



**KALEIDESCOPE KOLLECTIVE**

"Seeing the world differently, together."

# MEET THE KALEIDESCOPE KREW



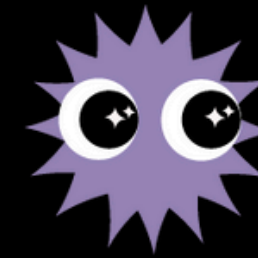
**The Dreamer**

Brand Management - Caitlin



**The Visionary**

Brand Management - Ant



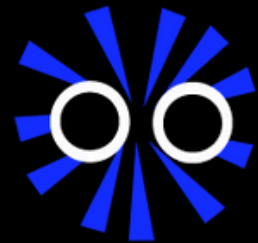
**The Dreamer**

Brand Communications - Kaylyn



**The Producer**

Digital Marketing - DiDi



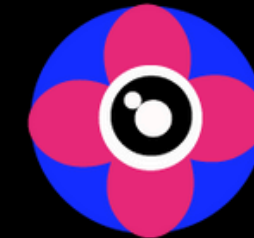
**The Visionary**

Digital Design - Duranne



**The Thinker**

Digital Design - Tayla



**The Visionary**

Digital Design - Ziyanda

# Splush at a Glance

With a focus on customer satisfaction and building relationships, Splush aims to increase salon visits, improve customer retention, and achieve a balanced revenue split between retail and services within a year.



# Research and Methodology

○ Mixed Method Approach

○ Secondary Research

○ Primary Research

- Salon visit frequency.
- Consumer preferences and shopping behaviour.
- Expectations for retail and service offerings.

# Primary Research

**67**

Participants

**20-60**

Age

**98%**

Female

**57%**

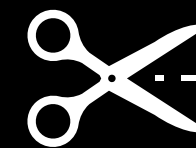
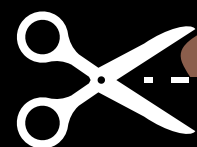
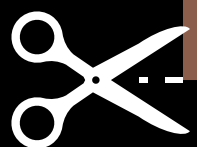
Voted for a  
**personal  
connection**  
when looking for  
a salon.

**40%**

With **Curly/Coily**  
hair say it is  
hard to find a  
salon that  
caters to them.

**31%**

Expressed a need  
for **specialised  
care.**



## **Secondary Research**

# **Market Growth Drivers**

- Increasing Disposable Income and Urbanization
- Young, Fashion-Conscious Consumers
- Social Media & Celebrity Influence
- Rising Awareness of Hair Health & Grooming
- Natural Hair Movement & Sustainability
- Product Innovation & Specialised Treatments

# Competitors

**franco** international  
hair

Franco International:  
High-end salon.

SorbET

Sorbet: Full-service  
beauty brand.

carlton hair

Carlton Hair: Premium  
upscale salon.


# Competitor Analysis Insights

- ▶ Increasing Disposable Income and Urbanization
- ▶ Young, Fashion-Conscious Consumers
- ▶ Social Media & Celebrity Influence





# Consumer Insights

- ▶ Hair as a Symbol of Identity and Confidence
  - ▶ Natural Hair & Inclusive Services
  - ▶ Personalised and Emotional Experiences
  - ▶ Sustainable and Ethical
  - ▶ Protective Styling and Wig care
  - ▶ Price Sensitivity & Value-Seeking
- 

# PESTEL

- ▶ Economic Factors
  - ▶ Market Growth
  - ▶ Price Sensitivity
- ▶ Social Factors
  - ▶ Targeting African Women
  - ▶ Emotional Connections
- ▶ Technological Factor
  - ▶ Digital Presence
  - ▶ Advanced Hair Treatments





Diverse Product Range

Inclusive Services

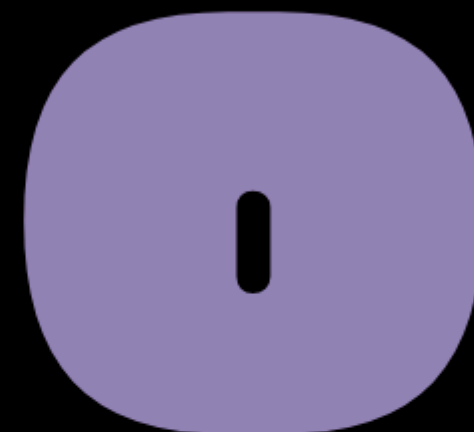
Established Brand  
Presence



Low Brand Awareness

Price Sensitivity

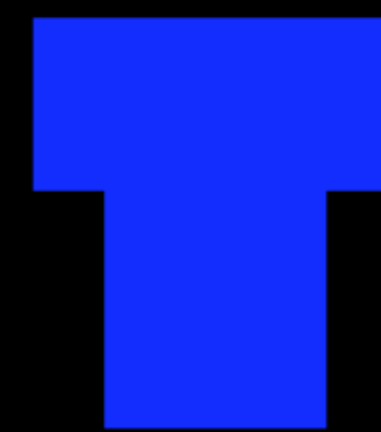
Limited Specialised  
Services



Market Growth

Rise in Natural Hair  
Movement

Digital Expansion



Intense competition  
from established  
brands.

Economic downturns  
affect consumer  
spending.

# Secondary Research Findings

- ▷ Clients form deep relationships due to trust and intimate interactions.
- ▷ Hair holds information  
Identity, Health, DNA

# Key Insight

Hair care is an emotional journey tied to personal identity.

"I am not just seeking a service; I seek a partner who understands my unique stories.

The emotional connection between me and stylists can transform routine visits into meaningful experiences, affirming my self-worth and confidence."



# Key Issues

- ▶ Low Brand and Service Awareness
- ▶ Low Customer Engagement and Retention Strategies
- ▶ Lack of Digital Presence



# Objectives

**1.**

Improve online bookings by 25% and social media engagement by 30% by Q3, 2025.

# Objectives

**2.**

Increase the number of personalised consultations by 40% within the next 6 months.



# Objectives

**3.**

Increase customer retention by 20% by Q2, 2025.



# Target Market

Females aged 20-60

- Health-conscious.
- Beauty-conscious.
- Interested in personalised, professional care..

# User Personas



**Name:** Serious Sarah

**Age:** 45 years old

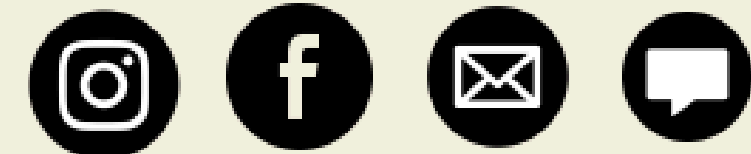
**Location:** Durban North

**Bio:** “If I look good, I feel good and do my best!”

**Lifestyle:** Lawyer & parent of 2, values convenience & self care.

**Wants:** Personalized service, additional services(treatments),healthy hair.

**Needs:** Easy access to salon, premium hair products & service & relaxing atmosphere.



# User Personas



**Name:** Kool Kat

**Age:** 24 years old

**Location:** Pretoria East

**Bio:** “I’m that girl, I believe in slaying school while looking beautiful, on a budget!”

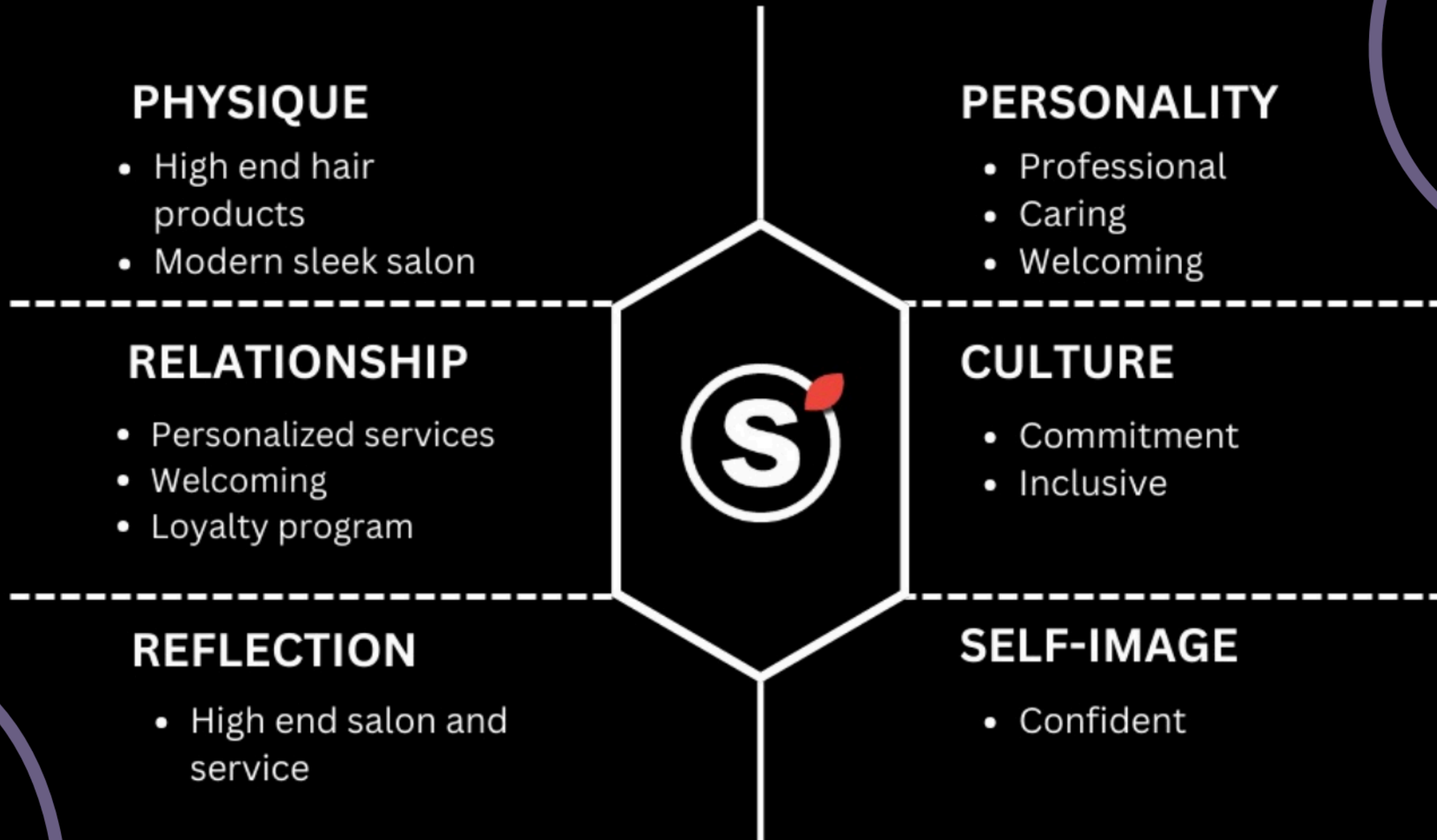
**Lifestyle:** Student balancing work & university.

