



Strategic Plan for T&G Concepts

Cronkite Public Relations Lab

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ÉLAN TEAM

TEAM BIOS

Kaity Klonowski



Kaity Klonowski is a senior at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She is pursuing a degree in journalism with an emphasis in public relations and a minor in religious studies, and has completed a certificate in marketing.

Klonowski has gained valuable experience through her involvement in internships and campus organizations while at ASU. Currently, she works for Yelp as a public relations and marketing intern and does contract public relations work for Dark Bean Software. In the past, she has served as the community relations coordinator at Future For KIDS, a local nonprofit organization that

seeks to improve the lives of at-risk youth in the greater Phoenix Metropolitan area through academics, ethics, and athletics. Additionally, Klonowski is an active member of Kappa Delta Sorority, where she has served on the public relations and community service board.

In the future, Klonowski looks forward to graduation and hopes to work abroad. She has tentative plans to live in Ireland after graduation in the spring. Her dream job would be to continue working for Yelp or another company within the tech industry as a public relations coordinator.

Elizabeth Parra Valenzuela



Elizabeth Parra Valenzuela is a senior at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, studying journalism with an emphasis in public relations. She plans to graduate in December 2017.

Valenzuela has held public relations internships at organizations including scholarship company College Success Arizona, global nonprofit Make-A-Wish and award-winning public relations agency Off Madison Ave. During these internships, she developed skills in social media, media relations, content marketing and content development.

Working for these organizations provided Valenzuela with the opportunity to meet media contacts and heighten her skills as a storyteller. Her fluent Spanish speaking and writing skills helped expand the reach for these nonprofits in the form of student success stories and wish kid features. Her knowledge of the daily operations of small and large nonprofits is extensive and has led her to consider a career in this field.

Summer 2017 Valenzuela worked alongside public relations veterans in the Phoenix offices of PR agency, Off Madison Ave. She worked closely with the public relations and social media team producing billable client work daily. Her biggest projects included generating social posts, media lists and news monitoring for the agency's biggest client, the Arizona Office of Tourism. Valenzuela was involved in the development of a new domestic travel campaign for this client which included preliminary research, pitching and building an extensive national media list.

Valenzuela recently accepted a position as the social media and content specialist for healthcare company, Equality Health. In this job, Valenzuela works with the marketing team in developing social media campaigns that gain engagement and build brand recognition.

Following graduation, Valenzuela hopes to work in a competitive career facing many challenges and learning new skills along the way. She would love to explore the fields of fashion, entertainment or global nonprofits.

Ellanna Koontz



Ellanna Koontz is a senior in the Walter Cronkite School of Journalism and Mass Communication, studying journalism with an emphasis in public relations. Koontz plans to graduate in spring 2018 with a degree in public relations and a minor in personal health. She will also graduate with a certificate in special events management.

In fall 2016 Koontz interned at Ability360, the largest center for Independent Living in Arizona. As a part of the marketing team, Koontz developed skills in social media, copywriting and website management.

The Ability360 team frequently worked in tandem with the 360 Sports and Fitness Center. Koontz's biggest project was centered on the Fitness Center's adaptive climbing program where she live tweeted the event, took photo and videos, and created two promotional videos for the program. Koontz currently works at Barrett, The Honors College as a social media assistant and the Sun Devil Fitness Center as the marketing program manager. Within these positions she generates social posts, edits photos and video, creates graphics and manages other students in the social media team.

After graduation, Koontz hopes to work for an organization in the health and fitness or medical industries. Koontz has always led an active lifestyle through soccer, cross-country and weightlifting, and enjoys implementing health aspects into her daily lifestyle. She hopes to combine these two passions to improve the health and lifestyles of people throughout the country in her future career.

Logan Fowler



Logan Fowler is a senior at the Walter Cronkite School of Journalism and Mass Communication, specializing in public relations. She is also working towards a minor in political science.

While she has not yet had an internship experience in the PR world, she has worked hard in her classes and undertaken all the opportunities she could in her classes to grow her education foundation.

Since age 16 she has worked almost exclusively in customer service. Her first job was at the accessory store Claire's, in the Scottsdale Fashion Square Mall. She worked as a sales associate for two years, then promoted to supervisor. After about a year as supervisor, she moved on to assistant manager at Arden B, a boutique dress store. When Arden B stores closed nationwide were closed, she transferred to Wet Seal, it's sister store.

Upon entering college at age 18, Fowler decided to take a break from working to focus on her first semester in college. She went back to work at Starbucks, a change from the retail role she had always known, in her second semester at ASU. She stayed there for a year in a half, until moving on to Buca Di Beppo.

She is now a server at the nationwide chain restaurant Cheesecake Factory at the Biltmore Fashion Park.

In January 2015, Logan found out she expecting a daughter in summer 2015. Zoë was born in July 2015, and is now 2. She frequently helps her mother with homework and her favorite character is "Ninnie" (Minnie Mouse).

EXECUTIVE SUMMARY

T&G Concepts is a bricks-and-mortar hair and beauty supply store that has been educating stylists and selling product for 30 years. T&G works with other small-scale companies that create high-end products honestly and with integrity.

Yet, T&G faces strong competition in the form of well-known beauty supply stores. The industry has changed since T&G's inception and what once was a budding market became a dwindling niche. The company has difficulty engaging the shifting generation of hair professionals. In order to positively influence T&G's consumer relationships and enhance the hair supply store's relevancy the T&G Concepts brand required a refresh.

A team of students, Élan, from the Walter Cronkite School of Journalism and Mass Communication Public Relations Laboratory, assisted T&G Concepts this during fall 2017.

Throughout the semester, Élan conducted primary and secondary research to determine T&G's target audiences' shopping preferences, use of social media and attraction to particular colors.

