Strategic Message Planner: HairGenie

**Client and Product**

HairGenie is a new all-in-one hair-styling product. Hair Genie combines a blow dryer, curling iron, straightener, and crimping iron in an easy-to-store, heat-resistant fabric case.

HairGenie Inc. was founded one year ago by three roommates that wanted to find a solution for their cluttered bathroom full of hair-styling tools. They thought that if they could combine all of their products to include a blow dryer, there would be more space and less clutter in the bathroom area. They came up with a single power source that simply attaches to each of the tools so that they can be used individually.

Each HairGenie kit comes in a decorative heat-resistant fabric storage case that is easy to store and wash. The individual tools are placed into slots within the case and the case folds neatly onto itself with a sturdy snap enclosure for carrying. The styling tools can be placed into the carrying case immediately after use due to the heat resistant fabric storage case. HairGenie can also be hung on the wall in the open position for easy access in the bathroom. Each HairGenie sells for approximately $119.99.

Product testing has shown that customers enjoy the convenience of having only one power source, as well as being able to store and use the product with ease.

**Target Audience**

The target audience for this ad is women ages 18 to 40 who are looking for a convenient hair-styling tool that saves space and time. They are typically on the go, whether busy with school, work or family obligations and are always looking for ways to simplify their routine. If they do not have a current set of hair-styling tools, they are shopping for one now.

The average age of the target audience is 29. Its members have a median household income of $57,000. Many are college students. Many are married or single mothers with two children or more. Most are high school graduates, and approximately 60 percent have either attended some college or are college graduates.

Many are college students and young mothers who live busy lifestyles and are looking for a product that takes up less room and requires less time to take out and put away when needed. These women are more concerned with space and convenience than with the cost of the product. Most are either working toward a career or already employed or have little time on their hands due to their many obligations. These women are socially active and tend to be on the move during most of their day. They’re too busy with school, work and family obligations to spend 20 minutes pulling multiple styling tools out of cabinets, only to have to wait for them to cool down so that they can spend more time winding up cords and shoving things back into place.

Members of the target audience live busy lives and don’t have time for multiple styling tools that take up more space than they are worth. However, they think that taking care of themselves and their appearance is worth the effort. They are looking for an uncommon solution to two common problems: not enough time and not enough space.

**Product Benefits**

HairGenie is so convenient and takes up so little space that you will want to throw away all of your old styling tools. Your life will feel less cluttered and you will be left with more time to enjoy your day.

**Current Brand Image**

HairGenie is new to the market and has little brand image. If anything, it is perceived as just another as seen on TV beauty product.

**Desired Brand Image**

HairGenie is a high quality hair-styling tool set that will save you space, time and money.

**Direct Competitors and Brand Images**

* InStyler, The Rotating Iron: The target audience has a negative image of this brand. Members of the audience feel that the iron doesn’t curl and straighten as easily as it claims and that the infomercials are misleading. They also complain that there is no stand or protective tip for fingers for the iron, and that it is so hot it can burn a countertop or set a towel on fire if left unattended. The website only gives details on how to purchase two at $154.95 after the introductory price and shipping and handling.
* Conair Special Styles Styling Tool: The target audience has a negative image of this brand. Members of the audience feel that it is a poor quality styling tool and that you get what you pay for. They complain of the poor workmanship and materials, as well as difficulty in switching out attachments and slow heating time. This product sells for $20.99

**Indirect Competitors and Brand Images**

Indirect competitors include other single use styling products, desire to save money, frustration with other styling tool failures and current brand loyalty. Members of the target audience are tired of their current products taking up so much time and space in their lives. Saving money is somewhat important, but they would spend more for a better product that will save them time and money in the future. They are frustrated with the current styling products on the market, but they are willing to try a new product that shows potential.

**Advertising Goal**

To convince members of the target audience that HairGenie is the easy-to-use and easy-to-store quality hair-styling tool they have been searching for.

**Strategic Message**

HairGenie satisfies your need for an all-in-one hair styling product that uses little space and time in your life.

**Supporting Benefits**

Feature Benefit­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All-in-one tool No space taken up by multiple tools/cords

Convenient storage and carrying case

Heat resistant case No waiting for products to cool before storing

Protective tips/stands for all attachments No burned fingers or bathroom counters

Easy to use click on attachments Quick interchange for multiple uses

Decorative bag available in 10 colors Provides choices

**HairGenie: Radio Spot**

Title: Women On-the-Go

Client/Sponsor: HairGenie

Length: 30 seconds

Air Dates: September 1- December 24

Do you find your bathroom is cluttered with styling tools? Are you spending precious minutes dragging them out and attempting to put them away each morning? Now there is a solution to your problem! HairGenie is the all-in-one styling tool that combines all of your old products into one easy-to-use alternative. Simply use the interchangeable attachments to create the styling tool you need. HairGenie comes in an attractive, heat-resistant fabric carrying case, available in 10 colors. Get your HairGenie now by calling 1-800-555-HAIR. Again, that number is 1-800-555-HAIR.

###

Title: HairGenie Styling Tool Ad

Client/Sponsor: HairGenie

Length: 45 seconds

Air Dates: September 1- December 24

MS- frustrated woman in a cluttered bathroom trying to untangle several styling products to use one. (:10)

MS- Woman opens up a HairGenie kit and hangs it on the wall. (:05)

CU- Woman plugs in the HairGenie and snaps on the blow dryer attachment and begins to use the product. (:05)

CU- Woman smiles as she changes out one attachment for another with ease. (:05)

MS- Woman puts away the attachments and takes the HairGenie kit off the wall, snaps the bag closed and poses with the bag(:05)

CU- Woman quickly slides the HairGenie bag into an organized cabinet. (:05)

MS- Woman gathers her old hair styling products in her arms and dumps them in a trash can. (:05)

CHYRON: (centered in the lower third of the frame): Order HairGenie Now at www.HairGenie.com or by calling 1-800-555-HAIR.

FADE TO BLACK AT :59

MUSIC:

(Light, happy mood music. under from woman opening HairGenie kit)

ANNOUNCER:

Are you tired of spending your morning like this? Do you have too many styling tools and not enough space? HairGenie is the solution you have been searching for.

HairGenie is easy to use! It combines all of your current styling tools for an all-in-one product. Simply plug HairGenie in, twist and snap on the desired tool and style your hair! Changing out tools is a breeze, just look how quickly you can change from one tool to another.

HairGenie comes in a stylish and portable, heat-resistant carrying case and can be taken anywhere. There are 10 different bag colors to choose from!

HairGenie is easy to store! The convenient carrying case houses all of the attachments and the power cord for quick and easy storage.

With HairGenie, you can get rid of all your old products in exchange for one product that does the job alone!

MUSIC:

(Fade out before ordering information)

Hair Genie is $119.99 or 4 easy payments of $29.99 plus shipping and handling. To order HairGenie, simply call the number at the bottom of the screen or order online at HairGenie.com. Operators are standing by to take your order.