**Wants:** Natural hair products, trendy hairstyles, Social media presence.

**Needs:** Affordable monthly treatment, Convenience



# Brand Identity





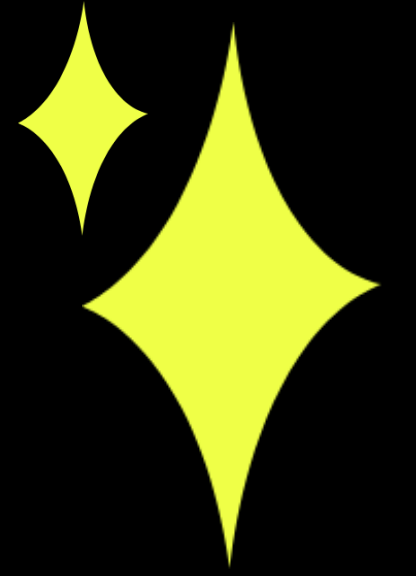
# Positioning Statement

For women who view their hair as a vital expression of their identity and seek personalised, expert care, Splush is the inclusive South African hair care partner that provides tailored services and premium products for all hair types: straight, curly, and coily, so you can confidently embrace your unique style. We believe everyone deserves exceptional hair care that celebrates individuality.

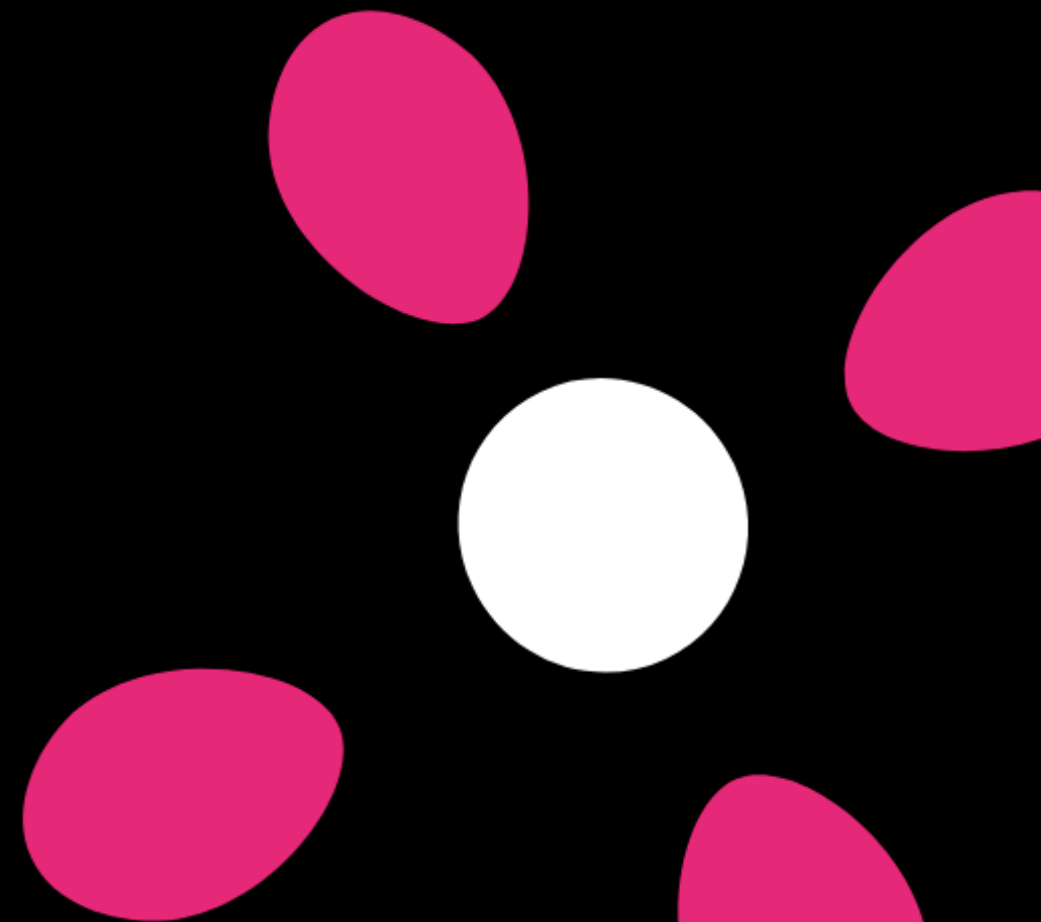
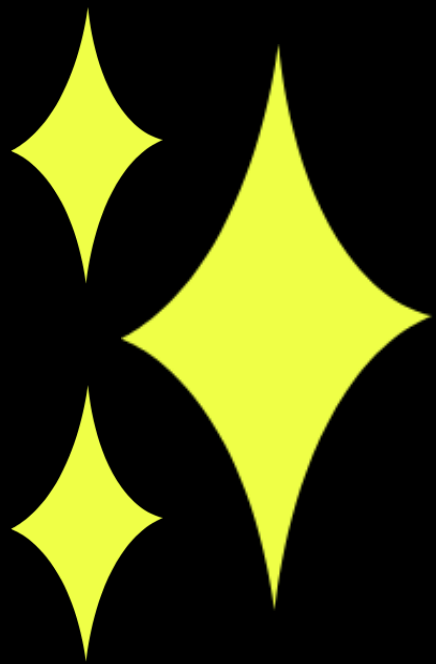




# **BIG IDEA**



**"Every Strand Tells a Story: Empowering Your  
Hair Journey with Splush"**



# Rational

- ▶ Emotional Journey of Hair Care
- ▶ Client Desires
- ▶ Empathetic Partnership
- ▶ Competitive Differentiation
- ▶ Alignment with Brand Tone
- ▶ Focus on Self-Expression
- ▶ Solid Foundation for concept.







# Concept

“My Hair, My Story.”

# Key Message

"At Splush, every strand of your hair tells your unique story. We celebrate your personal journey and empower you to express your identity through personalised and exceptional hair care, positioning ourselves as your trusted partner in transforming your hair to reflect who you truly are."



# **Contact Plan**

**Posters.**

**Social Media Stories.**

**SM Filters.**

**Pop-Up Store.**

**Loyalty Programmes.**

**Website.**

**Newsletters.**

***MOCK***

***UPS***

# POSTERS


splush<sup>®</sup>

*Straightforward elegance*

*scan to book consultation,  
10% on us!*



*scan to book consultation,  
10% on us!*



*embracing your curls*

splush<sup>®</sup>

splush<sup>®</sup>

*rock your texture*

*scan to book consultation,  
10% on us!*



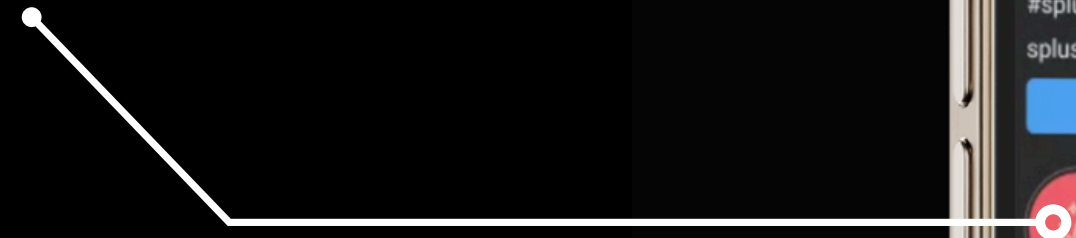
**your partner in  
haircare,  
loving your hair  
every step of the way**



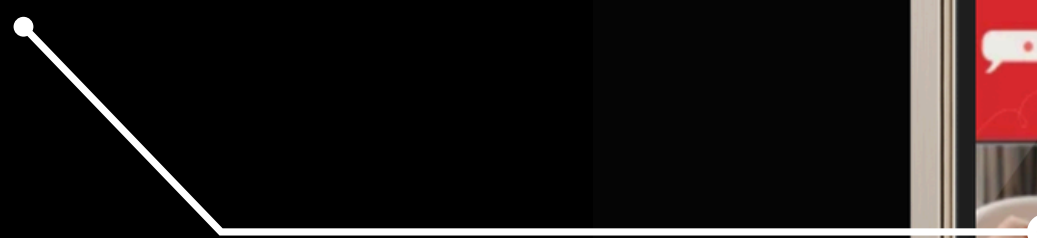
*let us care for your hair  
10% off on us!*

