

REDKEN
5 T H A V E N U E N Y C



REDKEN INSTAGRAM 2016

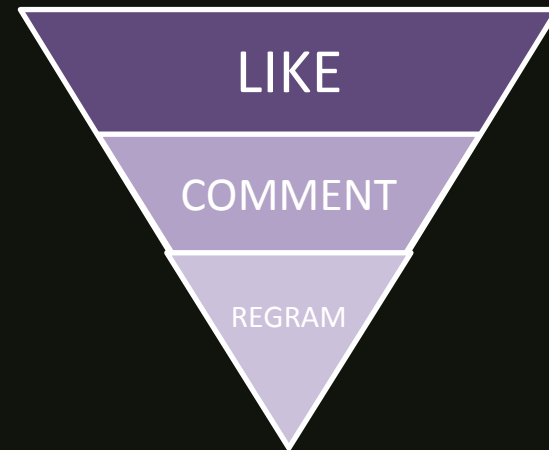
INTERACTING WITH @REDKENUK

REDKEN INSTAGRAM 2016

WHAT IS THE PURPOSE OF @REDKENUK

- 1) Immerse the audience within Redken's marketing message without hard sales
- 2) To perform as a social marketplace that directs traffic that turns into sales
- 3) To connect with consumers on an intimate and tangible level, establishing a relationship and culture among followers
- 4) Allow the audience to experience the full brand identity by moving towards lifestyle marketing

@REDKENUK is a consumer facing page, not a sharing platform.



LEVELS OF INTERACTION

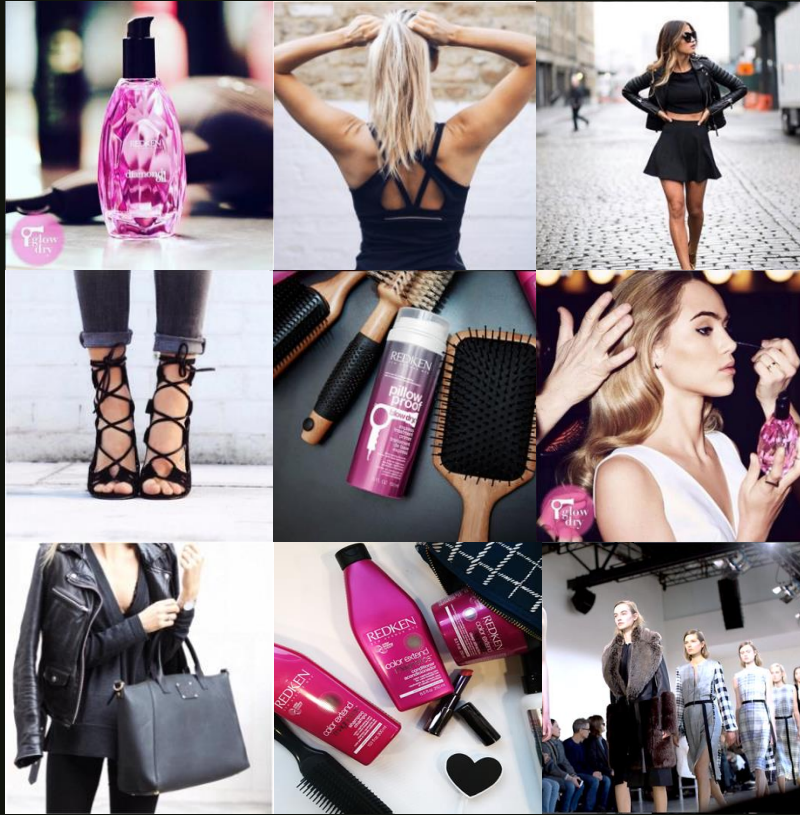
LIKE – Salons are an integral part of Redken and we want to share our love and appreciation through 'liking' posts. Interacting frequently will develop the united salon-headoffice ethos that we are seeking to drive.

COMMENT – If we LOVE your post we will engage further by commenting and asking questions about the post

REGRAM – If your post BLOWS US AWAY we will regram it to show you and everyone amazing we think it is!

REDKEN'S NEW IDENTITY

REDKEN INSTAGRAM 2016



INDEPENDENCE – ME/MYSELF/I

CONTENT

CLEAN – images should be refined with no distraction of patterns or clashing colors. Make sure that the object of intent is the only focus in the image.

A POP OF COLOR – less is more. Redken's signature look is all-black with a pop of color. Replicate this through your visuals by ensuring that backgrounds are plain as this will allow the products/hair to stand out.

COOL TONE – Images should have a cool tone to them which can be created using the below filters and tools on Instagram.

