

All My Ion Executive Summary:

Individualism, something that we all seek, yet are commonly confused on how to achieve. The Sally Beauty Ion collection is here to help with the new All My Ion public relations campaign. Ion is Sally Beauty's in-house hair care brand that has products for every hair type, and styling need. Allowing the company to have the perfect set of products for every individual promoting individuality.

The communication challenge that Ion needed to address through this campaign is Ion's lack of competition with other top hair care products. Although the company has many strengths such as being affordable while maintaining a high quality, being accessible to all customers, and maintaining a "cult following" as those who use Ion love it and become loyal users. The line has trouble competing with the name brand products it shares shelf space with as it has low brand awareness with no current emphasis on Ion promotion throughout Sally Beauty stores or online platforms.

The target audience for Ion is individuals aged 17-35, who have a middle-income and are interested in high-quality, affordable hair care products. In addition, it is important that these individuals embrace individuality as that is something that sets the brand apart from other products on the shelf as Ion has individual products for everyone. In addition, it was important to the team to embrace the key insights we found when researching the company. These insights include the idea that Ion celebrates individuality, offers a diverse range of high-quality products, and has products that fall into an accessible price range.

The overall objective of the All My Ion campaign is to increase brand awareness, acceptance, and action among the identified target audience. The All My Ion campaign includes a personalized hair quiz, customized bundles, and an influencer campaign titled *Ion Icons*. All three aspects of this campaign would launch at a block party event in New York outside of the Sally Beauty Soho location.

To successfully promote the All My Ion campaign, strategies that represent earned, owned, and shared media will be used. The earned media strategy involves generating press release coverage in top magazines and news outlets, while the owned media strategy utilizes the brand's social media platforms to promote individuality and inclusivity. The shared media strategy involves partnering with micro, macro, and celebrity influencers, known as Ion Icons, to spread the idea of individuality. The timeline for the campaign is evergreen, with an original launch plan for summer 2024.

The campaign is expected to be successful as it drives earned media opportunities, promotes individuality and inclusivity, generates inclusive conversation, showcases the extensiveness of Ion products, and promotes Ion Icons' own individuality. The All My Ion Block Party event is expected to drive the most earned media opportunities and build brand awareness among the target audience.

Overall, the All My Ion campaign is an innovative approach to promoting a high-quality, affordable hair care brand that celebrates individuality. Using personalized quizzes, customized bundles, influencer partnerships, and an exciting block party event. Through this campaign Ion is expected to become a competitive player in the hair care market.