

Communication campaign
Ergohair
Programme number: VS/2017/0077

cayman 

UBK/UCB vzw-asbl/Coiffure EU

SMART COMMUNICATION

Cayman - behavioural design agency

- ✓ An experienced **communication agency** with **knowledge of people**.
- ✓ That causes **positive behavioural changes** by means of **creativity**. Aside from **informing**, we also want to **motivate** and **activate** our target audience(s).
- ✓ With a **creative process** that is based on **behavioural design**, the **7E-model** and **Google Design Sprints**. Based on **user insights** and **proven psychological techniques**.



THE CHALLENGE

What is the **mission** and **context**?

ERGOHAIR stimulates the development of healthy and safe work environments in the hairdressing sector by the design of ergonomic working place and processes.

Through this campaign, we are looking for the best way to not only **inform** employee, employers, customers, educational institutions, suppliers, prevention and medical services, insurance agencies, social security and health care on **ergonomics** in the hairdressing sector, but also to realise a **mental** and **behavioural change**.



CAMPAIGN CONCEPT

CONCEPT

Which **campaign concept** strengthens our communication objective?

We address the fully professional *hairdressing community*.

We focus on an *encompassing concept* as reinforcement of the underlying, somewhat more prescriptive message

hairdressers are
star athletes

With a *positive message and motivating endorsement*.

This encompassing concept forms the ideal assist to a conversation on professional *injuries and risks*.
> SENSE OF URGENCY



365 days tips & tricks

We chose for an **impactful, durable** approach. The carrier is reusable & timeless.

We **(re)activate** the target audience **365 days long** with a timeless **Cut to Perfection Training Calendar**.



Fun & functional. Can be placed at the coffee machine, in the lunch area or at the register. Efficiency to the max!

Manageable size & format. With **150 LIFE HACKS** and more, *composed by and for professionals*, they work daily towards a better posture, work atmosphere and organisation, with a flick of the hand.



9 Themes



Target audiences:

employees, employers, educational institutions
 customers, suppliers, prevention- and medical services, insurances-social security-health care

The tips & recommendations from the file were divided in a bite-sized and transparent manner into *9 categories.*

1. **Body**
2. **Technique**
3. **Equipment**
4. **Stress**
5. **Healthy Lifestyle**
6. **Great atmosphere**
7. **Salon architecture**
8. **Salon organisation**
9. **Injuries & risks**



COMMUNICATION IN 4 PHASES

How do we gradually build up the campaign?

COMMUNICATION IN 4 PHASES

How do we **gradually build up** the communication campaign?

hairdressers are
star athletes



1. TEASING

> The campaign concept /the teasing animated movie
= **THE TRIGGER**

1. INFORMING

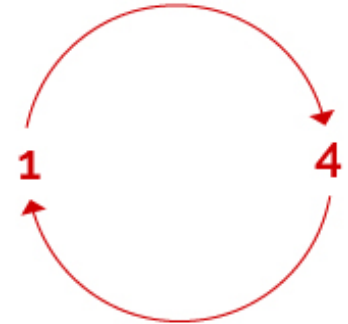
> The digital tool/test
= **THE MOTIVATION**

1. ACTIVATING

> The Cut to Perfection Training Calendar
= **THE ABILITY**

1. EXTERNAL COMMUNICATION

> External & employer branding
= **THE FOLLOW-UP TRIGGER**



PHASE 1: teasing

PHASE 1: TEASING

How do we lure potentially interested people to a minisite?

We draw the attention of **employers and coworkers (and other involved people)** with a **motivating campaign concept** and **teasing copy**. **Goal/call to action:** surf to & do the test!

We spread this teasing message through different channels: hairdressing magazines, events, social media advertisements, posters on the shop floor, mailing (direct or digitaal)

hairstylists are
star athletes



PHASE 1: TEASING

Which **call to actions** reinforce the communication goal?

Link to the *personal work and private world*.

Moment of reflection. Do you take enough care for your body and soul?

Are you in peak condition?

Do the test and apply for the Cut to Perfection Training Calendar.

Discover 150 life hacks for hairdressers, composed by a team of European professionals.

