**Strategic Message Planner: Femme Finesse**

**Client and Product**

Femme Finesse is a new hair dying system that women can use in the comfort of their homes for half the price of leading salons.

Femme Finesse was developed over the last 4 years by the hair care professionals of True Beauty. Femme Finesse contains advanced oils and vitamins that will help to make your hair grow strong while remaining soft and bouncy.

Each package of Femme Finesse come with an easy to follow instruction manual and all the tools needed for a fresh from the salon look right in your own home. With regular use you will see a dramatic difference in hair texture, shine, and body. Each package is sent to you directly from our dealers to insure product quality and that you always get the right color at the right time.

**Target Audience**

The target audience for this product is female ages 18-65 who want to change or maintain their hair color while saving money. These women have traditionally purchased hair dying systems from drug stores or pay salons to do it for them only to end up with damaged, unnatural looking hair.

The average age of this target audience is 29. Its members have a household income of $45,000+ and are business oriented.

To have your hair dyed in a salon can cost anywhere from $70-$120 every month. Women in this audience are looking for a more affordable way to look their best without sacrificing quality.

**Product Benefits**

Femme Finesse hair dying system will deliver salon quality results at a fraction of the price. This product is guaranteed to visible improve your hairs texture, shine, and body all while giving you the tone that is all your own.

**Current Brand Image**

Femme Finesse is new to the market but is backed by the True Beauty product line that has maintained in good standings with women interested in beauty enhancing products.

**Desired Brand Image**

Femme finesse is the best way to maintain beautiful color and general health of your hair while saving money.

**Direct Competitors and Brand Images**

Direct competitors are store bought hair dying systems and salon professionals.

* Loreal hair dye: This is a long standing option for at home dying. Target audience is that same but seen as a cheaper alternative to salon treatments.
* Salon Dying: this is the competitors that will be the most influential. In this audience beauty is a top priority and so they leave hair dying to the professionals and are willing to pay a higher price for that service.

**Indirect Competitors and Brand Images**

Indirect competitors are women who go without dying their hair because the salon is to expensive and they have not had good results with store bought dying systems. These women want to have the fresh salon look without having the large bill that comes with it. These women fear that they will not have the same results every time they use store bought dying systems and want something that they can trust to deliver consistent quality at an affordable price.

**Advertising Goal**

To convince target audience members that Femme Finesse is an alternative to store bought or salon hair dying for beautiful, quality results at a more affordable price.

**Strategic Message**

Femme Finesse is a hair dying system that will help you to achieve and maintain a tone that is all your own while saving you money.

**Supporting Benefits**

**Feature Benefit**

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**Vitamins A, D, and Hair grows faster and stronger.**

**B complex**

**No Ammonia Avoid harsh fumes and stinging eyes.**

**Free Home Delivery Further helping you save money and time.**

**Professionally Developed Quality products that will deliver the**

**results you want.**

**34 Colors To insure that you get the tone that is**

**all your own.**

*Femme Finesse*

Title: Young Up and Coming Women

Client/Sponsor: True Beauty

Length: 30 seconds

Air Dates: November 1 – May 1

Roots starting to show? Tired of paying high salon prices? True Beauty here with some exciting news! We have just released our Femme Finesse Hair Color system that will take all your problems with hair dying away. This new line of hair color comes in 34 different colors and will leave your hair feeling and looking beautiful while leaving some money in the bank. Go online today at TrueBeauty.com and find the tone that’s all your own.

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Title: Femme Finesse image ad

Client/Sponsor: True Beauty

Length: 60 seconds

Air Dates: November 1- May 1

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| CU- women’s head with roots showing growth  MS- women with concerned look on her face  WS- women looking at hair color box and then back at a hat undecided  WS- package of Femme Finesse on a clinical style counter top.  MS- women going online to the True Beauty web site.  WS- women looks towards the front door  WS- women is handed package with True Beauty logo on it by a smiling man.  MS- women come out of the bathroom smiling and swinging hair as she runs fingers through it.  WS- women walks confidently into a restaurant to meet with friends.  MS- friends are jealous and complementary.  CU-women smiles bigger.  CHYRON (centered in upper 1/3 of screen)  Femme Finesse by True Beauty/ True Beauty.com. on pink background.  FADE TO BLACK | MUSIC:  (light, bouncy mood music. Establish then under)  ANNOUNCER:  Is it time for a touch up?  Don’t just cover up till you can afford your next salon visit.  We would like to introduce you to Femme Finesse by the trusted professionals at True Beauty.  SFX- doorbell rings  Available online only straight to your door.  We allow you to look your best without sacrificing quality or cost; leaving you with hair that is silky soft with brilliant shine and strength.  Tell your friends about it…  Or not  But always go with the tone that is all your own.  MUSIC:  (up then fade out at :59) |