Élan used color theory and research to develop an effective logo. The team created a style guide to help T&G continue successful and cohesive branding practices.

Additionally, Élan designed an online presence for T&G using Wix. The e-commerce site housed numerous components geared toward educating and engaging current or aspiring hairstylists, such as the Educational Events calendar and the E-store.

The website and new logo will reposition T&G Concepts in order for it to remain relevant and contemporary in an industry transitioning toward ease and efficiency. Élan also provided recommendations to continue growing T&G's digital presence and brand cohesion.

INTRODUCTION

CLIENT DESCRIPTION

T&G Concepts is a hair supply store that caters to the needs of stylists through a wide range of unique products and services. T&G Concepts was started by Tonya and George Hughes in 1987 in Mesa, Arizona. T&G gives professional stylists the opportunity to use truly healthy products on their clients' hair. But T&G is more than just hair care: its owners also believe in providing quality education to stylists in order to give them the tools to care properly for clients needs. An education center is attached to their warehouse serving as a site where classes are taught by many well-known hair care professionals. Class begin with an instructional presentations by the guest speaker, and then progress to a more one-on-one hands-on learning course. Tonya Hughes, the president and CEO of the company, believes that the education she provides is most important, with trustworthy and healthy products a close second.

PROBLEM STATEMENT

T&G Concepts needs to develop and enhance its digital platforms as engaging and visually appealing destinations.

SITUATION ANALYSIS

T&G Concepts is a bricks-and-mortar beauty and hair supply store in Mesa that has been in business for 30 years. The client specializes in educating salon professionals and selling quality products. T&G Concepts places a significant emphasis on educating salon professionals about healthy products and haircare. The client also specializes in hair coloring and coloring techniques.

T&G Concepts relies heavily upon word-of-mouth recommendations to drive business, sales, and communicate with their stakeholders. When the company was created in 1987, businesses used traditional methods to communicate. Fledgling websites did not appear until the early 1990s. Business was centered around a small community of hair stylists and hair care professionals. T&G Concepts has relied upon this community atmosphere and little has changed in their communication methods since it's early days.

T&G Concepts has also faced the rise of large beauty corporations that have dedicated marketing and communication teams. Ulta, Beauty Brands, and other large companies sell similar products as T&G Concepts, but they do not offer the education that the client does.

The client does not have a website. As mentioned, at the time of T&G Concepts' creation, websites for businesses did not exist. As the information and technology age has advanced, however, more and more companies have adopted websites to drive sales, business, and brand recognition. A website is vital to the survival of small, locally owned business like T&G Concepts. It has no central location to house its brand. Therefore, T&G Concepts has fallen behind its competitors due to its lack of a digital presence.

Although T&G does not have a website, it has a Facebook page. The Facebook page shares posts from other industry-related pages, however it is not used for messaging and updated infrequently. T&G does not specifically target or engage its stakeholders. There is no full-time staff dedicated to marketing or communications. Two part-time employees take turns posting on social media, so coordinated efforts are difficult.

STAKEHOLDER ANALYSIS

The impact of the primary and secondary stakeholders contributes to T&G Concepts' overall success and longevity.

Primary Stakeholders:

As the founders and owners, Tonya and George Hughes are the primary stakeholders for T&G Concepts. The business has been under their leadership for over 30 years leaving this as their main source of income. Tonya's wish to revitalize her business is meant to elevate brand recognition and secure the longevity of her business and its success.

Secondary Stakeholders:

Phoenix-based stylists remain T&G Concept's main consumers and stakeholders. The profile of the stylist has changed with most stylists falling between the ages of 25-45. These stylists are the primary audience for the client as their passion for education leads them to search for new opportunities to improve techniques and products to implement into their salons.

T&G Concepts currently works with three companies that mirror its education first approach; Hair Phix, Suddzz and Kaaral. The client's relationship with these global companies was established to increase distribution of products that are made with the highest quality of chemicals for safe use by stylists.

TARGET AUDIENCE

T&G Concepts must maintain a compelling, informative site to communicate with its audiences. Its audiences include professionals in the hair care industry, consumers with colored hair, and those interested in hair care education. Specifically, it's target consists of young, female hair care professionals between the ages of 25 and 45.

THEORETICAL UNDERPINNINGS

The theoretical underpinning guiding this campaign is Patrick Jackson's Behavioral Public Relations Model. This model uses a five-step process to gain awareness and eventually change behavior through a triggering event. The five steps in this model are awareness, latent readiness, triggering event, intermediate behaviors and behavior change (Wilson & Ogden, 2015, pg. 25). This campaign attempts to fulfill the awareness step in the model, thus creating a latent readiness for a triggering event.

According to Wilson and Ogden, "The awareness stage is the public information process. Word-of-mouth, publicity, online posting, publications and other communication tools create awareness and reinforcement of an issue" (Wilson & Ogden, 2015, pg. 25). This campaign seeks to build this awareness through construction of a new website and creation of a uniform brand. These tactics will communicate the organization's message in a visually pleasing and engaging way. Audiences will have the ability to learn about the company's products, message, and education this manner.

From this awareness, the campaign aims to change attitudes and opinions of the organization's stakeholders and audiences and predispose them to act, either by engaging with the company or using the company's products. According to the model, a triggering event is necessary for the behavior to take place. Though this campaign does not address this triggering event, it does set up a latent readiness for future action. Future campaigns should look to capitalize on this awareness through a triggering event, thus aiming to fulfill the desired behavior of engagement with the company.