# INSTAGRAM FEED

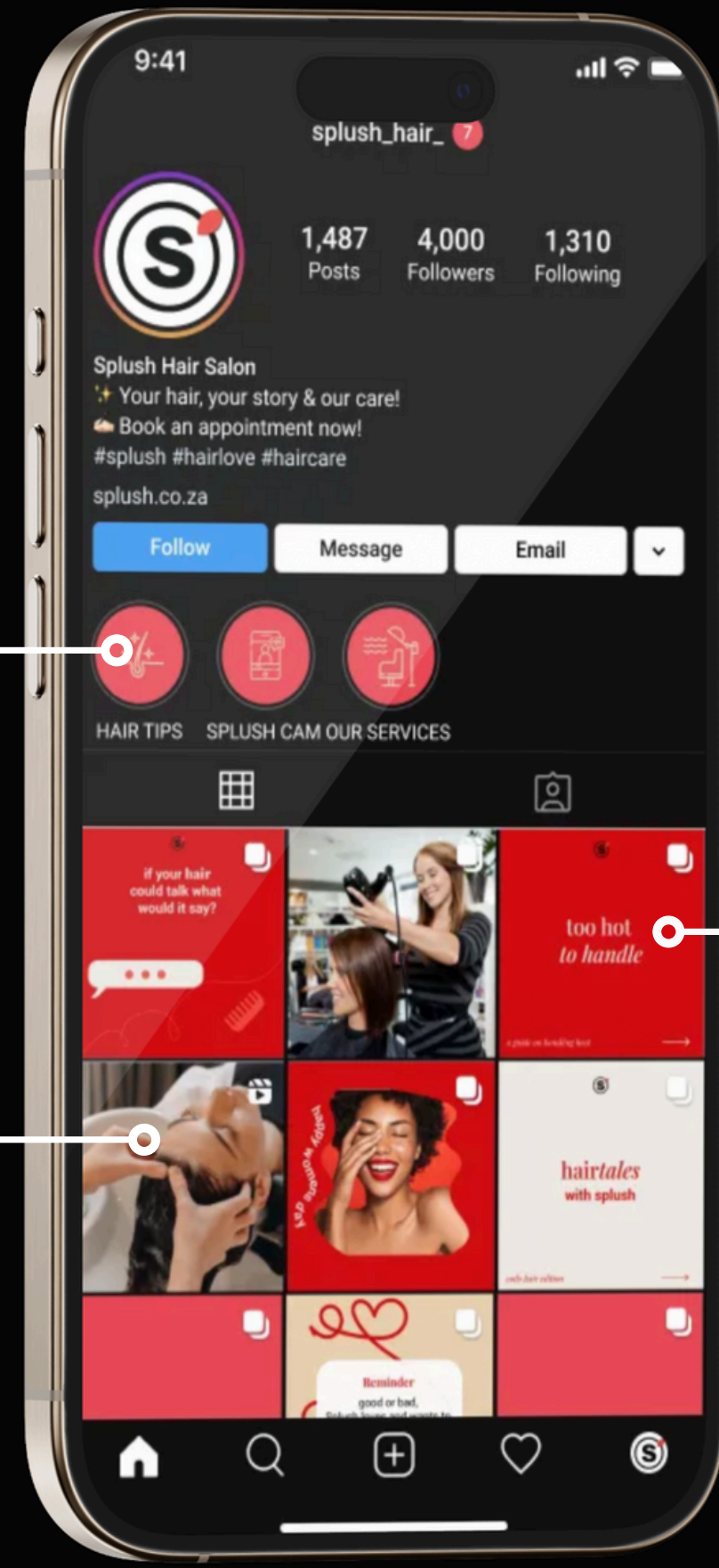
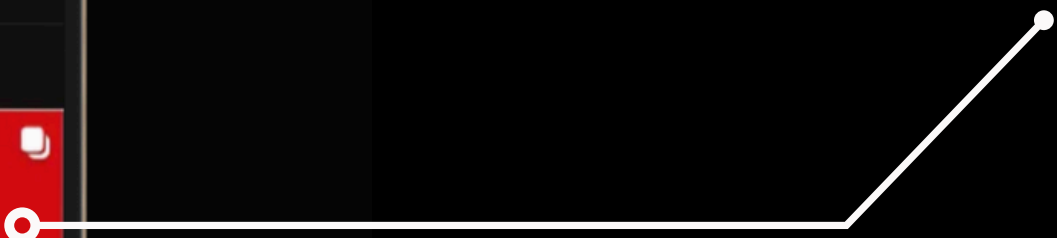
Stories



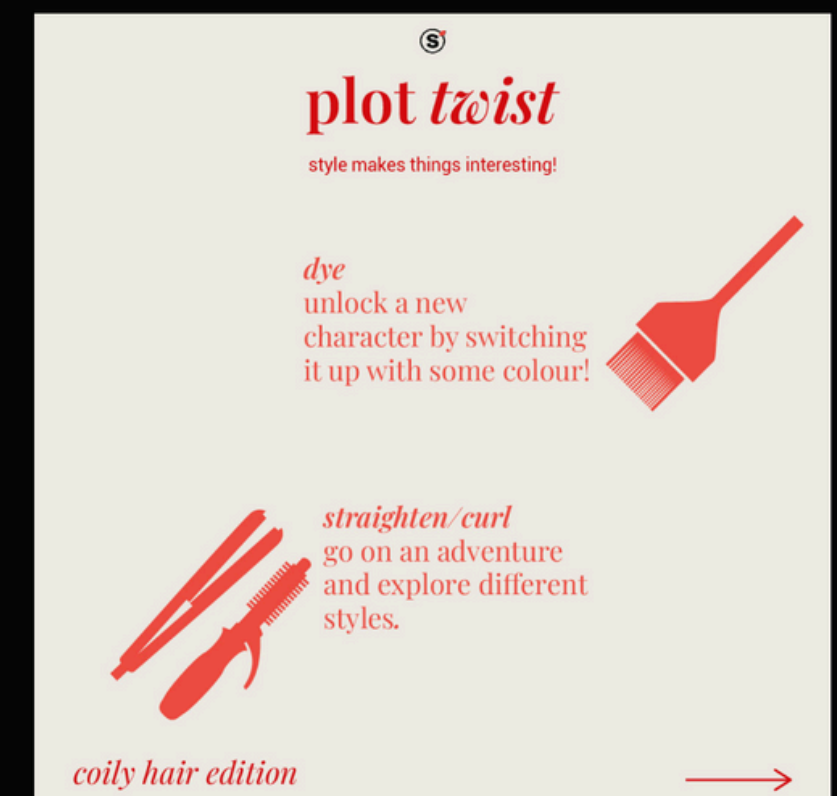
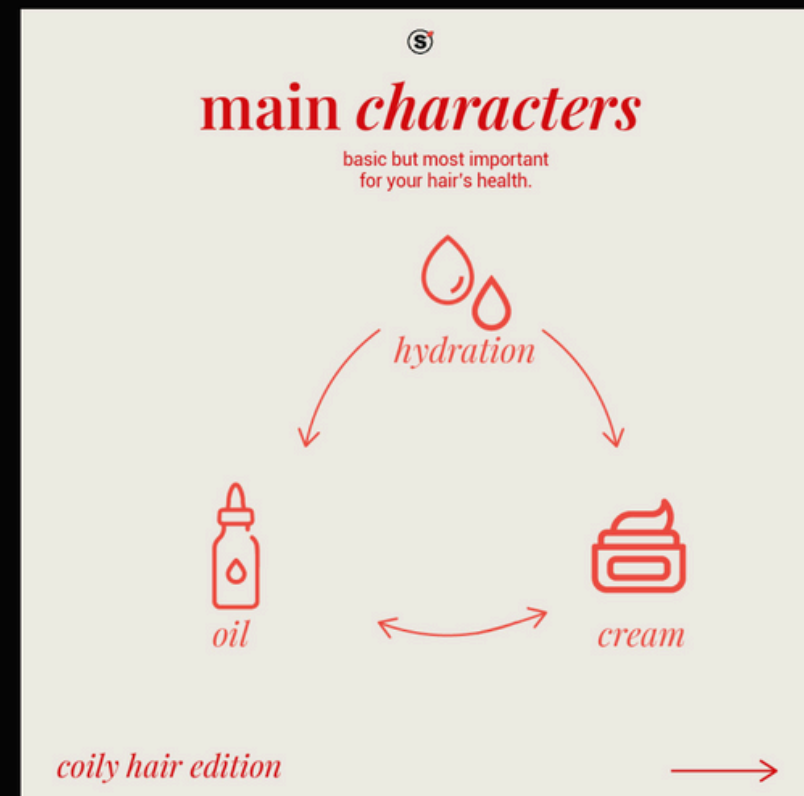
Reels



Carousel Posts

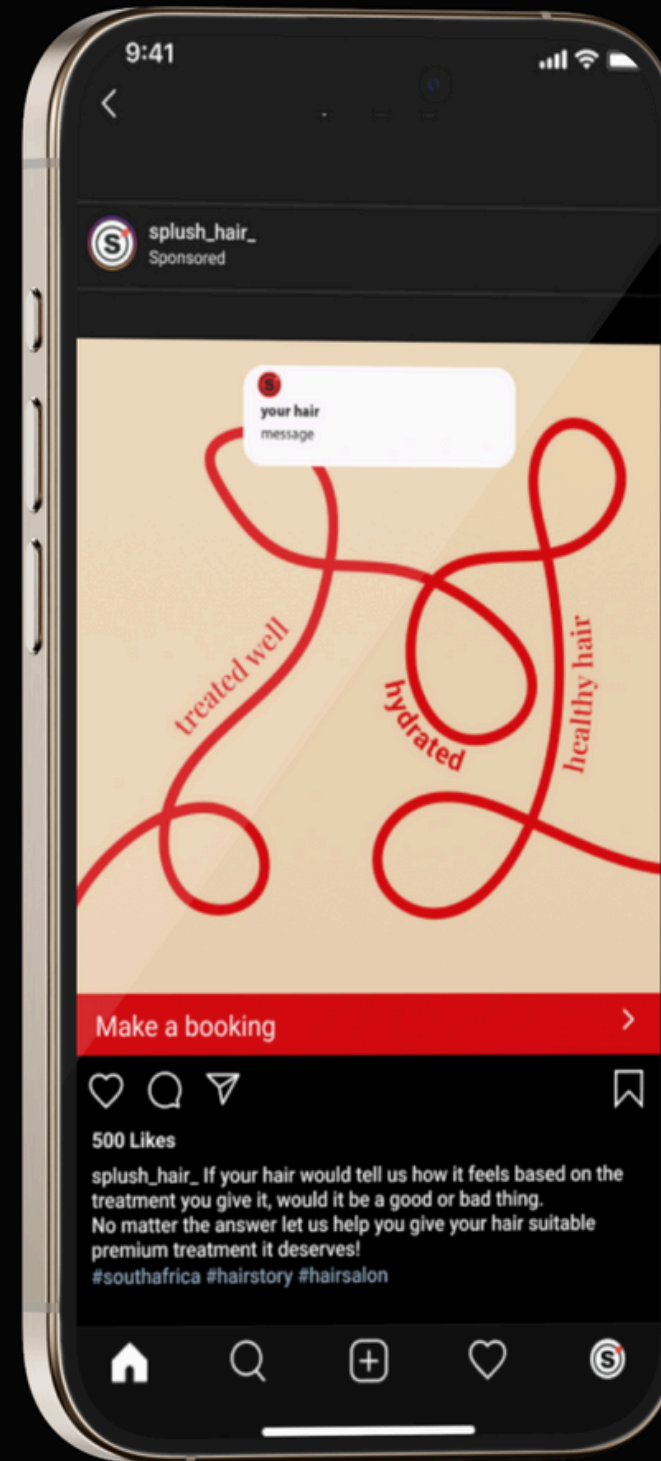


# CAROUSELS



Our hair says alot about us, about our identity, our personalities, and our health. Our question is in your hair's story, who is the main character, supporting character and are there any plot twists? If you feel you are missing something, contact us and make a booking we will make your story a lovely one!  
#myhairmystory #southafricansalon #splush #hairstyletips

