLEAN,**  
**MOISTURIZES**

# Research

## PAST ADVERTISING CAMPAIGNS

### SOFIA VERGARA

In February 2017, Head & Shoulders launched an advertising campaign featuring “Modern Family” star Sofia Vergara and her family. The 30-second commercials used humorous elements fitting to Vergara’s personality to compliment the advertisements. Head & Shoulders also used phrases like **“Mom Knows Best”** and reenacted real life family situations with Vergara and her family to make the commercials more **relatable**.



### What Didn't Work:

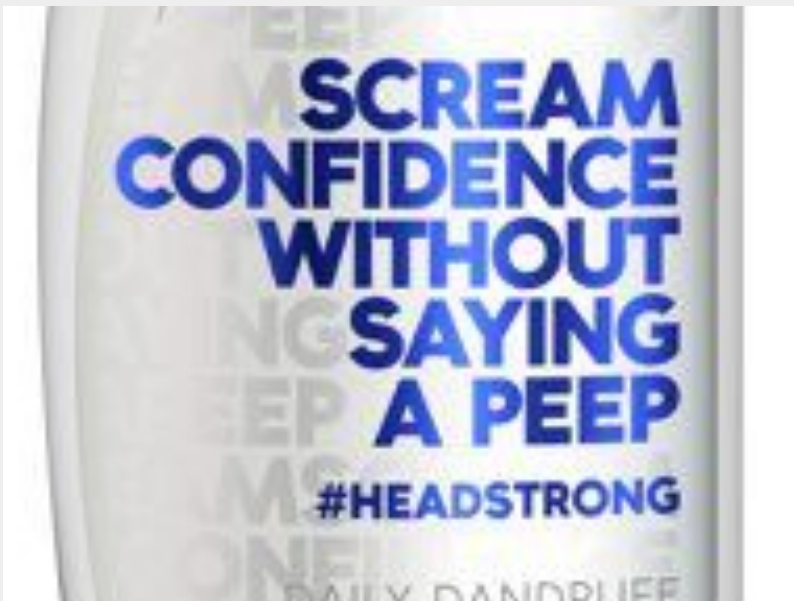
Although the commercials with Sofia Vergara and her family were humorous and relatable, the storytelling aspect was weak. The transitions were random, and the commercial itself wasn't attention grabbing. We also believe that the element of “family” could have been used a little more. Using the phrase “flake free” also wasn't pleasing to the audience.

# Research

## PAST ADVERTISING CAMPAIGNS

### #HEADSTRONG

#HeadStrong was a notable advertising campaign by Head & Shoulders that included a series of cinematic short videos of people doubting themselves in various situations. This series focuses on **being true to oneself and staying confident.**



### What Didn't Work

The commercials lacked context and depth as the execution was simple and predictable. The transition from the plot to hair product was awkward as most situations did not directly correspond to them.

# Personas



## Lily

Lily is a **22 year old college graduate** who is beginning to step out into the world of the workforce - she is constantly in and out of **job interviews**, and spends many nights perfecting her resume and interview skills. She wants to **look and feel her best**, and be **confident in her presence** each time she steps into a room. She decided to use Head & Shoulders because she knew that it had the ability to keep her hair constantly **healthy and smooth**, ready for each of life's big moments.

# Personas



## Matthew

Matthew is a **28 year old athlete**, who loves leading a **healthy and active lifestyle**. From recreational swimming to his soccer league, he is constantly moving, throwing himself into as much **physical activity** as he can, while maintaining a strong relationship with his family. He knows that Head & Shoulders will keep him **smelling good and feeling fresh** amidst the constant on-the-go action.

# THE BIG IDEA:



*head  
start*

Our campaign, **head start**, will rebrand Head & Shoulders into a **healthy, moisturizing shampoo** that is **simple, effective**, and a staple part of your daily routine. Millennials, who are known for being **productivity powerhouses**, can easily clean their hair and moisturize their scalp with this simple product. We will also be able to tie in our partnership with **Amazon** (focusing on efficiency) and our philanthropic campaign with **Special Olympics** (focusing on athleticism) through this campaign theme.