RESEARCH

SECONDARY RESEARCH

Target Audience:

T&G Concepts has remained in business for over 30 years, due in part to the strong relationships the owner has nurtured with her clients. Most of these relationships were established years ago with stylists with a long history and solid reputation in the hair industry. The client seeks to expand its products to new stylists or stylists in training who can gain see the value in hair education early in their career. According to the Pew Research Center, Millennials, individuals aged 18 to 34 years old, have surpassed the Baby Boomer generation as the largest population. According the 2015 U.S. Census, the average age of stylists is 38.6, but as Millennials continue to enter the workforce, it is predicted that this median age will decrease. The target market for T&G Concepts should be current or aspiring female hairstylists aged 25 to 45 years old. The client also aims to expand to the regular consumer market gearing it's products to working woman.

Consumer Spending Habits:

With the goal of targeting new stylists aged 25 to 45 and eventually the entire consumer market, it is important to identify these consumers spending habits. Millennials are changing the retail market and how the average consumer acquires products. Smartphones now dominate as a method of communication, meaning retailers are now amplifying mobile strategy to increase exposure by developing apps and websites that are available on all mobile devices.

Social media has also changed the way the consumer shops as most networking apps now include shop features that allow users the ease of shopping right on the app. The changing algorithms on social platforms are also placing a priority on paid ads and branded content. Once T&G is ready to expand to the regular consumer market, paid advertising through social media would be a strong tactic in their goal to reach new customers specifically, a younger audience. Consumers also value price. Promotions, free shipping and ease of price comparison "Buy online, pickup in store" promos are valuable which could leverage T&G positively against competitors.

Changing Retail Market:

Once the target audience was identified, research was conducted to evaluate direct competitors and the spending habits of the average stylist.

A look into the Phoenix market showed that there are a few brick-and-mortar shops, like T&G, in the Valley. Sun Beauty Supply was among the highest rated on Yelp but is still in the process of going digital with a small presence on Facebook and a website under construction.

There are also several branches of national chains like Cosmoprof, Marlo Beauty Supply and L'unica Beauty Salon Professionals in Phoenix. While these stores offer a larger inventory online, they fail to focus on the “education first” approach like T&G which sets our client apart.

Looking at these websites offered inspiration for components T&G’s new website should include such as video tutorials that can be easily shared, a login feature for stylists to gain access to products, and promotions i.e., free shipping and seasonal discounts.

Color Psychology:

The five main colors (purple, magenta, orange, gold, white and grey) used throughout the new website created for T&G Concepts were carefully selected. Each color was specifically picked based on color psychology. Studies show that different colors evoke different feelings and emotions.

According to the article *Psychological Properties of Colours* from colour-affects.com, colors can symbolize positivity, negativity or both depending on how they are presented (Wright, 2008-2017). For the new T&G website, the goal was to present positive colors to convey positive emotions.

With the help of a professional graphic designer, four main colors and two accent colors were selected. The first color is magenta. Magenta displays confidence, energy and the positive aspects of traditional femininity like nurturing and kindness. The second color is gold, which represents energy. Gold is said to produce a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Purple represents creativity, a central trait of T&G’s target audience, those in the hair industry. Orange represents enthusiasm and when combined with the other colors injects Tonya’s energy into the brand. White serves as the neutral color, with the added bonus of conveying perfection and purity. Finally, gray is our primary text color. It represents strength, and is less harsh than black. (Ultimate Guide, 2010).

Based on the analysis from the articles, the colors selected will help meet the campaign goal to revitalize the client’s brand. Each color reflects warmth and typical characteristics seen in the target audience; confidence, energy, creativity and enthusiasm. According to Aveda Institute instructor Douglas J, a great stylist exhibits traits like positive energy, honesty and creativity. Stylists have an eye for color and are naturally very visually driven people (Five Traits, 2015). Therefore, the color combination chosen for T&G’s new logo should resonate with the viewer.

PRIMARY RESEARCH

Élan created an original usability survey for the new T&G website. The survey was created via Survey Monkey. The survey link was distributed via social media. This online survey included 14 questions and was designed to test both the functionality and the overall effectiveness of the

new website, as well as the elements of the visual brand strategy that were incorporated into the new website (Affairs, 2013).

Each respondent was asked to navigate through the new website and provide feedback for the team to implement. The survey was open from Nov. 9 to Nov. 17 and had 25 respondents.

After the survey closed, the team analyzed the results and found that data revealed the new website and elements of the visual brand strategy for T&G were interactive and visually appealing.

One of the survey questions was a matrix that tested the use of the homepage as either helping or hindering the user's ease in understanding the company's product and purpose. Of the 25 respondents, 80 percent indicated that the website provided a good explanation of the company's special features.

In addition, 80 percent of the respondents stated that it was easy to navigate to the shopping page. Eighty percent of the respondents stated the "About" page provided a better understanding of the company. Also, 68 percent of respondents indicated that the website's "Events and Education" page helps explain the educational opportunities T&G provides.

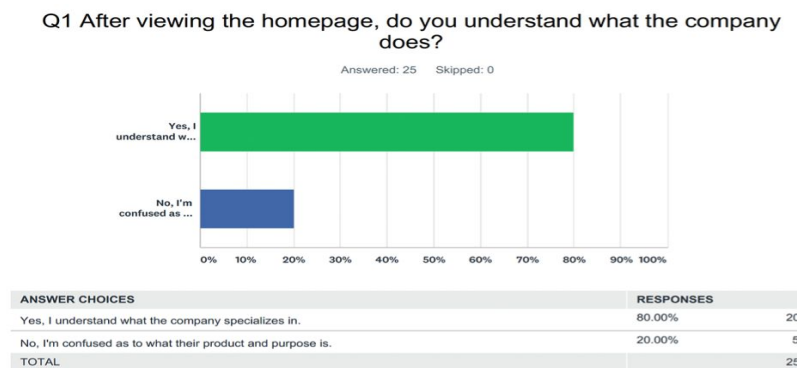


Figure 1: 80 percent of respondents indicated that the website provided them with adequate knowledge of the company

Respondents were also asked to describe the website color scheme and new logo design in three words. The following word cloud reflects all responses to the website color scheme description. The feedback aligned with the feedback from T&G owner, Tonya Hughes and the initial design goals set by Elan.