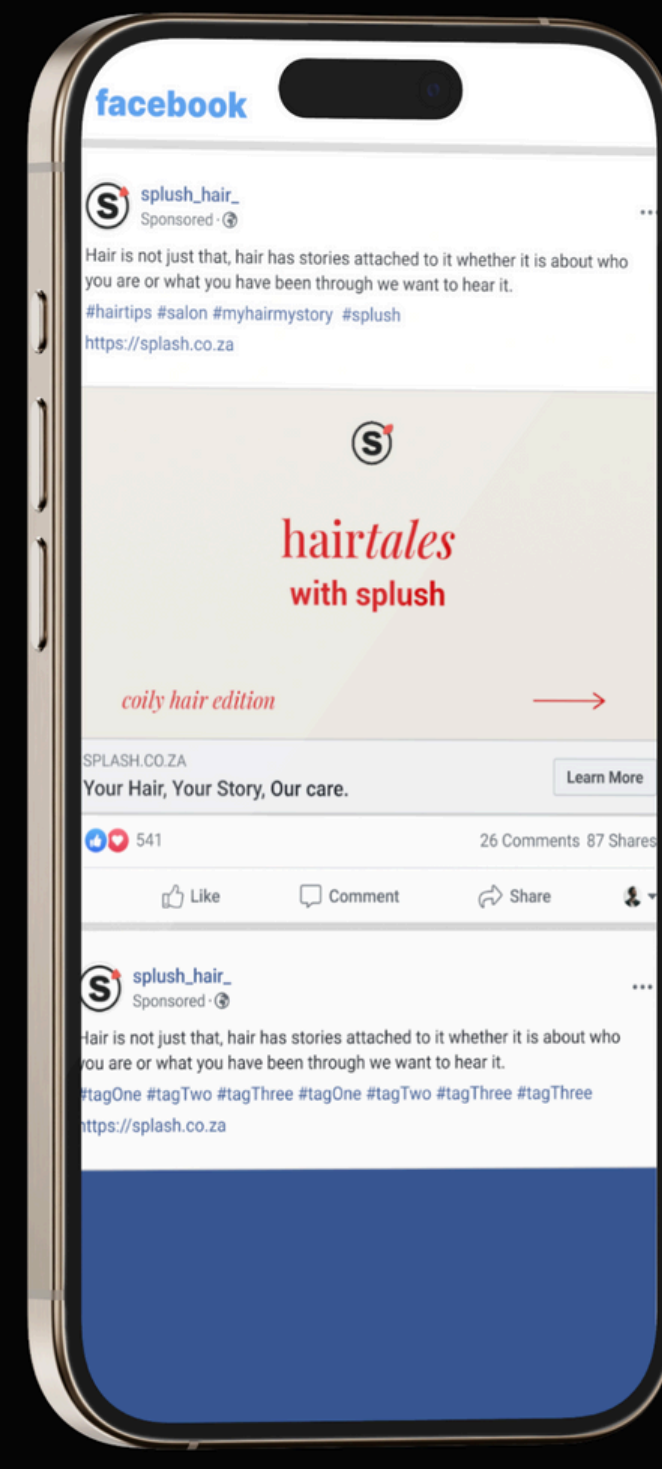
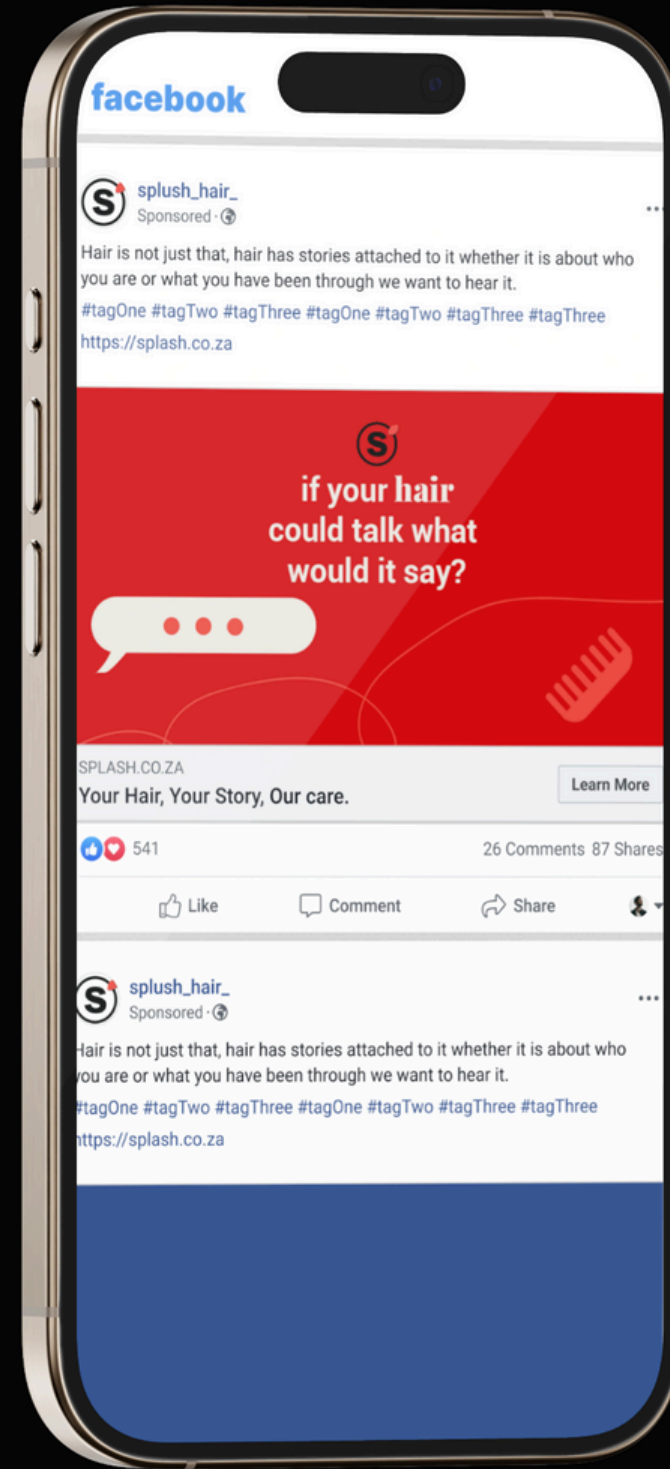
# CAROUSELS



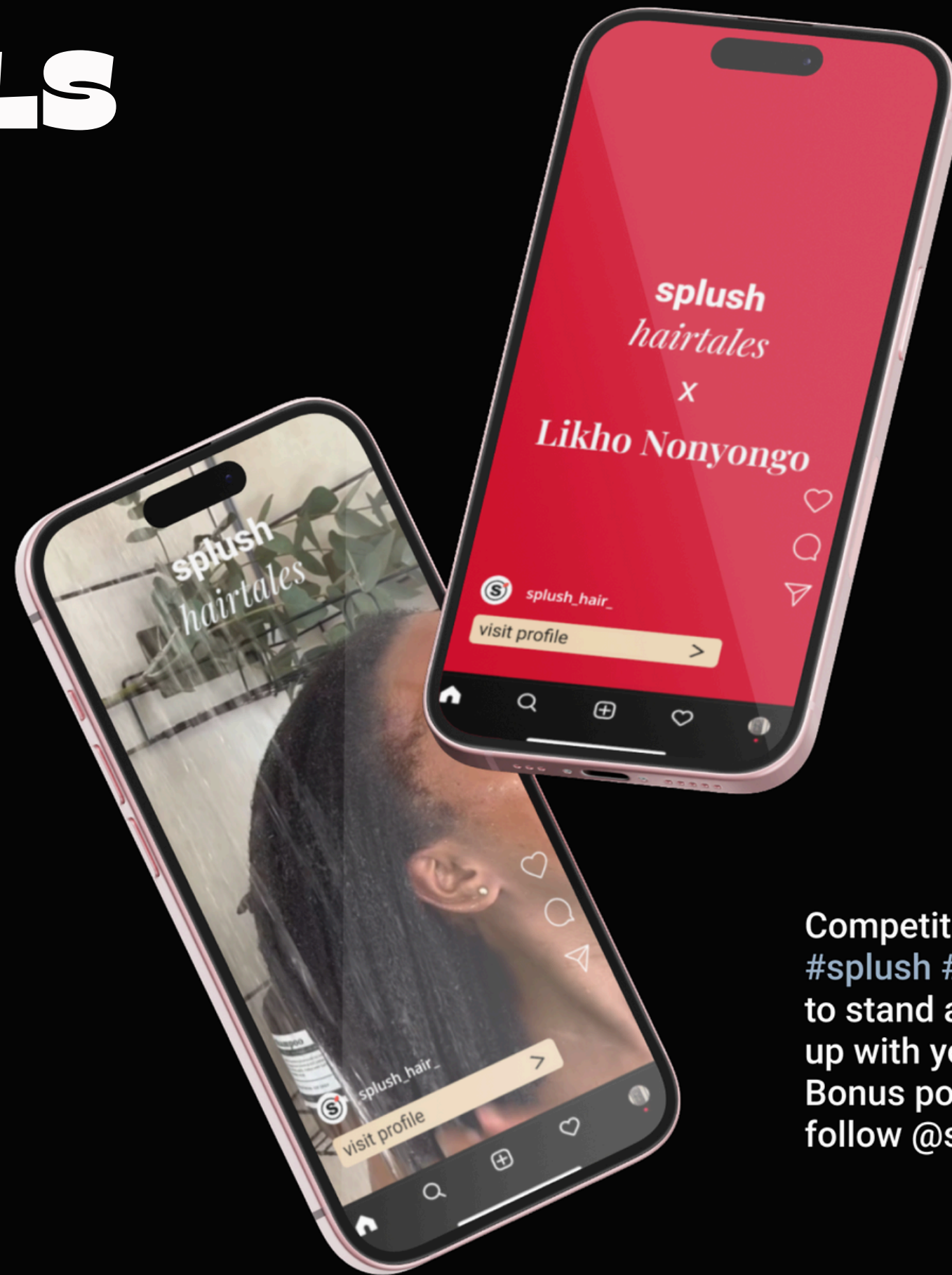
If your hair would tell us how it feels based on the treatment you give it, would it be a good or bad thing.  
No matter the answer let us help you give your hair suitable premium treatment it deserves!  
#southafrica #hairstory #hairsalon