These tips change your life!
Accessible, young, recognisable language.

Social proof. By and for pro's.
Highlighting added value of European network.



PHASE 1: TEASING

Which **campaign concept** do we use to tease the target audience?

The campaign concept...

- ... addresses **emotions**
- ... is **motivating**
- ... is **not prescriptive**
- ... is **especially action oriented**
- ... is **applicable** straight away
- ... is imbedded in the **work environment**
- ... is **tested and approved** by the target audience
- ... uses the **force of repetition** as mental trigger
- ... makes good use of the **added value** of a **European network of professionals**.



PHASE 1: THE ANIMATED MOVIE



The **teasing animated movie** installs the campaign concept
= THE TRIGGER to surf to the website, to do the test and to apply for the training calendar.



PHASE 2: informing

PHASE 2: INFORMING

How do we **inform** and **convince website visitors**?

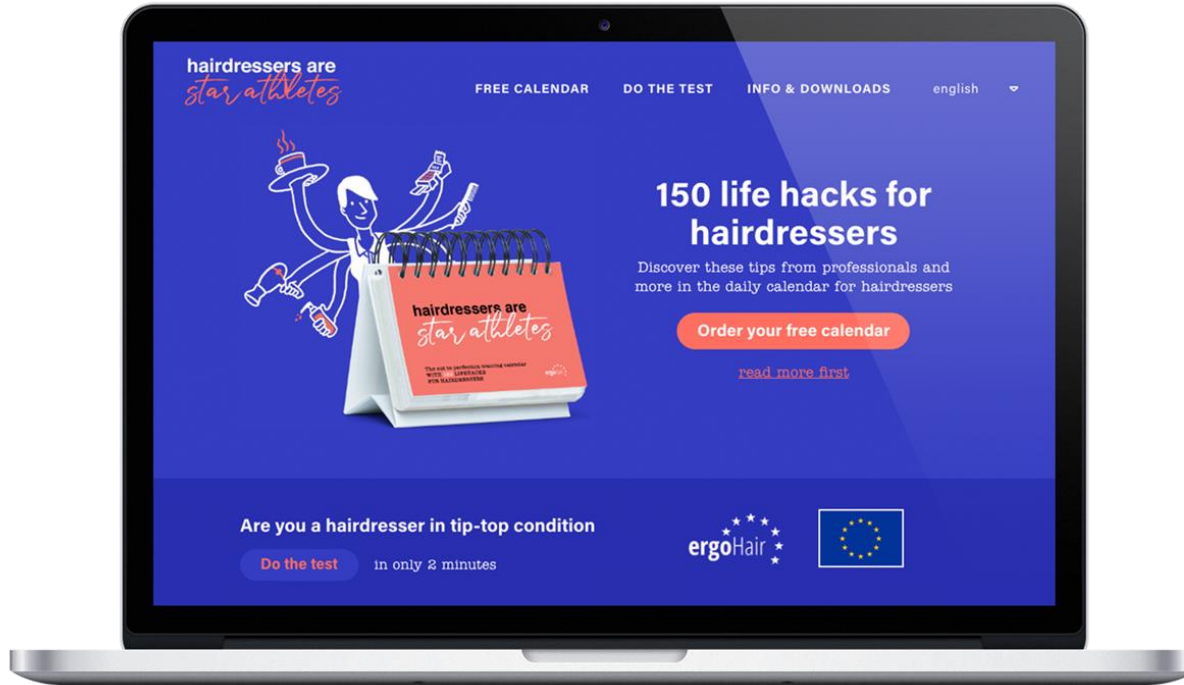
Once the visitors are surfing the minisite, we want to convince them of the **benefits** of working ergonomically and the **risks of the job**. We do that by using a **little digital test**, which is integrated on the **minisite**. The flow of the website is thoughtful and sensible.

End goal: spread as many calendars as possible.



PHASE 2: INFORMING

How do we inform and convince website visitors?



PHASE 2: the mini website

Hoe informeren en overtuigen we websitebezoekers?



Call to actions:

- Receive the training calendar
- Do the test

Introduction *campaign concept* 'Hairdressers are star athletes' (the what).