## **BRAND POSITIONING STATEMENT:**

**To productive, on-the-go millenials, Head and Shoulders is the simple shampoo for healthy hair that lets busybodies, whatever their schedule, get a *head start* on their active day with cleanliness and confidence.**

# Product Rebrand

As part of our product rebrand, we are introducing a **fresh** and new **simplified** line of Head & Shoulders famous 2-in-1 products. Say hello to the **Personality Set!**

**The Go Getter** → Targeted at the customer who is constantly on the go, ambitious, and motivated!

**The Competitor** → Targeted at the customer who is very serious about fitness, living an active and healthy lifestyle.

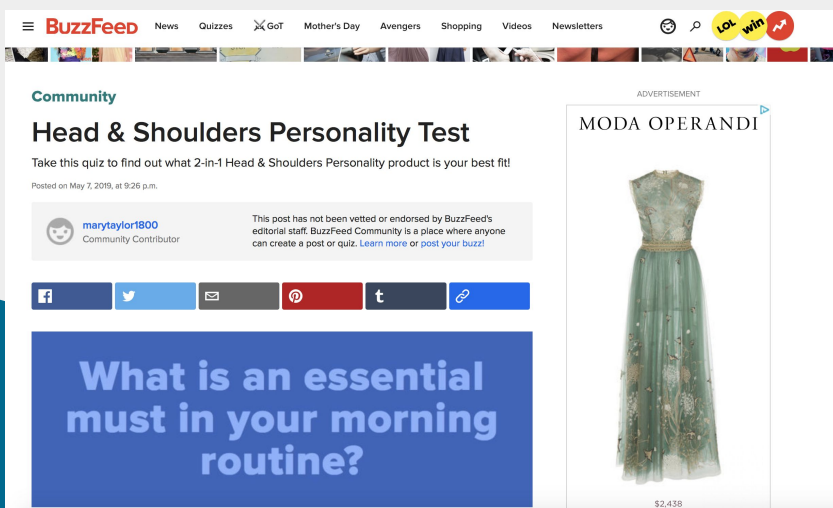
**The Polished Professional** → Targeted at the customer who always wants to be feeling their best. Hygiene and cleanliness is essential to them.

**The Wild Card** → Targeted at the customer who is spontaneous, full of life, and a little wild! You never know what you'll get with The Wild Card. They love to have a good time, and let loose!

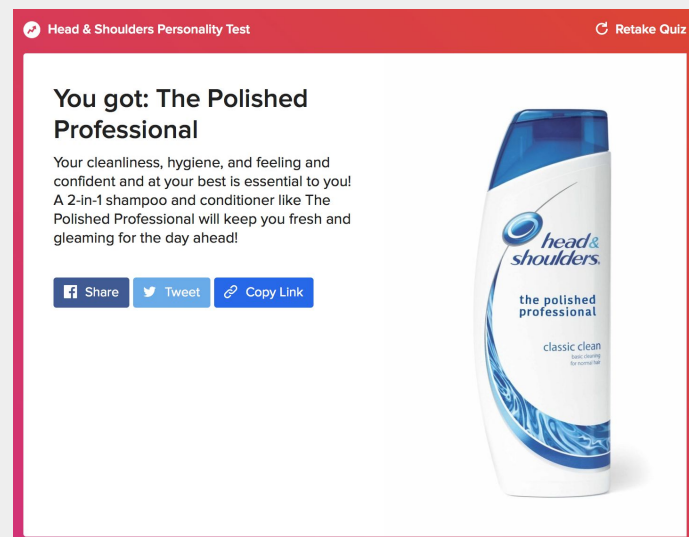
**The Happy Go Lucky** → Targeted at the customer who goes back and forth from hard work to relaxing and taking time for themselves.

# Product Rebrand

This **personality set** will appeal to our campaign demographic while creating a fun and unique way to **engage customers** and allow them to find which product resonates with and fits them best. It focuses on the traditional and popular **2-in-1 shampoo** and conditioner that Head & Shoulders specializes in. The **@headandshouldersusa** Instagram will promote a Head & Shoulders **Personality Quiz** featured on **Buzzfeed** which will allow customers to find out what their best fit match is. The 5 personality set products each have their own special ingredients and formulas that will prove to be the perfect solution to the customer's own **personal hair needs**. This will stress the idea that the Head & Shoulders 2-in-1 shampoo and conditioner is not low quality or for lazy, dirty people. Rather, it will position the Head & Shoulders 2-in-1 shampoo and conditioner as a **high quality option** that caters to a range of different personalities and fits each individual's story.



The screenshot shows a BuzzFeed Community post titled "Head & Shoulders Personality Test". The post is by user "marytaylor1800" and includes a question: "What is an essential must in your morning routine?". To the right of the post is an advertisement for "MODA OPERANDI" featuring a green, sequined dress. The BuzzFeed navigation bar is visible at the top, and social media sharing icons are located below the post text.



The screenshot displays the results of a "Head & Shoulders Personality Test". The user's result is "The Polished Professional". The text describes this personality as clean, hygienic, and confident, recommending the "The Polished Professional" 2-in-1 shampoo and conditioner. A bottle of the product is shown on the right. The interface includes a "Retake Quiz" button and social media sharing options (Share, Tweet, Copy Link).