# FACEBOOK

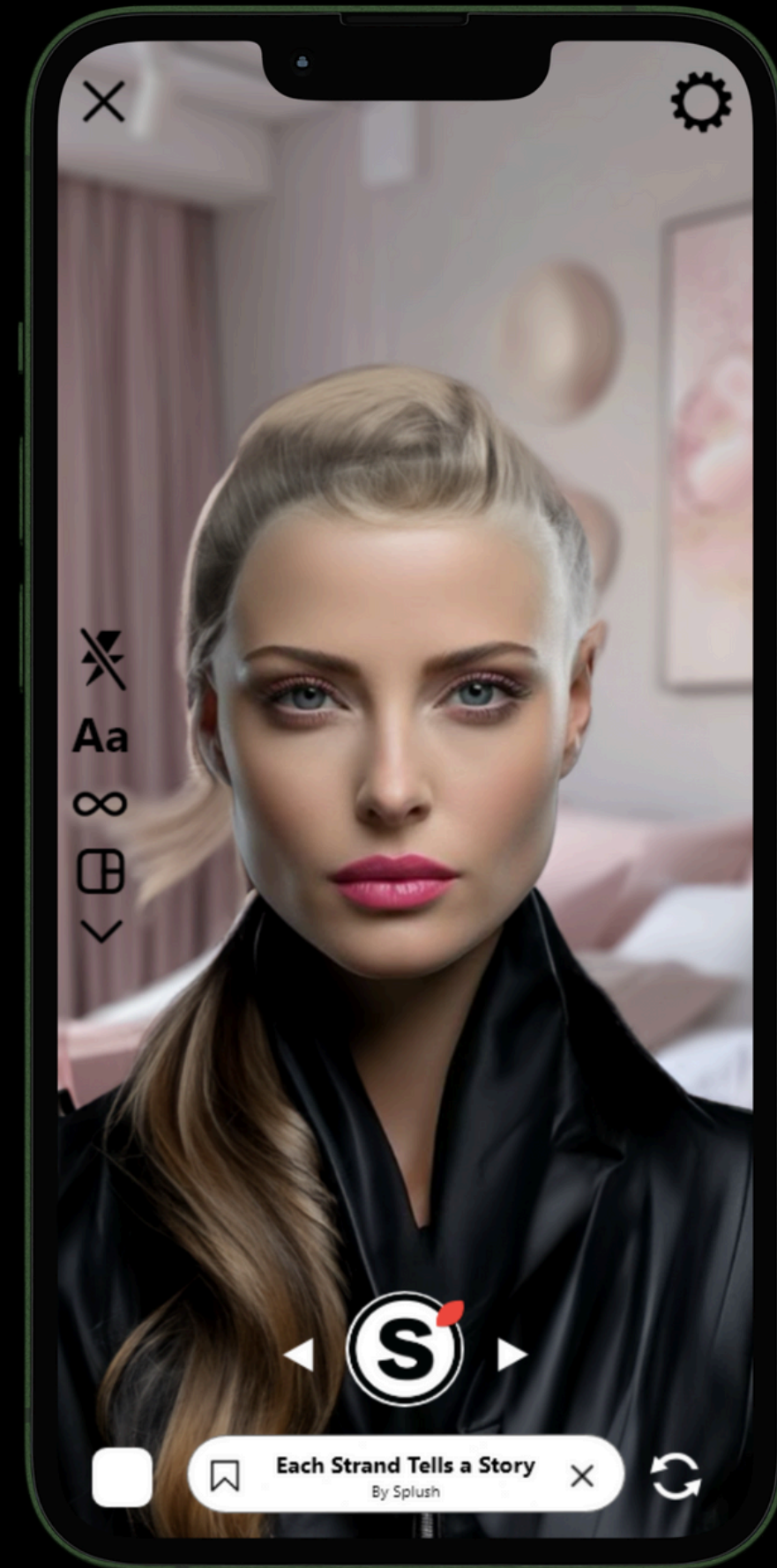
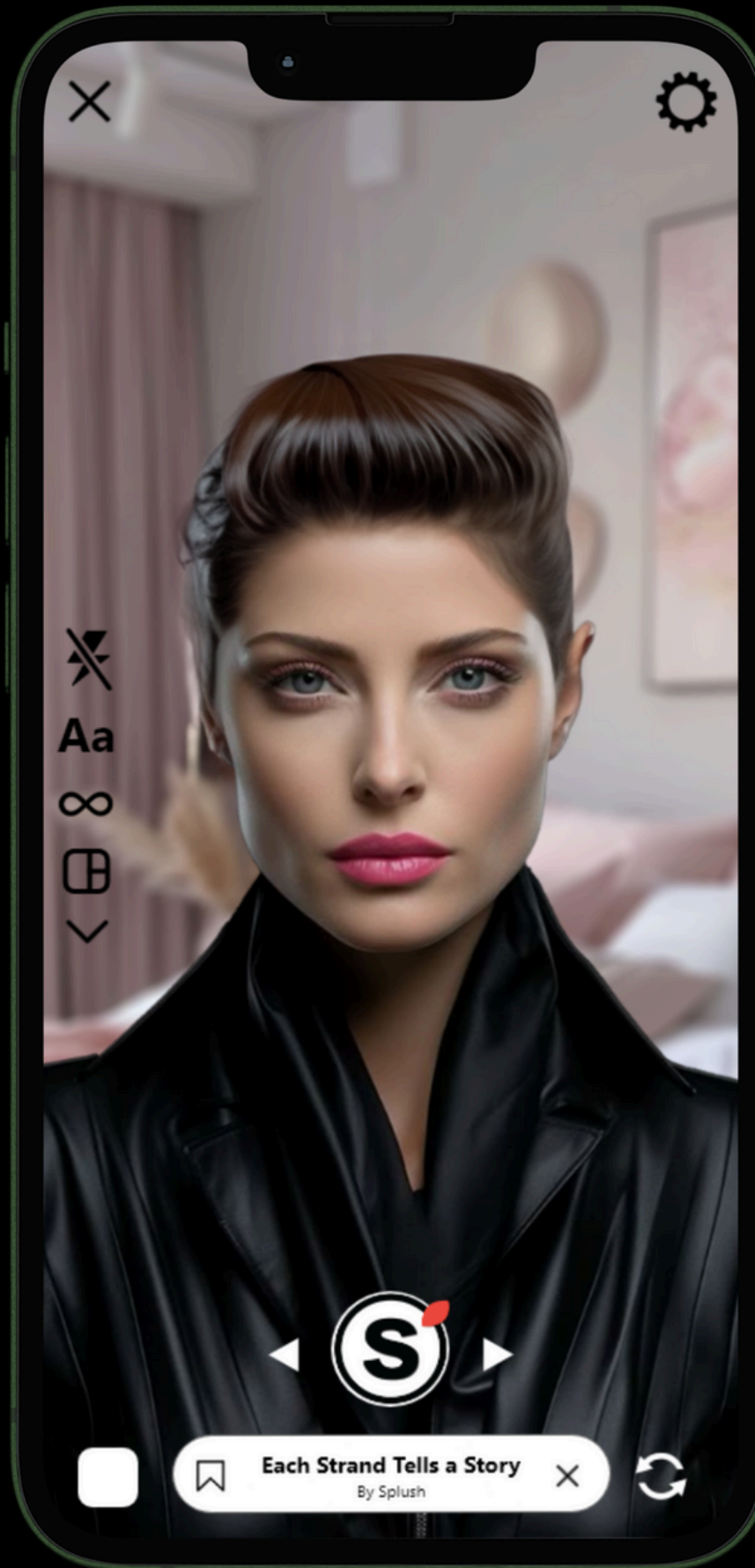