The following word cloud displays the words used to describe the new logo. Most responses were repeating words with the larger words used more than twice. The overarching theme of the words is positive and parallel to Elan's goal of a modern, simple and colorful logo for T&G to refresh the brand.

Elan also conducted a general customer survey using the client's email list with more than 900 contacts from T&G's MailChimp. This list was provided by the client and was believed to contain most of the clients with whom T&G Concepts still has a relationship. The survey questions ranged in style but all asked questions regarding the user's relationship with T&G Concepts and their history in the hair industry.

One of the survey questions was a matrix that incorporated the Likert scale with the following categories: Extremely Likely, Very Likely, Somewhat Likely, Not So Likely and Not at All Likely.

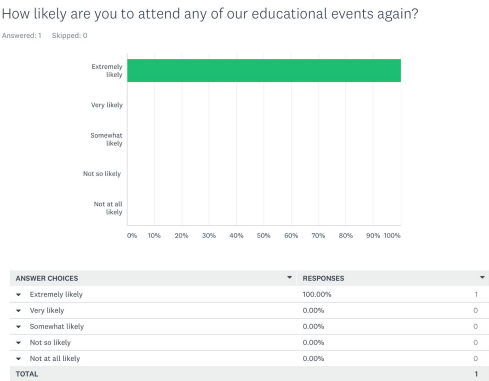


Figure 4: Example of matrix used in survey

While this survey was designed to gauge insight into T&G Concepts clients preferences, it was more useful in testing the effectiveness of the client’s current communication method. The survey received no responses, other than the team’s test reply, during Oct. 19 and Nov. 19 when it was open. This result seemed to support the team’s theory that T&G clients prefer a form of communication other than email.

SWOT ANALYSIS

Élan evaluated the strengths, weaknesses, opportunities, and threats of T&G Concepts to employ the strategies and tactics that would be most beneficial. Below is an analysis of these criteria.

STRENGTHS <ul style="list-style-type: none">• 30 years of experience in the hair care industry• Educational events that provide a unique experience for consumers	WEAKNESSES <ul style="list-style-type: none">• No website• Little interaction through social media sites• Inconsistent branding• Current colors in their current approximation of a logo are ineffective
OPPORTUNITIES <ul style="list-style-type: none">• Website development will modernize T&G Concepts• Website development will give T&G a digital presence• T&G has potential to increase their SEO and attract new clientele• Adding high resolution photo and videos will heighten the visual appeal of T&G website	THREATS <ul style="list-style-type: none">• Salon supplier competition sells similar, high-end products but are more accessible• T&G's ability to sustain tactics created, such as website upkeep and social media management

Strengths

The time T&G Concepts has spent in the industry is a considerable strength for the company. T&G Concepts has been in operation since 1987; the client's knowledge about the hair care industry spans over 30 years. The past 30 years has given the client insight into the industry that few professionals possess. What sets T&G apart from other salon suppliers in the industry is the owner's passion for education. T&G hosts educational events for stylists to learn and develop their skills. Other business-to-business companies typically provide goods and do not provide product education service.

Weaknesses

There are many areas in which T&G has room to improve. T&G Concepts has no website. There is no source of online information about T&G. There is no mechanism to register for, or learn about, their in-house events and no way to explore their products. When searching T&G Concepts in Google, no address or phone number can be found, and only after scrolling down Google Search does its Facebook page appear. Furthermore, there is little interaction on T&G's social media sites. Facebook, though providing fun and interesting shared videos, does not promote conversation between T&G's consumers and the company. T&G has been liked by 212 people on Facebook and is followed by 205 people. On Instagram, T&G receives around 12 to 20 likes on each post. On its promotional flyers, its Facebook and its Instagram, T&G has used inconsistent branding and unclear messaging. The colors used on their flyers and on the stand-in logo are ineffective. The green is too neon and the purple too bright making the brand mark appear dated.

Opportunities

T&G has numerous opportunities to revitalize its brand. First, developing a website will modernize T&G and give T&G a digital presence. T&G has a blank slate and creating a homepage to host T&G Concepts products, whether educational events or salon products, will make the company more reachable. In previous Google searches, information on T&G has been located numerous spots down the search page. Creating a website for the hair and beauty supply store will boost search engine optimization (SEO), develop their digital presence and increase accessibility. Adding high-resolution photos and videos to the website will create an interactive and visually appealing personality for the store.

Threats

T&G Concepts faces two major threats. The first threat is competing stores in the same market. T&G's competition also sell high-end products and are typically more accessible. Stores such as Ulta, Sally Beauty Supply, and Beauty Brands Supply Store dominate the market. They are well-known, have multiple locations, and offer fully functioning e-commerce websites. Secondly, T&G must be able to sustain the platforms and tools that Élan creates, such as regular upkeep of the website and utilizing the style guide for promotional fliers and other collateral.

SPEC ANALYSIS

Social

T&G Concepts had limited digital presence before working with Élan. T&G has existed as a bricks-and-mortar operation for the past 30 years and places importance on face-to-face interaction rather than a digital presence. The platforms T&G operate are Facebook and Instagram, although both have infrequent original content and do not typically inspire interconnection and relationships between the business and users.