# Instagram Campaign



A fun and vibrant **Instagram Campaign** featuring the hashtag, **#MyHairMyStory** will take place over the course of a month and will reach the campaign's primary demographic of **ages 18-30**.

The campaign will focus and capitalize on the wide range in customers that use Head & Shoulders, and aim to showcase their own **personal stories** of where they are in life, and why they use and love Head & Shoulders. This will all be drawn and created from Instagram **users and followers themselves**. Users will be encouraged to share their stories with the hashtag, **#MyHairMyStory** for the chance to be featured on the **@headshouldersusa** Instagram. This creates a more personal and **connected relationship between the company and its buyers**, while drawing in others through an innovative concept.

#MYHAIRMYSTORY

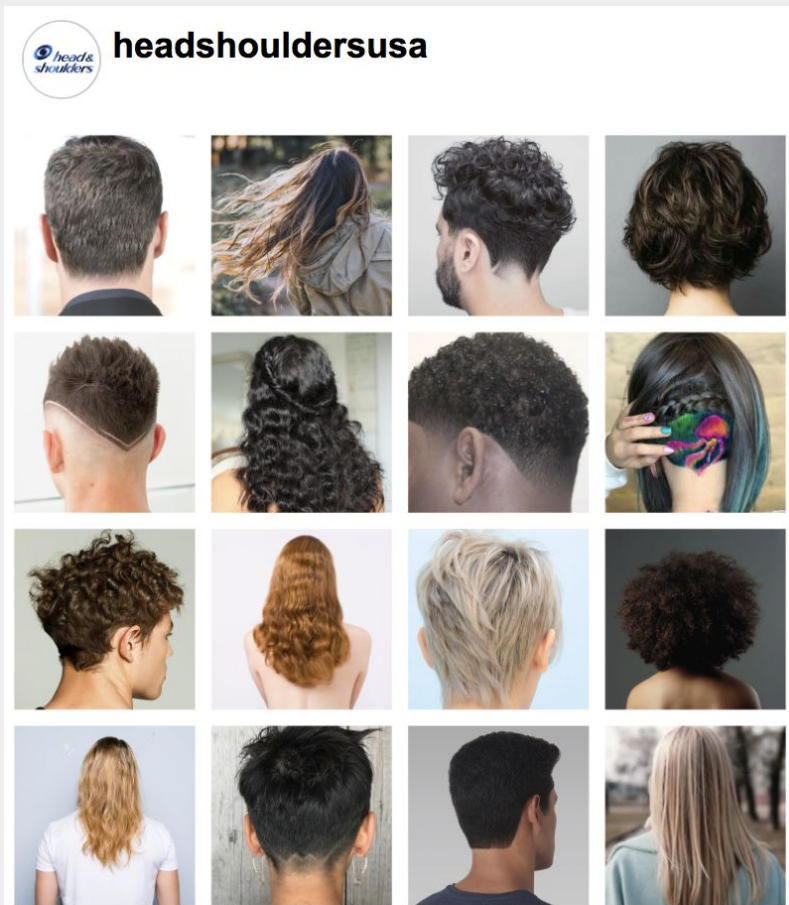
#MYHAIRMYSTORY

#MYHAIRMYSTORY

# Instagram Campaign



## MOCK INSTAGRAM POSTS



♥ 10235 likes

We believe in the power of stories, and that no one person is like the other. We keep your hair at its best, and fit into YOUR story. Tag us in your story for the chance to be featured using the hashtag: #MyHairMyStory



♥ 4678 likes

Meet Skye. 19 years old, she is enjoying her first year of college and learning to balance her school life with her desire to live life to the fullest. "Head & Shoulders keeps up with my on the go lifestyle, and I know it will keep me looking and feeling my best!" #MyHairMyStory



♥ 5476 likes

Meet Dylan. 25 years old, he is living in Los Angeles balancing a career in television writing with a side profession as a DJ. "I love Head & Shoulders because of its reliability and functionality. It's consistent, and makes me feel confident and ready to take on LA!" #MyHairMyStory

# In-Store Repositioning

Currently Head & Shoulders is shelved near other **dandruff shampoos** in grocery stores, contributing to its medicinal stereotype. In order to break away from this negative connotation and **neutralize** the brand's reputation, we will shift our shelf positioning to more towards the **beauty-centered shampoos** (Neutrogena, Pantene, etc.) We will also be implementing in-store floor stickers, as seen below, that will resemble a start line, catering towards the idea that our target audience are **busy, active, and on-the-go**, as well tying in our **Special Olympics campaign** with a race starting line. They will also show where H&S is located as well as bring a more beauty-centered message through it's wording.