# REELS

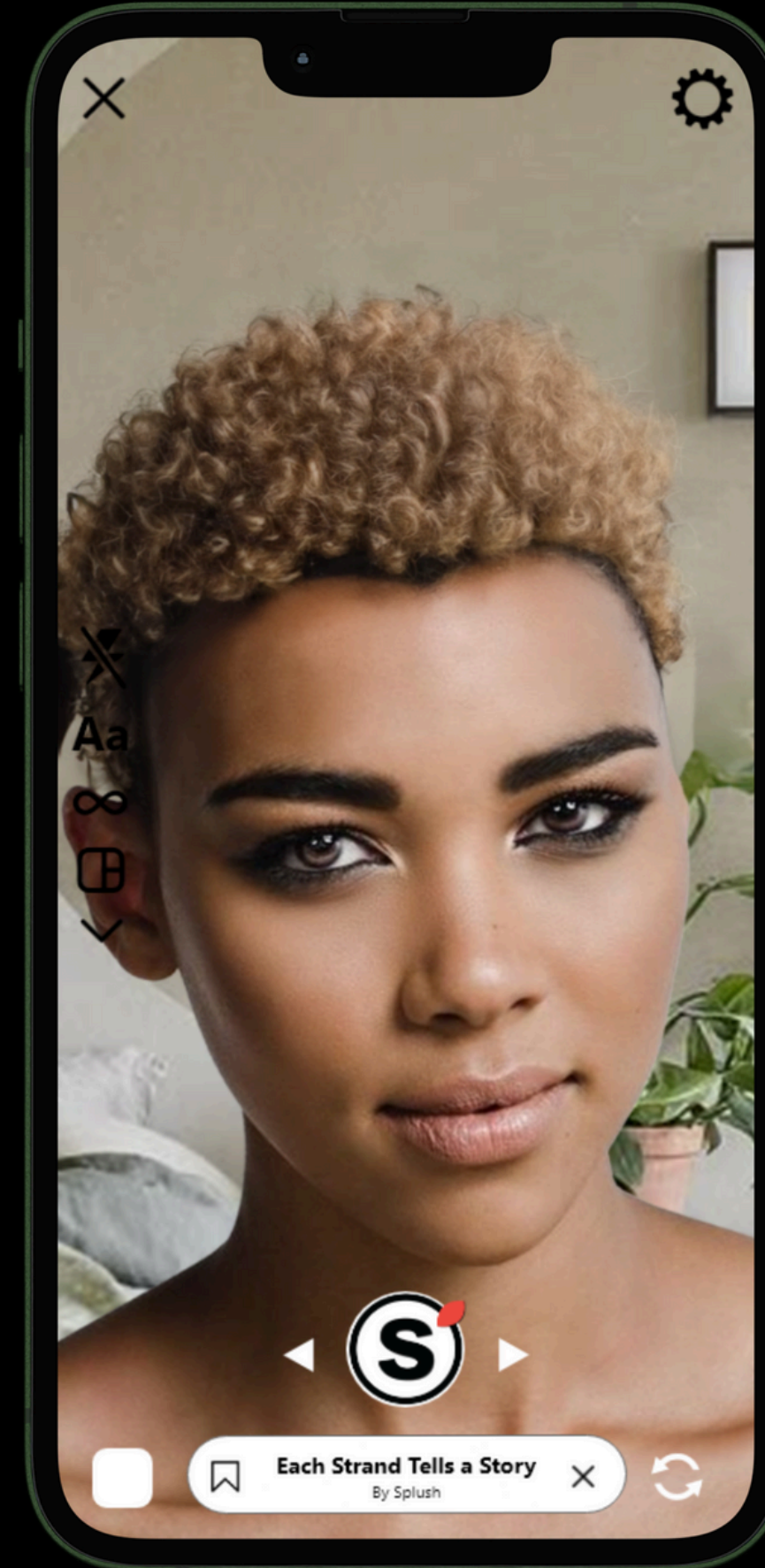


Competition Alert, Share your hair story and use #splush #partnerinhaircare #myhairmystory to stand a chance to win an experience at the pop up with your fave @likho.nonyongo ! Bonus points: share the reel to your stories and follow @splush\_hair\_

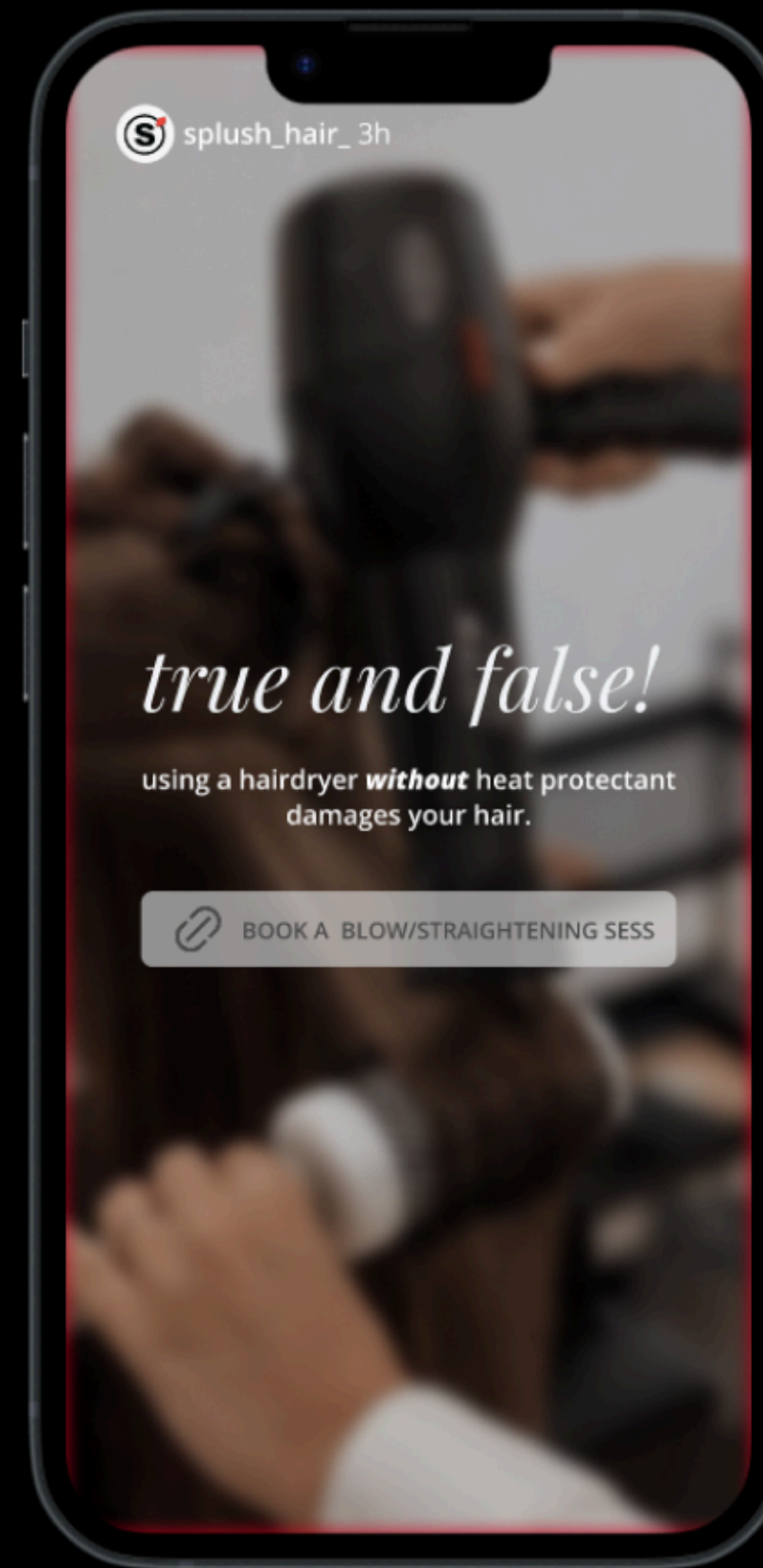
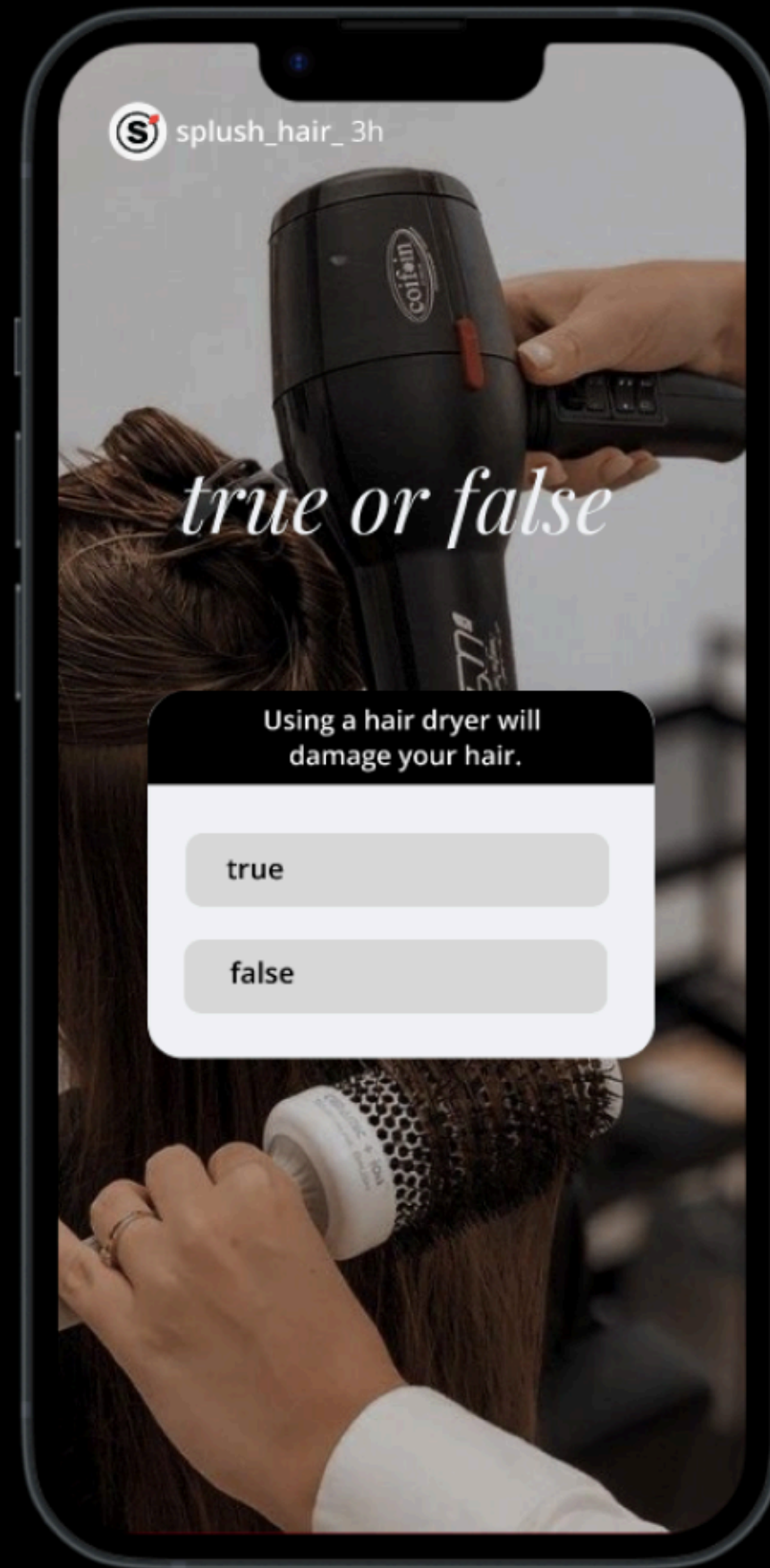
# Social Media Filters



# Social Media Filters



# Instagram Stories



# Pop-Up



# SHARE YOUR STORY!

A collection of hand-drawn sticky notes and photos pinned to a whiteboard. The notes include:

- HUMAN-oriented Company
- business & people UNDIVIDED
- We have A VISION
- Principle
- Education ???
- Outsource STARTUP
- Freedom
- PEOPLE FIRST
- We start from WHY
- We hate digital
- We DON'T WORK WITH Government
- Open knowledge
- NEW USER EXPERIENCE
- Love
- Not-only-money POWER
- We love digital
- Open process
- Team Community
- small qualified team
- Products LAUNCH
- Remote TEAM
- Offline
- Digital Transformation
- Honesty with ourselves
- Strong Design Skills
- Culture
- Transparent
- Love it
- Creative in PRODUCT development
- Digital AS RESTRICTION
- Passion
- Diversity of opinions
- WE DON'T

There are also several photos pinned, including one of a person with a star on their shirt and another of a person hugging a child.