Introduction of *risk & injuries...* (the why) and overview of the *9 categories*. Added value EU-DNA.

Convincing quotes of users and European professionals who cooperate on the research.

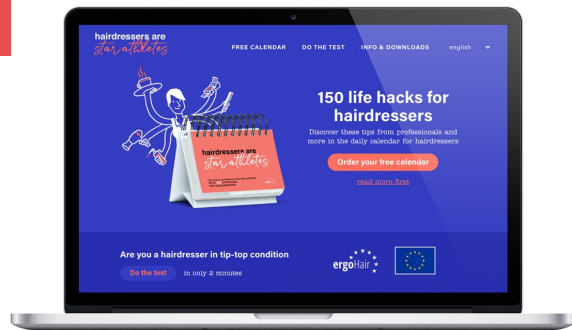
Extra information and downloadable documents for employees, employers and schools.



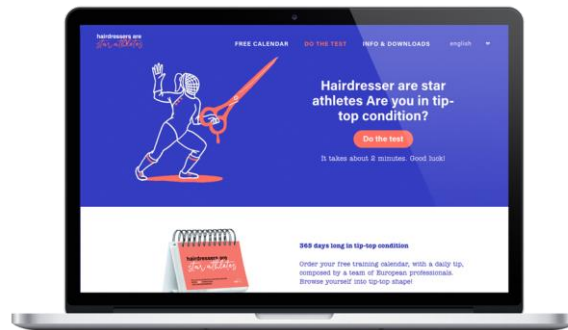
PHASE 2: The mini website

How do we inform and convince website visitors?

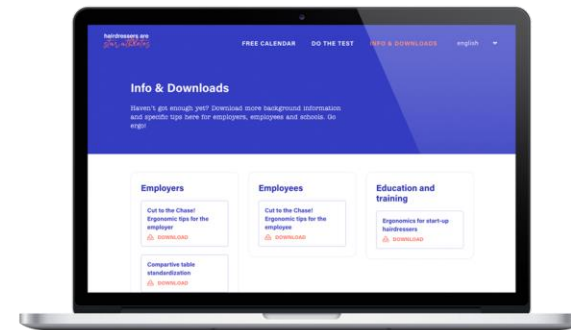
HOME



TEST

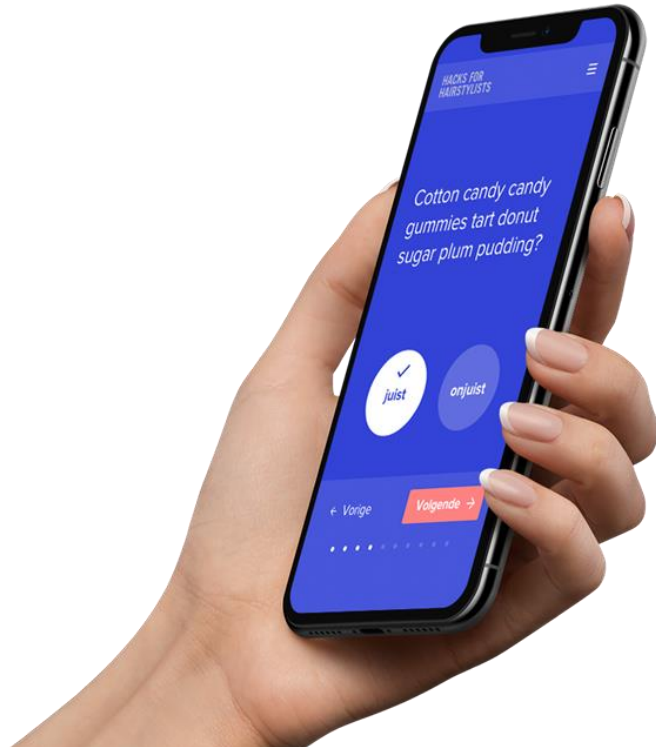


INFORMATION



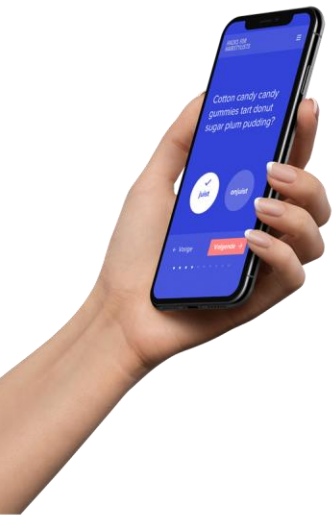
PHASE 2: The digital test

How do we inform and convince website visitors?