Women make up 91.5 percent of hairdressers, hairstylists and cosmetologists in the industry, making females, by far, the biggest market. The average age of female hairstylists in the industry is 38.6 (Census Bureau, 2015). However, according to the Pew Research Center, Millennials, individuals aged 18- to 34-years-old, have surpassed the Baby Boomer generation as the largest population. This indicates that the average age of hairstylists will be younger because Millennials are continuing to enter the workforce. The target market for T&G Concepts should be current or aspiring female hairstylists aged 25-to 45-years-old.

With Millennials surpassing Baby Boomers, a social, digital presence is necessary. Millennials are more comfortable with companies that have a social presence and are more likely to be loyal to companies that have a voice on the Internet. In a Goldman Sachs study, 34 percent of Millennials agree that when a brand uses social media, they like that brand more. Millennials turn to brands that offer maximum convenience at a lower cost (Goldman Sachs, 2014). Millennials have grown up with the digital cyberspace, they live online and buy online.

Political

T&G Concepts is a business-to-business company that provides professional dyes, shampoos, conditioners and treatments. Though in the future T&G plans to work to provide both a professional shop, and a shop location for non-professionals, they currently only provide products and services to those who have been licensed by the State of Arizona. Professional level products are only available for licensed professionals, in every state. These professionals require an active cosmetology license to be considered a licensed cosmetologist.

In order to obtain a cosmetology license, aspiring stylists must attend a licensed cosmetology school, complete practical application hours and pass the Professional Credential Services practical and written examination. There are over 50 licensed cosmetology schools in Arizona. A search on the Arizona State Board of Cosmetology website brings up a list of schools, their address and phone number. Only after completing the required courses for a cosmetology degree can these graduates begin the required licensing hours.

In Arizona, future cosmetologists require 1600 licensing hours to obtain a cosmetology license. These hours must be completed after attending a licensed cosmetology school. Aspiring cosmetologists are required to register online with Professional Credential Services, Inc. (PCS). Next, the stylist must complete, sign and mail the examination application into the Arizona State Board of Cosmetology. Only after the Arizona State Board of Cosmetology receives the completed application packet will PCS register the stylist for the practical examination and schedule the written exam. Once the applicant completes the examination with a passing score, they will receive an official Cosmetology License from the Arizona State Board of Cosmetology.

Personal licenses are valid for two years. Salon licenses are required to renew their license every year. Salon professionals pay \$60 to renew their license through the Arizona State Board of Cosmetology.

To purchase professional grade product from T&G Concepts, stylists must provide photocopy of their Cosmetology License or their license type and their license number.

Economic

T&G Concepts is a small, family-owned business. The vast majority of its revenue comes from long time clients. There is little new clientele. It is important for the success of the company that it maintain and continue to foster its relationships with buyers.

In the last 10 years, family businesses have received more and more attention from not only academics, consultants, and economists, but also by the average consumer. Currently, family businesses are recognized as an important and specific type of business. Consumers are more inclined to buy goods and services from a family-owned business rather than a non-family-owned business. As a whole, family businesses play a significant role in the United States economy. The U.S. Census Bureau (2016) estimates that approximately 90 percent of the businesses in the United States are family-owned and controlled. The influence of these businesses is important, as they contribute somewhere between 30 percent and 60 percent of the nation's gross domestic product.

A number of studies have shown that family firms outperform their industry peers and their nonfamily counterparts. The U.S. Census Bureau (2016) found that family-owned companies perform better than 75 percent of non-family-owned companies. Family-owned businesses provide a higher return on investment and more efficient allocation of resources.

In a strong economy, almost every business, family-owned or not, does well. Disposable income is high, unemployment is low and consumer confidence encourages people to put their money back into the economy by buying essential and nonessential goods and services. A strong economy helps small businesses in a few ways. First, as business increases, so does the need

for a small business to keep up with public demand (United States Department of Labor, 2017). This allows them to hire more people, create new products, and launch new campaigns. Second, although this may seem like a positive, the trade-off is that if the economy starts to change and slow, many small businesses find themselves overstocked and extended, which can cause a business to fail (United States Department of Labor, 2017).

During a slow economy, many small businesses like T&G Concepts start to falter. There are many challenges involved. Consumers are less likely to spend their money on nonessential goods and services. Many small businesses also are forced to downsize during a slow economy. This limits their ability to serve customers and contributes to the unemployment rate, which further slows the economy.

Thankfully, small businesses have an advantage over large businesses when it comes to the ever-changing state of the economy. Small businesses have a smaller decision-making base in terms of leadership, which makes it easier for decisions to be made. Large businesses, on the other hand, must go through many channels in order to make a decision. A small business can make faster decisions. This allows them to adjust to the economy as needed at a more efficient rate.

Cultural

Salons are an energetic, interactive space where stylists and customers meet to chat, share information, and, most importantly, cut and style hair with expertise and artistry. This culture is what makes stylists influencers and information distributors within the industry. With the transition in popularity from commission style salons to rent-a-chair salons, the information stylists have to share has the potential to become outdated and obsolete.

Many cosmetologists have shifted to the chair-renting salon style because it allows the stylist to be their own boss, to have greater flexibility and independence, to use their favorite products and to keep the total volume of the money earned. However, commission-based stylists have help and knowledge of the whole salon as a resource and depending on the salon, can be provided with advanced training to keep their stylists at the premier level.

The slow transition away from commission-based salons and simultaneously, a consistent platform of knowledge makes T&G even more relevant for professionals in the hair care industry.

According to the Census Bureau, as of 2015, 76.1 percent of hairdressers, hairstylists and cosmetologists were white. Professionals need to have the skills to style hair for all ranges of ethnicity. The way which hair needs to be primed, cut and styled changes depending on the hair texture and type, the body shape, height and width and the bone structure of the individual.