# splush



### In Salon - Make A Booking

Haircare. Skincare. Nailcare. We Care... This is our motto which encompasses everything that Splush Retail, blow-dry and skincare bars have to offer our clients. Splush stores are located across South Africa, in all major shopping centers.

Book Now

### Dont know what to get?

Struggling to find a treatment that suits you? Try our filter and explore different styles, colours, and treatment options!

Try it out!



# HIGHLIGHT OF MY LIFE!

## YOU WILL RECEIVE:

- 1 1/2 Head Highlights
- 2 4-In-1 Olaplex Treatment
- 3 Blow Wave



Book Now

Sign Up

Gift Sets

SALE

Loyalty Program

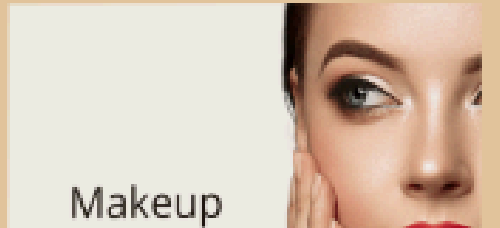
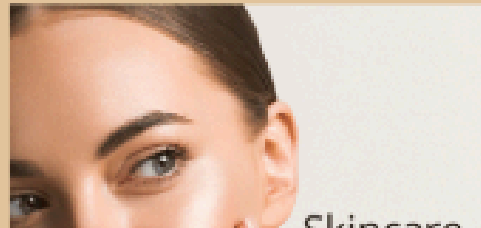
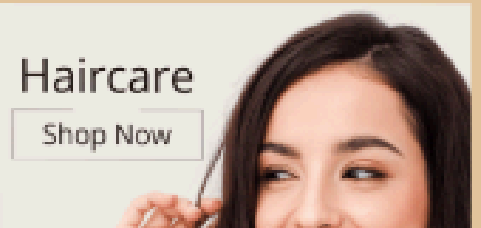
Shop

Search...



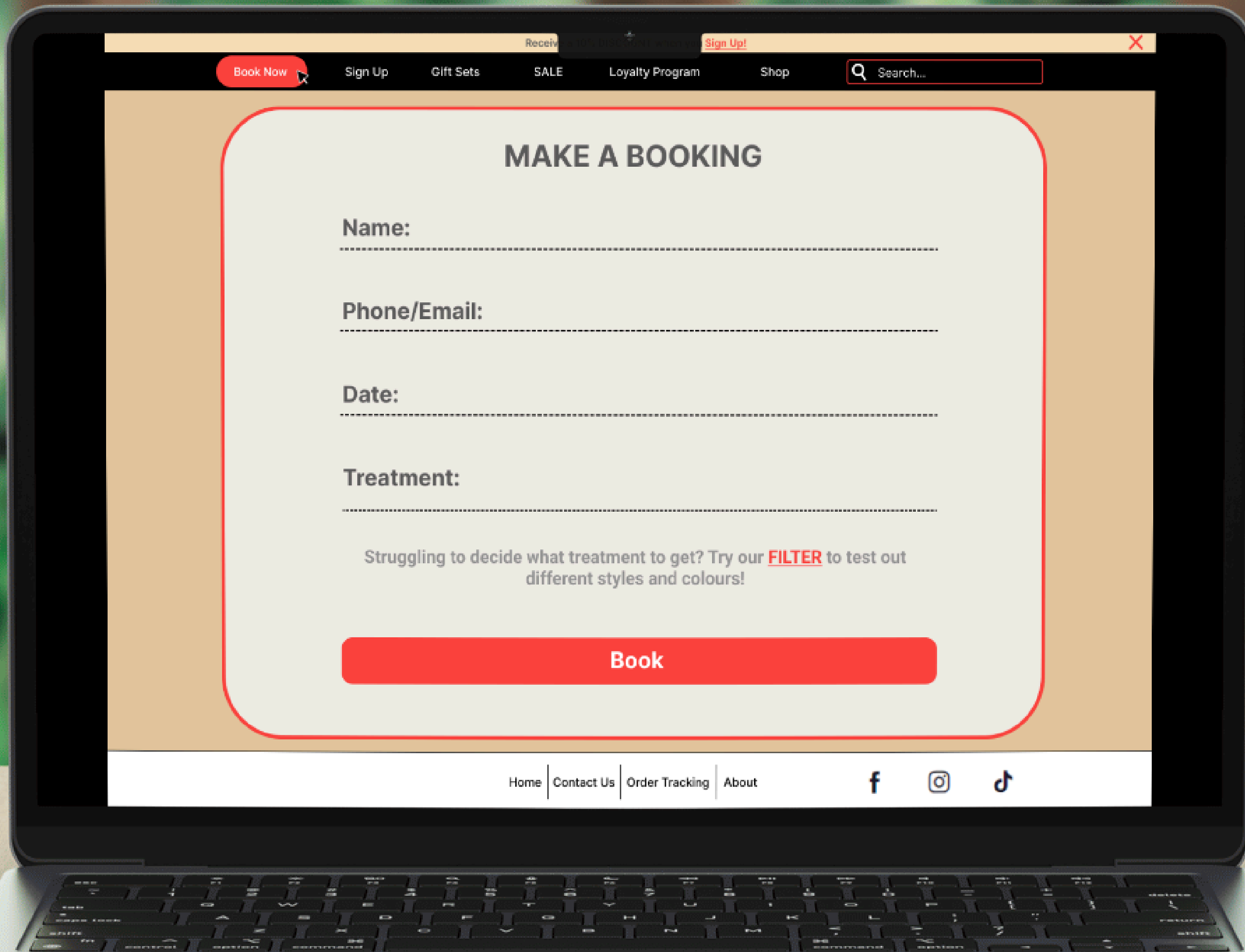
Shop Our Products!

Shop Now



Home | Contact Us | Order Tracking | About





Receiv

Sign Up!



Book Now

Sign Up

Gift Sets

SALE

Loyalty Program

Shop

Search...

## MAKE A BOOKING

Name:

Phone/Email:

Date:

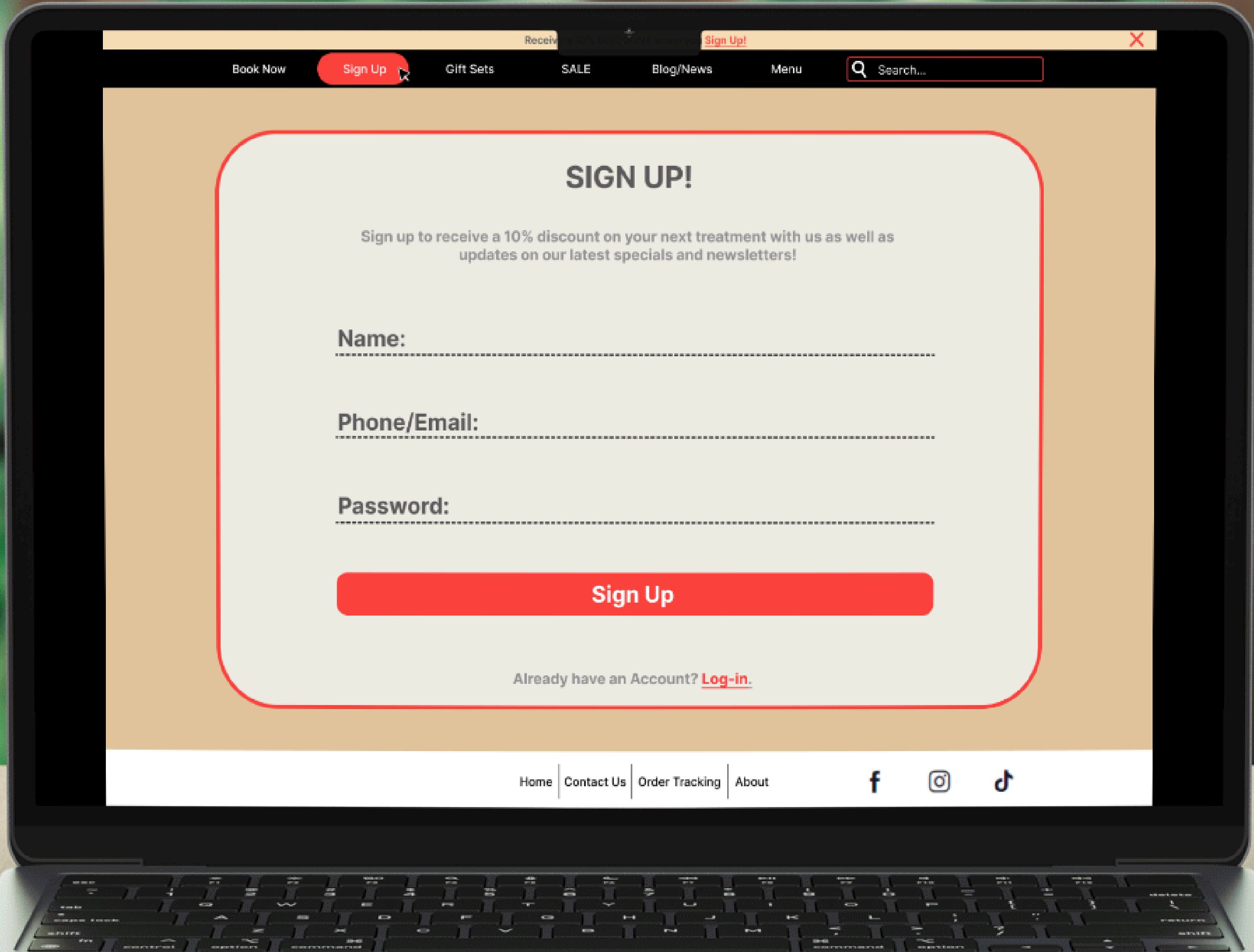
Treatment:

Struggling to decide what treatment to get? Try our **FILTER** to test out different styles and colours!

Book

Home | Contact Us | Order Tracking | About





Receive

Sign Up!



Book Now

Sign Up

Gift Sets

SALE

Blog/News

Menu

Search...

## SIGN UP!

Sign up to receive a 10% discount on your next treatment with us as well as updates on our latest specials and newsletters!