# Philanthropy Campaign

The logo for Head & Shoulders, featuring the brand name in a black, lowercase, serif font with a stylized ampersand, set against a yellow circular background.

**Head & Shoulders** is proud to be a global partner of **Special Olympics**, working to bring **awareness, advocacy,** and **share the stories** of the children and adults with physical and intellectual disabilities training for competitions and demonstrating courage. Through this campaign, Head & Shoulders is inspiring *all* of their customers to pursue an **active lifestyle.**

Head & Shoulders will sponsor Special Olympics by providing the **hassle-free 2 in 1 shampoo and conditioner** for athletes with disabilities and working in a **fast-paced environment.** Not only will this product cleanse, protect, and moisturize their scalp, but it will also prevent dandruff and will leave athletes **feeling clean and confident** both on and off the fields.

Furthermore, Head & Shoulders will also tie into our **HEAD START** campaign where aspiring Special Olympics athletes of all ages are invited to **meet their real life Olympic heroes** at the training facilities prior to the event. The visitors will be able to talk and hang out with the athletes and share how they get a **head start** with Head and Shoulders

Special Olympics officials say their athletes are the world's most vulnerable and neglected population. By providing these athletes with Head and Shoulders, they'll have **one less thing to worry about** in their busy lives and be able to get a head start at the Special Olympic games. Through this campaign, we hope to bring light to these real life champions that have been neglected and to acknowledge how everyone has **a unique story of their own.**

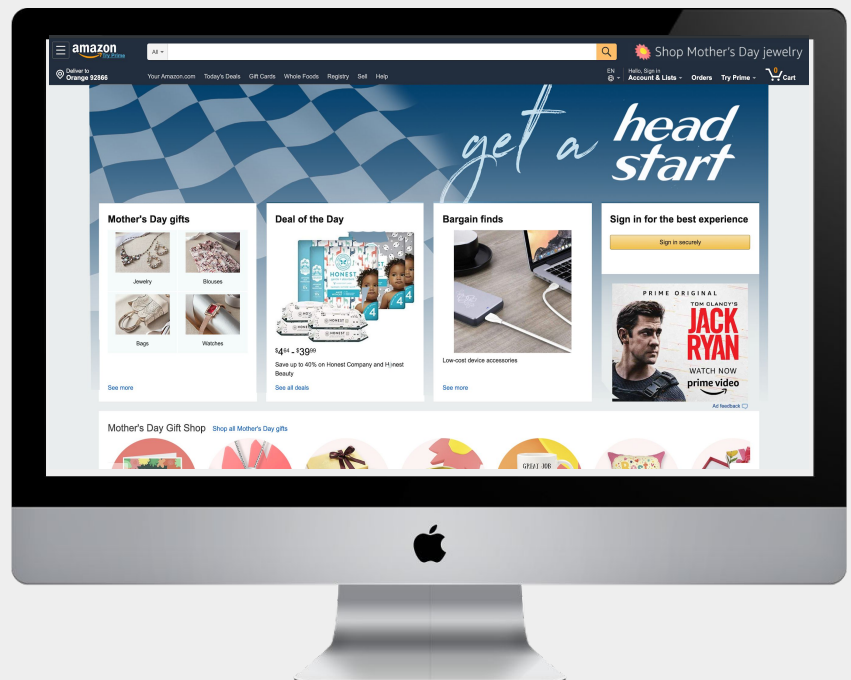
# Partnership with Amazon



## PrimePantry

**Head & Shoulders** will partner with **Amazon Prime Pantry**, further adding to the efficiency we want associated through our Head Start campaign.

According to Wall Street firm Cowen & Co, Amazon.com's Prime is attracting more and more customers every year. Their survey also shared that **younger shoppers** are using the website to shop for diverse range of products.



Through this partnership, Head & Shoulders will be able to reach the target audience ages from **18 to 30** to provide our products with convenience. For **college students** who lack transportation and for **busy** working **individuals** who lack time, they will be able to purchase hair care products **fast and easy**. When customers search the word “shampoo” or “conditioner”, Head & Shoulders will be the first brand to show on the website.

# Meet the Team

Wieden  
Kennedy<sup>+</sup>



Ava Altmann  
Account Director



Mary Taylor  
Creative Director



Grayson  
Richmond  
Creative Director



George McGuirk  
Strategy Director



Julia Ha  
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Elliot Nguyen  
Artistic Director

