

# All My Ion



# *Strengths*

- Affordable while maintaining high quality
- Accessible (abundant storefronts, online)
- “Cult following” of beauty lovers

# *Opportunities*

- Interest in high price, high quality competitor products is falling
- Ion brand offers dupes which is a current trend
- DIY revolution post COVID on social media platforms

# *Weaknesses*

- Low brand awareness
- No current emphasis on Ion throughout social media and in-store
- Product is on store shelf versus at a salon

# *Threats*

- Oversaturated market
- Must stand out to competition on store shelves (house brand versus independent brand)

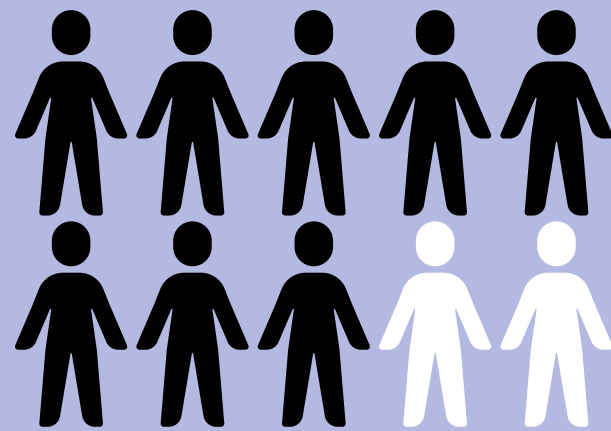


# *Desired Brand Positioning*

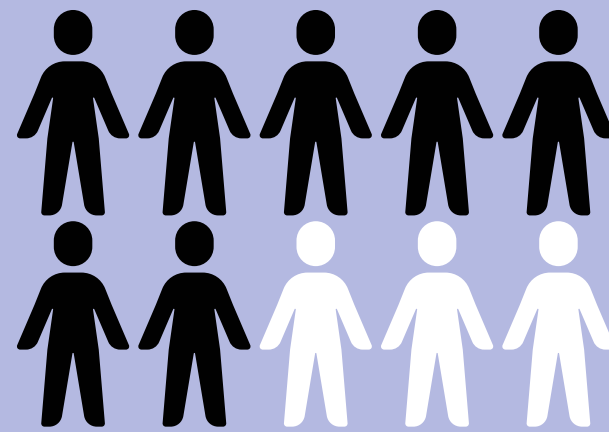
Emphasize the  
**individuality** and high-  
quality products offered  
through the ION brand



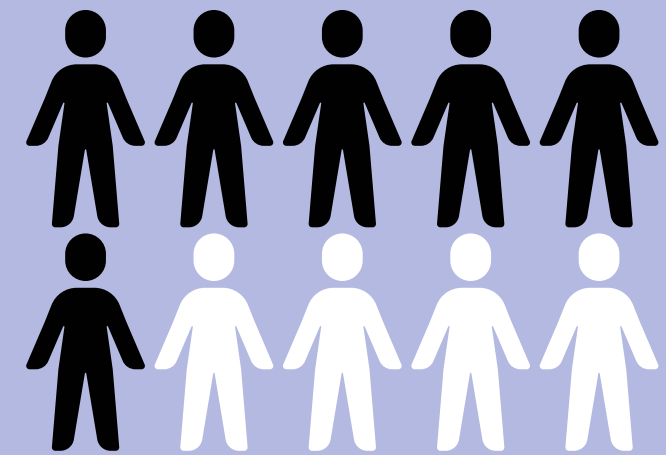
# Primary research findings:



**80%** of  
consumers had  
**never heard of  
ION**



**72%** of consumers  
**prefer mid-  
range to higher-  
end hair  
products**



**56%** of those who  
have heard of ION  
**have purchased  
from the brand**

# Target Audience

- 17-35
- Middle income
- Beauty and hair lovers
- Social, on and offline
- Interest in high-quality
- Need affordability
- Embrace individuality



**Gen Z and  
Millennials!**

# Key Insights:

**1**

**Individuality**

**2**

**Large Range  
of products**

**3**

**Accessibility**

# Objectives

## AWARENESS

Expose thousands of possible consumers to the Ion brand while teaching them about individual hair care

