



BASE  
BEAUTY  
CREATIVE  
AGENCY.

15 YEARS

## The Beauty & Wellness Experts

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**Viviscal Pro**  
Integrated Marketing  
Case Study

# Case Study

Professional Haircare:  
**Viviscal Pro**

- ✓ Strategy
- ✓ Campaign Concepting
- ✓ Organic Social Media
- ✓ Paid Program
- ✓ Reporting

BIG IDEA

Flip the script on hair loss  
from insecurity to inspiration



## The Insights

### THE CHALLENGE

To win over consumers, we had to first win over their stylists.

Stylists are artists and hair is their canvas. They are open to recommending products that make their clients feel good and their own work shine—win-win.

### THE IDEA

We gave the artists a reason to talk about Viviscal PRO in a disarming way.

**First, set your hair goals high,  
then exceed them.**

## How Did We Do it?

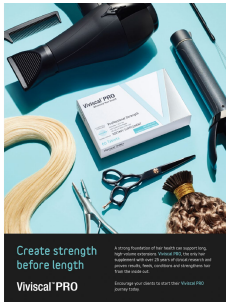
### RESEARCH

#### Moments Overview

1. A Fresh Start
2. A Nutrient Powerhouse in 2 Tablets
3. A Strong Base
4. From the Inside Out
5. Growth Stage: What's Happening on the Inside
6. It's Working: Seeing Results
7. Anti-Aging
8. Maintenance

Studied the “moments that matter” in the hair thinning journey

### PAID TRADE MEDIA



Targeted print & digital campaign to drive the key message forward

### ORGANIC SOCIAL MEDIA



Gave the Stylists something to talk about, but NOT thinning hair! They won't start that conversation with clients.

### PAID SOCIAL MEDIA



Targeted IG & FB ad program

## Research

Conducted extensive research with hair professionals to uncover the **“moments that matter”** in the sensitive relationship between stylist and client.

These “moments that matter” informed the program strategy.

### MOMENTS OVERVIEW

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### A FRESH START

**“Any changes since we last met?”**

**“What are you liking/not liking about your hair?”**

Your client's response to these questions opens the door for the sensitive conversation about hair loss and thinning.



## The Campaign

Achieving hair goals is a partnership between stylists and their clients.

With **Viviscal PRO**, stylists can create thicker, fuller, healthier hair that makes the best canvas for their work.

**Stylists have the power to transform hair — and their businesses — into something stronger, healthier, more beautiful.**



Prime Hair  
for Color with  
**Viviscal™ PRO**

Beautiful color begins with strong, healthy hair and strong healthy hair begins with Viviscal PRO. With patented AminoMar™ complex and over 25 years of research behind it, Viviscal PRO is the most clinically proven hair supplement that supports stronger, healthier hair in as little as 90 days\*.

Before you recommend a color, recommend Viviscal PRO.

\*Please consult your hair care professional for the best color and styling recommendations. The product is not intended to diagnose, treat, cure or prevent any disease.



Create strength  
before length

**Viviscal™ PRO**

A strong foundation of hair health can support long, high-volume extensions. Viviscal PRO, the only hair supplement with over 25 years of clinical research and proven results, feeds, conditions and strengthens hair from the inside out.

Encourage your clients to start their Viviscal PRO journey today.

# Paid Trade Advertising

Targeted 3-month print & digital campaign to drive qualified leads:

- Modern Salon
- American Salon
- Behind the Chair
- Mane Addicts

Grew email list of qualified stylists

↑ 13.5%



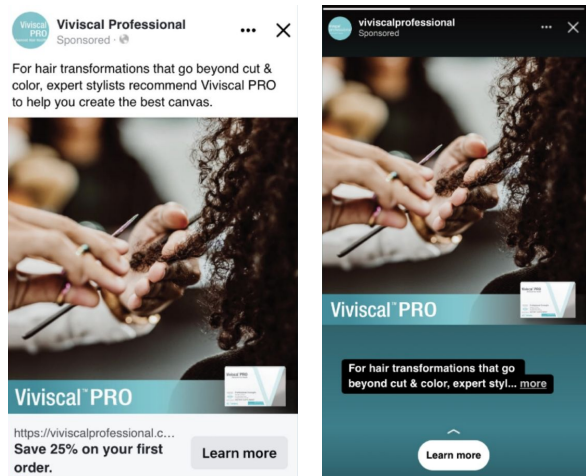
Prime Hair for Color with  
Viviscal™ PRO

Become a Reseller



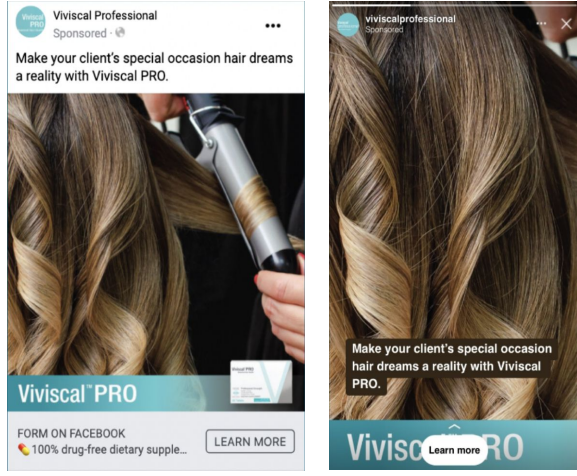
## Paid Social Media

### Focus: Artistry



With Viviscal Pro, stylists can provide a hair health solution that goes beyond the basics of cut, coloring and styling.

### Focus: Life Events



As a partnership between stylist and client, plan for life's special events and milestones. Celebrate results.

Exceeded Lead goal by **↑139%**