PHASE 2: The digital test

How do we inform and convince website visitors?



hairdressers are *star athletes* english

Hairdresser are star athletes Are you in tip-top condition?

Do the test

It takes about 2 minutes. Good luck!



365 days long in tip-top condition

Order your free training calendar, with a daily tip, composed by a team of European professionals. Browse yourself into tip-top shape!

hairdressers are *star athletes* english

I provide for enough variation in my cutting and shampooing manoeuvres and avoid repetitive burdensome movements.

Damn right. I move as flexible as a ballerina!

Not really. I sometimes work on autopilot. Robot dance!

hairdressers are *star athletes* english

Size doesn't matter. Hairdressers and customers come in all sizes and shapes, but our equipment is one size fits all.

No way! We are all unique. Our tallest colleagues even have their own chair.

Definitely. Tall, short, broad-shouldered or slender. In our hairdressing salon, everybody is equal before the law!

hairdressers are *star athletes* english

Cutting hair is a team sport. I count on my colleagues and vice versa. We help each other and help out when needed.

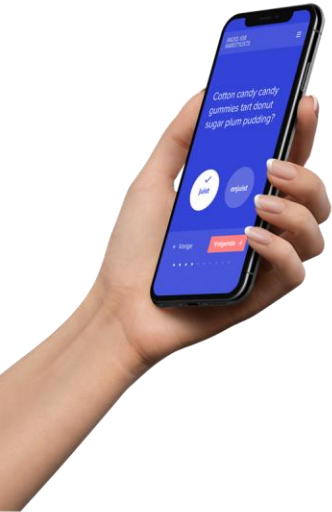
Yes. I sometimes point out the bad posture of my colleagues. Stronger together!

Say what? Everybody has his own style, right? My body, my business.



PHASE 2: The digital test

How do we inform and convince website visitors?



hairdressers are *star athletes* english

RIGHT ON TRACK!

Your body is a well looked after temple! You pay notice to your posture and that of your colleagues. Do you want to totally play it safe? Our cut to perfection training calendar helps you be the best possible version of yourself.

hairdressers are *star athletes* english

O-OW. RISK OF INJURY!

Watch-out, you go-getter! You are running an increased risk of injuries and chronic health complaints. No worries though, we've got your back. Let yourself get blown away by our practical tips. Your body is your most valuable tool!

PHASE 3: activating

PHASE 3: The Cut to Perfection Training Calendar

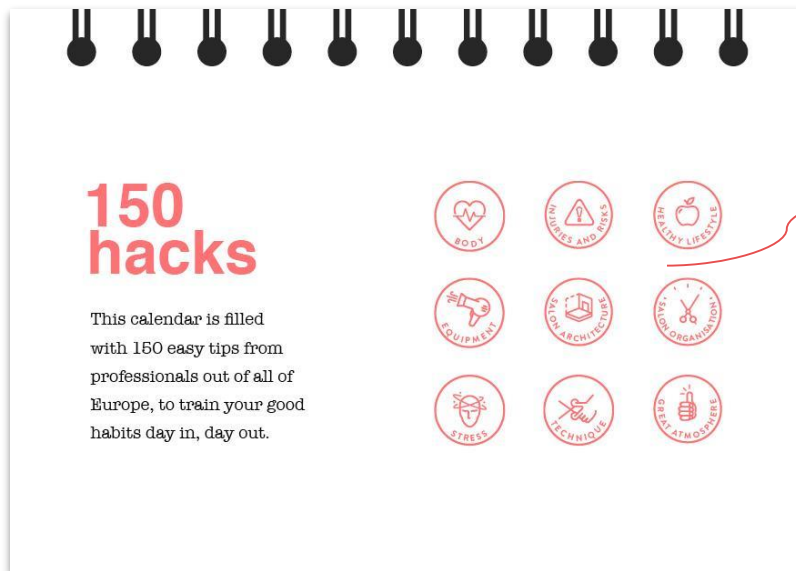
We **(re)activate** the target audience **365 days long** with a timeless Cut to Perfection Training Calendar.