## ACCEPTANCE

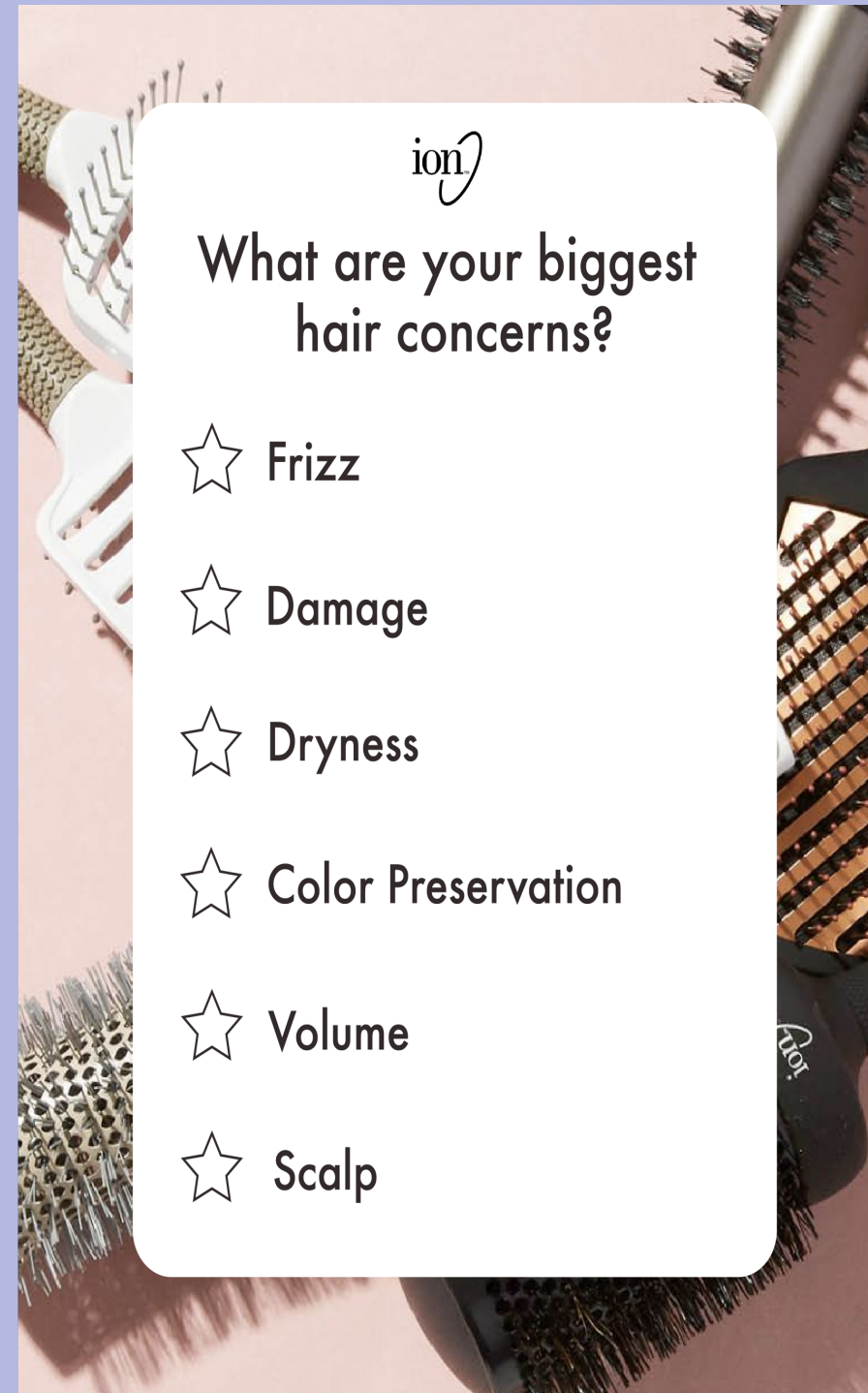
Become accepted as a high-quality affordable hair care brand made for everyone

## ACTION

Excite consumers so they choose Ion over other hair care brands



# All My Ion



What are your biggest hair concerns?

- ☆ Frizz
- ☆ Damage
- ☆ Dryness
- ☆ Color Preservation
- ☆ Volume
- ☆ Scalp

**Hair Personality Quiz**



**Personalized Product Bundle**



**Spokesperson Monet McMichael Hosts Launch event in NYC**



# Key Messages

Ion celebrates  
**individuality**

Ion offers a  
**diverse range** of  
**high-quality**  
products

Ion products  
fall into an  
**accessible**  
**price range**

# Strategies

## AWARENESS

Elevate overall knowledge of Ion brand through a mixture of media channels

## ACCEPTANCE

Inspire consumers to embrace their hair's individuality with Ion products

## ACTION

Immerse consumers through experiences that both engage and electrify the target audience

# Tactical Execution

## EARNED

Generate press release coverage in top magazines and news outlets throughout the United States

## OWNED

Utilize brand social media platforms to promote individuality and the way in which Ion is for everyone

## SHARED

Partner with "ion Icons" of all levels (micro, macro and celebrity) to spread the idea of individuality