

Case Study: Head & Shoulders @ Hispanic Barber Shops



Objective

Moderne aimed to engage, excite and enlist Hispanic barbers by providing tools for the trade and support by establishing an ongoing dialogue about the Head & Shoulders brand.

Scalp Care Kits

In this pilot program, Moderne distributed Scalp Care Kits to Hispanic Barber Shops in the Los Angeles market. Included in the kits was a “Scalp School” DVD, coupons, samples and product information.



Personal Interaction

Moderne enlisted an attractive Hispanic (and bilingual) Brand Ambassador to hand deliver each Scalp Care Kit and discuss the content with the barbers and owners. This created immediate awareness (with customers too!) while creating engaging one-on-one dialogue.

Program Expansion

The pilot program received excellent feedback and exceeded brand expectations. Currently, the program is set to expand to 10-15 markets for 2010-2011,.



Barber Feedback

“I use Head & Shoulders Classic Clean to wash my customer’s hair and I was a little weird about trying the different varieties of Head & Shoulders, but now I’m glad that I did get to try a different variety for other needs.”

“This is a great promotion because I always tell my customers to use Head & Shoulders for dandruff and dry scalp and now they get to take some freebies home.”