CAMPAIGN PROPOSAL

GOALS, OBJECTIVES, STRATEGIES, TACTICS

Goal: To revitalize T&G Concept's brand

Objective 1: To create a compelling brand identity by Nov. 1, 2017

Strategy 1: Use color theory and research to develop an effective logo design and palette

Tactics:

- Choose colors that suit the brand
- Develop an effective logo
- Create a style guide
- Format promotional materials using style guide

Objective 2: Build an online presence by Dec. 1, 2017 for business-to-business sales

Strategy 2: Create an interactive, contemporary online presence with multimedia

Tactics:

- Use Wix to build and design the website
- Create a video for the website

TIMELINE

Internal Timeline

Logo Prototypes	Sept. 28th - Nov. 1st
Finalize Logo	Nov. 1st
Style Guide	Sept. 28th - Nov. 9th
Design Website	Sept. 29th - Nov. 14th
Website Usability Survey	Nov. 14th - Nov. 20th
Implement Feedback from Survey	Nov. 20th - Nov. 22nd
Film & Edit Intro Video	Nov. 10th - Nov. 22nd
Identify Next Steps	Nov. 22nd - Nov. 28th

Suggested Timeline for Client

Update inventory and stock on website	Dec. 4th - Dec. 22nd
Update “Events/Education” calendar to reflect events for the next six months	By Jan. 1st, 2018
Update Facebook Events calendar to reflect events for the next six months	By Jan. 1st, 2018
Create skeleton social media calendar in conjunction with events	By Jan. 12th, 2018
Upgrade Instagram to business account	By Jan. 25th, 2018
Promote a “sneak peek” of new changes coming to T & G.	By Jan. 25th, 2018
Launch new brand identity	By Feb. 1st, 2018

The team has created a suggested timeline for the client to follow, leading up to the launch of its new brand identity on Feb. 1. This date was chosen to give the client adequate time to update the website with current inventory, update the calendar on the website and the Facebook page with events for the next six months (if possible). Updating the calendar this far out gives consumers and potential guests at educational seminars a chance to plan to attend these events.

Creating a skeleton social media calendar will allow the client to maintain frequent and effective posting and promoting of their events, sales and the brand in general. The team has also constructed a table (see Appendix D) to show how often the client should post on each respective social media platform to receive the most engagement and traffic to its website. Leading up to the new brand launch, the current Instagram page of the client should be upgraded to a business account, as this allows for promotion and advertisements.

On Jan. 25, the team suggests posting a “sneak peak” to inform followers and consumers of the changes coming to T & G. This will pique the interest of current followers and entice them to check back on Feb. 1 when the new identity is launched. This sneak peek should be done through Facebook, Instagram and email. Something modest and reserved is suggested; a simple text picture, perhaps using the new color scheme, informing viewers that T & G has undergone some revamping and a website is coming. The text post can be made using apps and websites such as Canva, and should be made in conjunction with the style guide.

On Feb. 1 the new brand should launch. This launch should encompass using the new logo and color scheme and adding the website address to all social media. The Facebook page should also be updated to have a “shop now” button, to invite viewers immediately to shop on the website. Also, the new T & G Concept Twitter should be launched on Feb. 1, with the new branding and website.

Moving forward, the team suggests that the client retain consistency in branding by using the style guide for posts, promotional materials and other forms of communication. The client must also post consistently on social media, to raise engagement with followers and consumers. The website must be refreshed twice monthly at minimum to reflect current inventory and the Events Calendar into the next six months, when possible.

BUDGET

A line item budget was used to demonstrate expected fees based on conventional agency rates. A line item budget is one in which individual items are grouped by department or project.

TASK	HOURS	FEE
Client Meetings	10 hours	\$5,000
Research	20 hours	\$10,000
Survey	8 hours	\$4,000
Strategic Planning	20 hours	\$10,000
Website Development	40 hours	\$20,000
Logo Design	30 hours	\$15,000
TOTAL:	128 hours	\$64,000

Senior Account Executives: \$150 per hour

Account Coordinators: \$100 per hour

The team also developed a suggested budget for the client to for on social media and event promotion. The team suggests the client use a quota budget, as this is flexible and can be adjusted per month. A quota budget gives an expected amount to be spent in a certain area, helping to prevent overspending.

Social media promotion	\$70
Wix website maintenance	\$30*
Domain	\$10**
TOTAL	\$110

The team suggests the client invest in social media paid promotion through Facebook and Instagram. There are two ways to execute the promotions: by boosting individual posts and boosting the entire page. The team suggests boosting individual posts three to four weeks before an event is scheduled, and to boosts posts that only relate to educational events or sales. The team suggests boosting the Facebook page as a whole for 14 days every month, with the exception of February during which the team suggests boosting the entire 28 days.

Boosts (both per page and per post) start as low as \$5, and reach more users, the more money that is spent. The team has outlined a budget of \$70 a month in paid social media promotion, which will reach six to 17,000 people (according to Facebook promotion stats). The promotions can also be tailored to reach a certain age demographic, region, and to generate a certain reaction (link clicks vs. like, share, comments). The Facebook and Instagram promotion user interface is extremely user friendly, and the client can even schedule ongoing ads (to promote the website). This budget can also be adjusted to spend less or more depending on the client wants.