FILTERS AND TOOLS



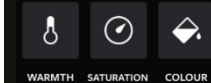
FILTERS – Clarendon and Gingham are preferred



WARMTH – reduce the warmth of the image

CLARENDON GINGHAM

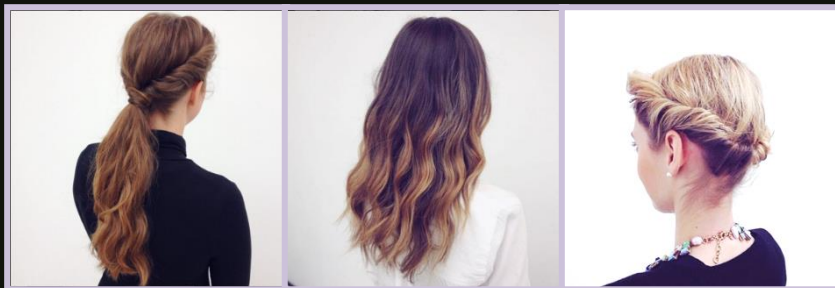
SATURATION – increase the saturation of the image to enhance the pop of color



COLOR – add a slight blue/purple tone to the image.

HAIR INSPIRATION & GET THE LOOK

REDKEN INSTAGRAM 2016



HAIR INSPIRATION

When taking an image of a client's hair ensure that you are taking the image against a plain (preferably white) colored wall as this will ensure that their hair stands out as the main focus.

TOP TIP: Remove scarves and coats etc. to secure a clean image.

IMPORTANT: If you are showing someone's face in the image, you must include the individual's Instagram handle in the copy or tag them in the image. The individual has given you permission to take their photo, not Redken. We need to know who the image is of so we can request their permission to regram.



GET THE LOOK

What products are you using? How much do I use? How do I use it? When do I use it?

As well as showing the finishing result, showcase the process of achieving that look e.g. 'finishing touches with #shatterproof for added shine'.

This image shows both the physical product, when it can be used (dry hair) and the copy illustrates why it is being used (shine)

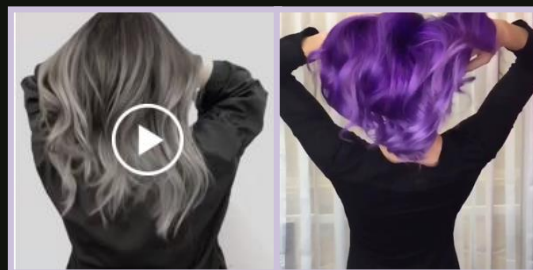
VIDEOS

REDKEN INSTAGRAM 2016



STYLING

When creating 'how to' videos it is important to show the before, after and each of the key steps in between. Highlight the products that you are using to create the look by holding them to the camera or making sure that the product name is invisible during application. Use a plain white background to film against or make sure to use natural or a white light to ensure focus is on you.



COLOR

Hair has movement so what better way to showcase color and the tones carefully placed within it than to move the hair. Film against a white/plain background so that the color of the hair stands out and put the video in slow motion.

PRODUCT IMAGES

REDKEN INSTAGRAM 2016



FLAT LAYS

Flat lays are popular on Instagram and are a great way to showcase products in an interesting way. As well as sharing the finished look, share the products used to create it e.g. Pillow Proof, Stay High and Quick Tease for a bouncy blow-dry. **TOP TIP:** incorporating items such as clips, brushes, blow-dryers, coffee cup etc. adds another element to the image and helps to tell a story.



LET'S TALK TEXTURE

As well as showing pack shots for products, illustrating the texture, color and consistency of it is very powerful. Use the products in their natural form to showcase these. Examples could include the colours of Flex, the texture of Aerate, the consistency and color of Redken Color before application.

KEEP THE IMAGES CLEAN BY TAKING PHOTOGRAPHS OF THE PRODUCTS ON A PLAIN BACKGROUND

- Haircare products – white/black/grey background
- Styling products – white/single coloured background (not black)

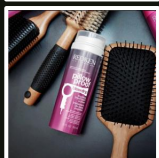
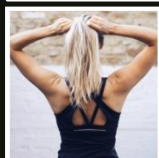
WEEKLY STRATEGY

REDKEN INSTAGRAM 2016

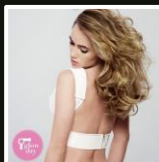
MONDAY - MEME



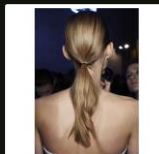
TUESDAY -
PRODUCT/LIFESTYLE



WEDNESDAY-
WOMEN CRUSH



THURSDAY -
THROWBACK



FRIDAY -
PR/INGREDIENTS



ALIGNING YOUR SALON

You are welcome to use Redken's weekly strategy as a way to align your own salons with the content that we will be posting on our own channel. The introduction of a structure/regular posting will also enable you to vary the content on your channel.