Name:

Phone/Email:

Password:

Sign Up

Already have an Account? [Log-in.](#)

Home

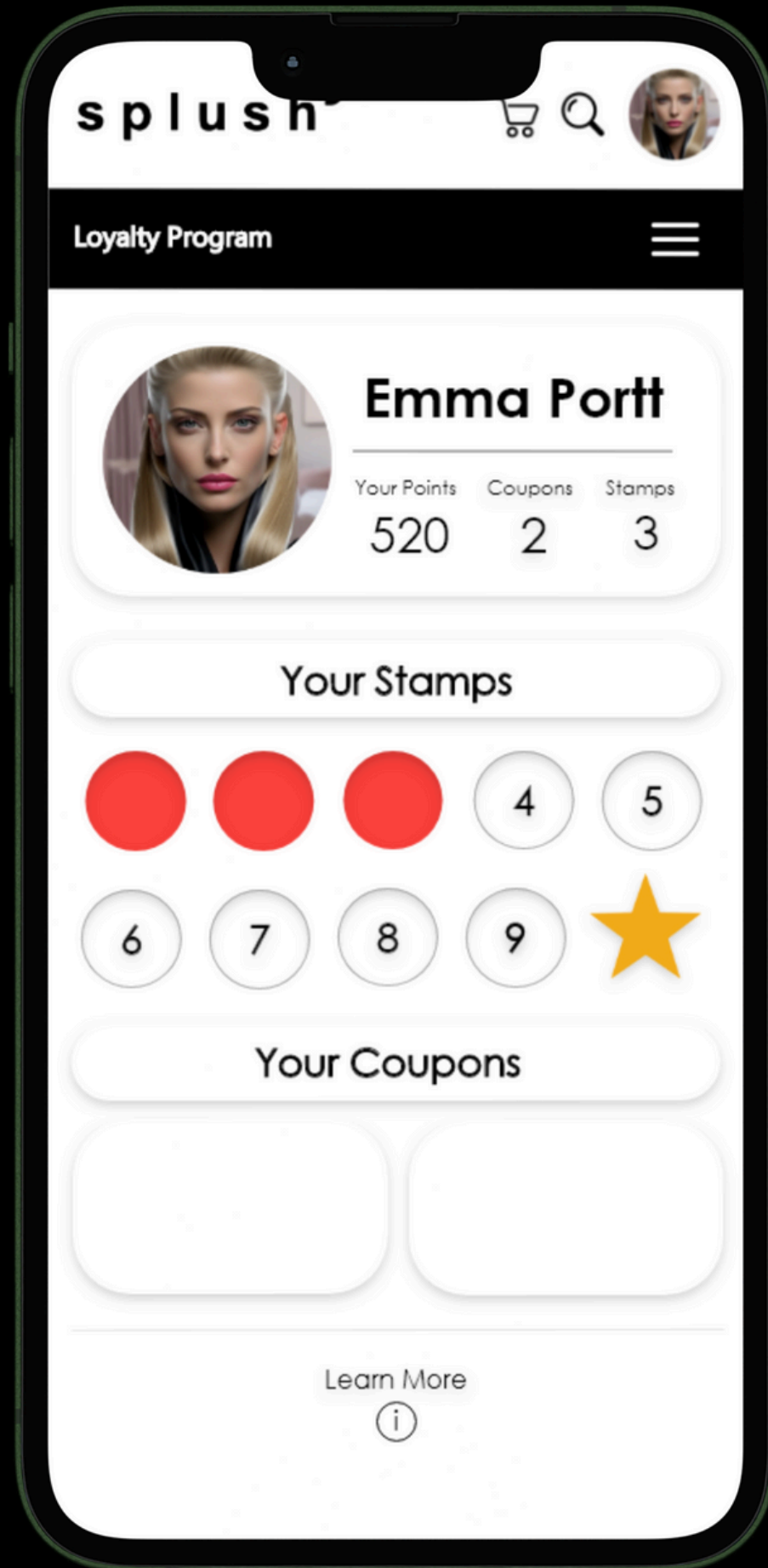
Contact Us

Order Tracking

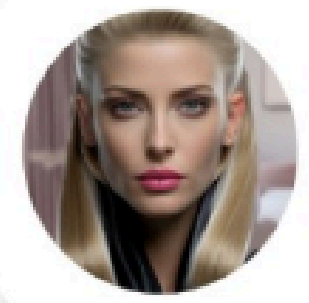
About



# Loyalty Program



## Loyalty Program



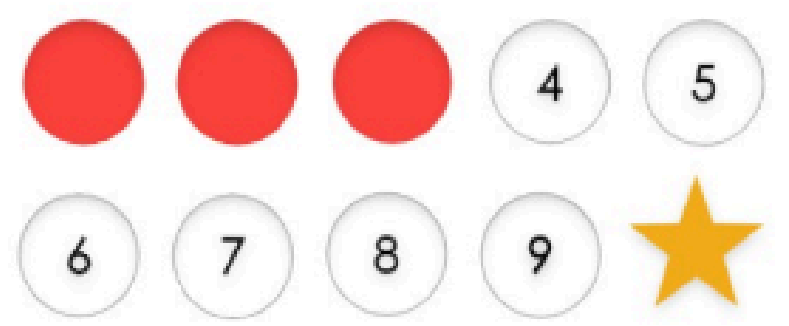
**Emma Portt**

Your Points	Coupons	Stamps
520	2	3

### Your Coupons

Empty

### Your Stamps



Empty

# GIFT VOUCHERS





splush

REJUVENATE REMEMBER REFLECT CELEBRATE

# EACH STRAND TELLS A STORY.

YOUR HAIR IS FILLED WITH MEMORIES.  
TELL US ABOUT WHY YOU DECIDED TO  
GET A HAIRCUT/COLOUR/STYLE. SHARE  
YOUR HAIR'S STORY WITH US!

TELL MY STORY





**HIGHLIGHT**  
WHAT MAKES YOU, YOU AND THE  
GOOD MEMORIES THAT YOU CHERISH

**TRIM/AWAY**  
THE MOMENTS OF SADNESS, PAIN,  
AND TRAUMA

**TRANSFORM**  
REVEAL THE BEAUTIFUL AND UNIQUE  
INDIVIDUAL BEHIND THE STRANDS

**YOUR STRAND  
YOUR STORY.**

Your hair is your identity, your  
strength, and your story. At  
Splush, we're here to celebrate  
you and support your journey,  
one strand at a time.

Share your story at your next appointment with us  
and earn up to 15% OFF on your next treatment!  
Don't worry, we will keep your information  
anonymous if you wish.

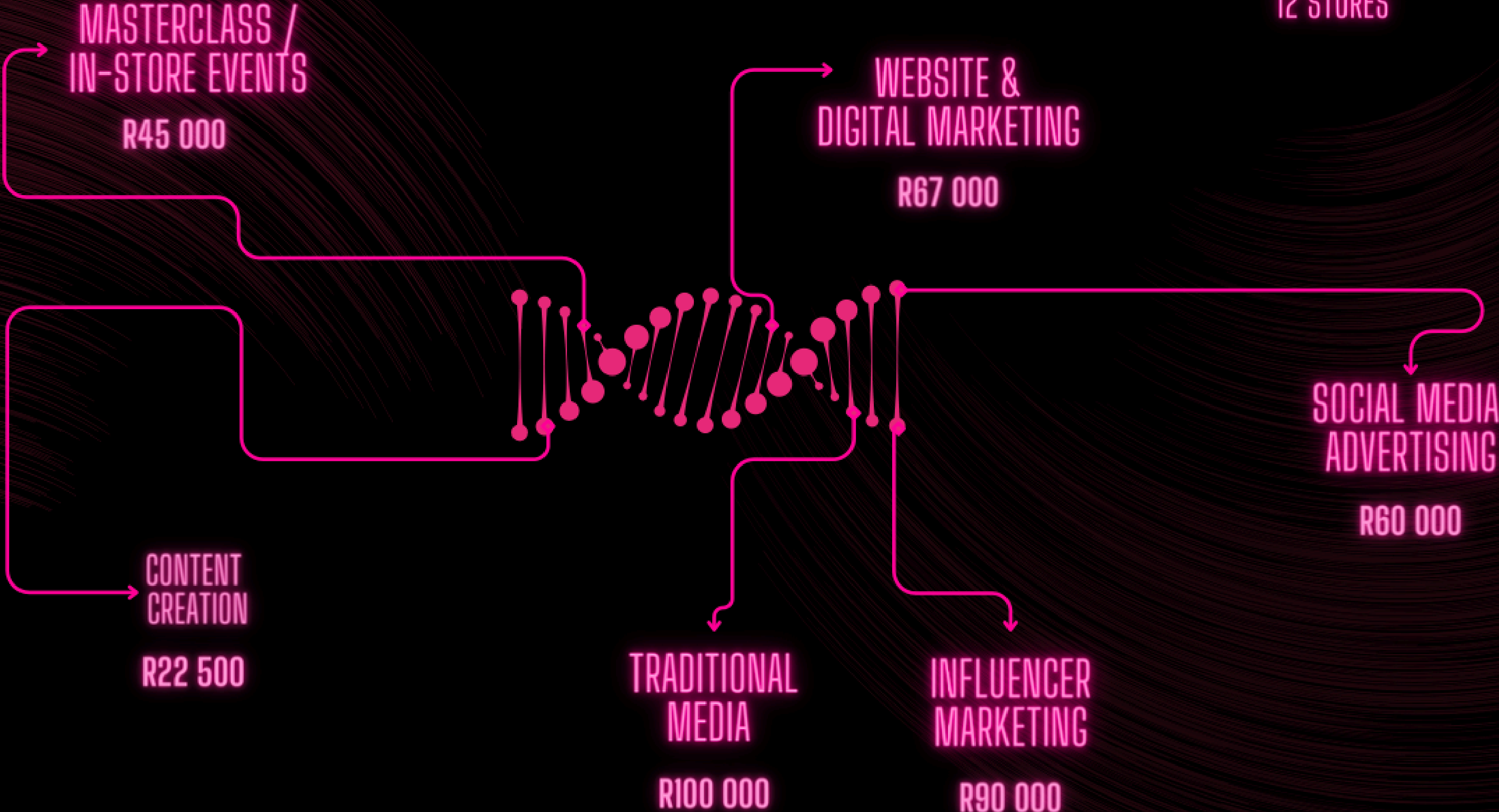
**MAKE A BOOKING**

# Roll-Out Plan



# Campaign Budget

TOTAL: R450 000  
OVER 1 YEAR  
12 STORES





**Thank YOU!**

**JK**