**This is for VIP e-commerce site, which includes unlimited bandwidth and 20 email campaigns per month. This is also the price if billed monthly. If billed yearly, the price decreases to \$25 a month, and if billed every two years, it decreases to \$22 a month. The standard e-commerce site, with 10 gigabytes of bandwidth is \$20 a month/\$17 a month/\$15 a month, respectively. Also for \$5 more a month on either plan, a domain email can be used, i.e. the client's email could be tonya@tandgconcepts.com.*

***With the Wix subscription the client will receive one free year of domain hosting, after which there will be a cost. This cost averages at \$10 per year.*

MEASUREMENT, EVALUATION & RESULTS

Élan's goal was to revitalize the T&G Concepts brand. To achieve this goal, two definite objectives were created. The first objective was to create a compelling brand identity by November 2017.

The first strategy for completing this goal was to use color theory and research to develop an effective logo. This included developing a style guide for T&G. The original brand mark is juxtaposed with the new logo from Élan below.



Figure 5: Original brand mark (left) and new logo (right)

The new logo was designed to project strength, energy, confidence, creativity, enthusiasm and cheerfulness. The colors depicted in the logo are a representation of these attributes and exemplify characteristics that resonate with creators and stylists. After conducting a usability test, the logo was proven effective. The team used the usability test to evaluate the effectiveness of the logo. Participants in the usability test were asked to describe the logo using three words. A sample of the words included “modern,” “artistic,” “hair,” “unique,” “creative,” and “clean.”

The second objective to encourage revitalization of T&G Concept's brand was to create an online presence for T&G Concepts by Dec. 1. Élan accomplished this objective by developing an e-commerce website for T&G. Élan used a template from Wix. Wix is a cost-effective, template-based development platform that uses drag and drop features to create original websites. T&G's website includes information about products T&G sells, T&G educational events and the T&G philosophy. The team evaluated the success of this objective by confirming that a website, and therefore an online presence, had been created.

Élan used the style guide to ensure the logo and new website were congruent. Other components that made the website interactive for users included video and photo multimedia.

The colors of the website reflected those colors used in the logo. In fact, the colors of the website were selected from the style guide and are the same RGB, Hex and Pantone colors. The effectiveness of this strategy was evaluated through data collected in the usability test. Similar to the question determine the effectiveness of the logo, survey participants were asked to choose three words that described the coloring of the website. “Inviting,” “bright,” “modern,” and “fun” were just a few of the words included. The correlation between the words used to describe the logo and the words used to describe the color scheme of the website depicted a successful use of the style guide and successful messaging strategy.

After the new logo, style guide and website were implemented and the usability test executed, Élan compared the results from the usability test with the results from the general survey. These results not only evaluated the customer satisfaction with T&G’s available products but also with messaging and educational events.

The results demonstrate that consumer engagement improved drastically with the implementation of a website. The general survey was sent to current T&G customers through T&G’s emailing list. The survey generated zero respondents. After the implementation of the website, the usability survey was released and attracted significantly more respondents.

As for the navigation of the website, 96 percent of respondents agreed that the navigation of the website was simple and “easy to use.” Meanwhile, 92 percent of respondents said that the general design of the website was “effective” or “very effective.” This ensures, the target audience, young hair care professionals, will respond positively to the website and will engage with the content.

FUTURE RECOMMENDATIONS

Elan's future recommendations for T&G Concepts include strategies that attract a larger audience to the company. The team's research provided insight into how to best reach and engage with T&G's target audience.

Website Design:

- Update the website with new photos, videos and events as events take place.
- Update the website with new content at least once a month.
- Develop timeline for the client or designated content specialist to write stories/blog about events T&G Concepts facilitates and place those stories on the "Event & Education" tab.
- Maintain Events Calendar with updated material at all times.

Website Content:

- Consider posting monthly content that highlights T&G "education first" approach to hair care, such as "Tonya's Tips". A "Blog" section could be added to the website to serve as central location for this content. Some ideas for content include:
 - How-to videos
 - Do's and Don'ts in hair care
 - The importance of education first
 - Product demos
 - Hair care for different hair types
- Develop new templates for event flyers (See Appendix C) and social media announcements using the style guide.
- Update the Events and Education tab on website with the most recent events using high-resolution photos and videos, if possible.
- Consider assigning website sales to an employee to maintain inventory, ticket sales and keep deliveries updated.

Social Media:

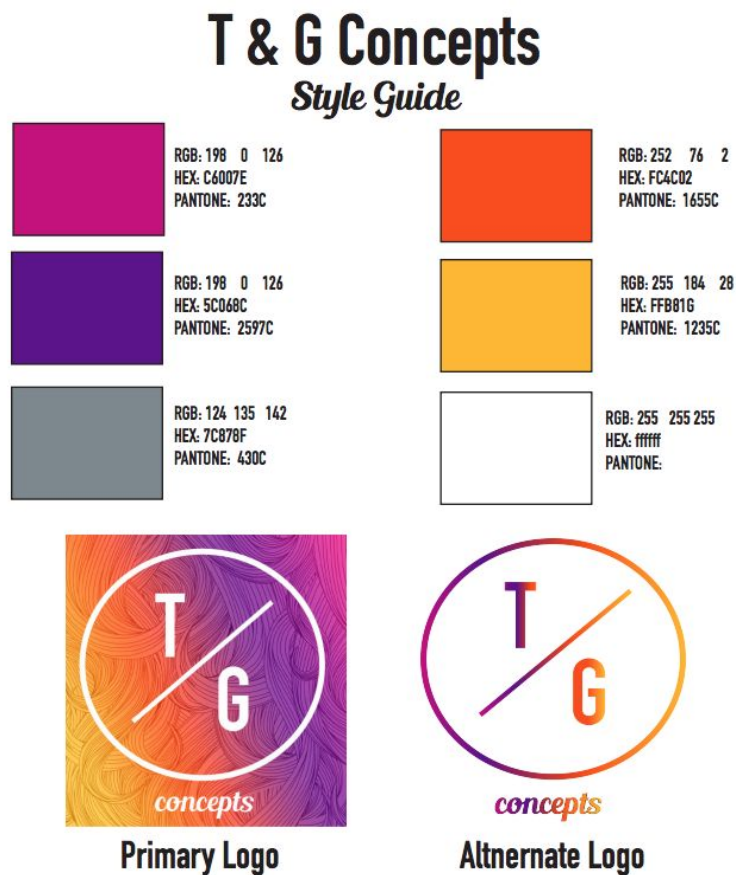
- Evaluate the effectiveness of Instagram for T&G Concepts, and developing a larger Facebook audience by analyzing engagement, reach and performance available on all business accounts on social media.
- Continue to post engaging content, including videos, infographics and photos, on Facebook once each week. Post engaging content on Instagram at least once a day. See Appendix D for social media posting suggestions.

- Use inspiration from other hair professionals on Instagram. Maintaining a central theme of event photos, hair demo videos, T&G personality.
- Consider boosted posts and ads on Facebook (see proposed budget for cost) specifically for high profile events or any media coverage to increase awareness for T&G and reach a wider audience.
- Hire a social media intern to post consistently and create graphics and content to be shared.
- Create a YouTube channel to feature educational videos by the client or partner educators and general videos about T&G Concepts.
- Create a LinkedIn Group page for the client to connect with potential clients in the workforce (employers and employees).

APPENDICES

Appendix A - Style Guide

The style guide was created to ensure T&G Concepts maintains their brand identity. The style guide includes include fonts, alternate logos, formatting, and colors with RGB, Hex and Pantone codes. The style guide is congruent with the colors and fonts employed in the logo.



Primary Text - DIN Condensed
Alternate Text Font - Blenda Script
Website Font - Avenir Medium

Appendix B - Survey

The general survey was distributed to current T&G customers through T&G's customer email list. The survey consisted of 14 multiple choice, fill in the blank and Likert scale questions. There were no responses to this survey confirming an inactive email list.

The usability test consisted of 13 multiple choice, fill in the blank and Likert scale questions. The survey was distributed through social media platforms and was open to any individual. Below is a copy of the online-survey format.

T&G Concepts Website Useability Test

T&G Concepts

Please visit <http://www.mater3.wixsite.com/tandgconcepts> before taking our survey. The password for the shopping page is: hair

* 1 After viewing the homepage, do you understand what the company does?

☐ Yes, I understand what the company specializes in.

☐ No, I'm confused as to what their product and purpose is.

* 2 What three words would you use to describe the color scheme on the website?

Word One

Word Two

Word Three

* 6 Do the FAQ's answer any basic questions you have?

☐ Yes, they are a good set of basic questions

☐ Could be better; they have some questions but could have better ones

☐ No, they are not answers to any basic questions I have

* 7 Is it easy to find and understand our contact information?

☐ Yes, I can contact T&G easily if I need to.

☐ No, I do not know how to contact T&G.

* 8 Can you find the store hours on the website?

☐ Yes

☐ No

* 9 Can you find T&G's social media link on the website?

☐ Yes

☐ No

* 10 What three words would you use to describe the logo?

Word One

Word Two

Word Three

* 11 Have you heard of T&G Concepts prior to this survey?

- ☐ Yes I am aware of T&G Concepts but have never used them.
- ☐ I have used T&G Concepts before.
- ☐ I have never heard of T&G Concepts.

* 12 Please indicate your gender below.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other (please specify)

* 13 Please indicate your age below.

- ☐ 18-33
- ☐ 34-49
- ☐ 50-68
- ☐ 69-84
- ☐ 85 & above

* 3 Is it easy to navigate from the homepage to the shopping page?

- ☐ Yes, I found it right away
- ☐ No, I cannot get there
- ☐ Fairly easy, it took some time to find it

* 4 Does the "About" page provide you with a better understanding of the company?

- ☐ Yes, I understand better what T&G is.
- ☐ I still have some questions but I am starting to understand the company
- ☐ I do not understand what the company does at all

* 5 Can you understand what educational opportunities T&G provides from the "Events and Education" page?

- ☐ Yes, I understand what they teach and provide
- ☐ Fair well, I still have some questions
- ☐ No, I do not understand what they teach at all

Appendix C - Examples of Promotional Materials

Promotional materials are an integral component of advertising T&G Concepts' educational events and T&G Concepts' products.

The first promotional item is an example of an informational flyer that T&G can use to demonstrate the products T&G carries as well as the hours and location of T&G.

The second promotional item is an example of an educational event invitation. This invitation is a template. Information on the event should be inputted and the picture should be exchanged for a photo of previous T&G events, or related to the topic of the event being promoted. This flyer can be distributed through in-person and digital

communication means.





Event Name featuring **Salon Professional**

What:

When:

Where:

RSVP by: Month/Day

RSVP at: tandgconcepts.com



@tandgconcepts



T: 480.649.0789
tandgconcepts.com

Appendix D

The team has constructed a suggested social media posting frequency, to help the client maintain engagement with followers and promotion of their brand. Following this table will help the client utilize their social platforms in the most efficient way possible and create trust in its followers.

Facebook	1 to 6 each month
Instagram	2 times each day
Twitter	3 to 6 times each day

These are the posting amounts as suggested by the team, but they can be adjust if the client wishes. Instagram is unique in that, the amount of time you post does not have as much of an impact as how frequently you post that amount. If the client chooses to post four times a day instead, that is acceptable, but the client must stay consistent with that amount and always post four times daily. The team suggests three to six times daily on Twitter, but the client can exceed this amount. Three to six is a manageable amount of posts, which is why the team suggested such. The team does not suggest exceeding posting on Facebook more than eight times a month, as doing so fails to create more engagement or awareness for the client.

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