Only that way, we can install a **réal behavioural change**. Repetition works!



PHASE 3: 365 days tips & tricks

We season the calendar with **motivating, activating life hacks**, which we have taken from the documentation. We add an adapted accompanying letter for schools, students, employers, suppliers, employees...



The tips & recommendations are user-friendly and clearly divided in **9 categories**.

1. Body
2. Technique
3. Equipment
4. Stress
5. Healthy lifestyle
6. Team atmosphere
7. Salon architecture
8. Salon organisation
9. Risks & injuries

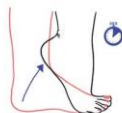


PHASE 3: 150 LIFE HACKS for hairdressers

08 January

Blow drying hair should really be considered cardio.

03 February



Cool it down

Cooling down after a heavy work-out is an essential part of a good training. After a full day of standing up and walking, your feet have had it rough. Give the circulation in your lower legs a boost by lifting your heels and keeping them up for a few seconds. Do this exercise a couple of times after finishing work for tiptop feet the next day.

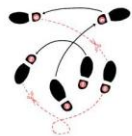
23 February



Twenty push-ups

Always make sure your pump chair is adjusted correctly. Training your footwork? Turn the foot pump to the right side so you can reach it quickly. Change the height of the hairdressing chair regularly during work.

18 February



Think about your choreography

Pay attention to your posture! Use the mirror to correct yourself. Avoid repeated burdensome movements with your arms and hands. That way you prevent overburdened muscles and you stay supple as a ballerina.

21 January



Mix it up

Monotony tires you out enormously. Variation in the job pays off! Not only does variety in tasks contribute to a healthy working posture, but it also keeps a breath of fresh air in the workload.

Final scores? You: 1 - Stress and fatigue: 0

17 February

“As soon as you are aware of your posture, you realize everything that you are doing wrong.”

Rosie, 36, Manchester



PHASE 3: www.ergoforhairdressers.eu

Once the year is over, the calendar can be **offered downloadable** on the website. The **study material** for schools and students can find a place here as well.

- That way, the content remains **available online**, even after 365 days have passed
- Photo's could also be shared on the website through **#ERGOFORHAIRDRESSERS**
- ...



PHASE 4: external communication

PHASE 4: EXTERNAL COMMUNICATION

How can we also reach **customers of hairdressers**?

We send the hairdressers **smart coasters**, as **conversation starter** with the **customer**. The coasters are placed underneath the glass of water, cup of coffee or tea of the 'waiting customer'.

That way, the workability of the job and the athleticism of the hairdressers shortly becomes the subject of the conversation. This works **reinforcing** in terms of **behavioural change** for the hairdresser, and it causes the customer to have more **understanding and recognition** of the workload of the profession.



PHASE 4: EXTERNAL COMMUNICATION

How can different countries respond to this?

Depending on the cultural approach & regional sensitivities, countries can expand the communication carriers and/or offer more tools for external communication.

- **Recognisable role models and ambassadors** (testimony, best practice on minisite, exhibitions...)
- **Own national/regional social media channels**
- **Training certificate/label** for reaching certain ergonomic objectives
- **Press releases (PR)**

CHECKLIST



CHECK

Employers:

- *check* - **Daily reminder** on the shop floor > training calendar, with specific items for the employer
- *check* - **Conversation starter** on the shop floor > coasters
- *check* - **Targetted and detailed information** downloadable on the website
- *check* - **Social media**: animation, calender images
- *check* - **Gamification** digital test

Employees:

- *check* - **Daily reminder** at work or home > training calendar
- *check* - **Conversation starter** on the shop floor > coasters
- *check* - **Targetted and detailed information** downloadable on the website
- *check* - **Social media**: animation, calender images
- *check* - **Gamification** digital test

Schools:

- *check* - **Daily reminder** in class rooms > training calendar
- *check* - Targetted and detailed information, **lesson package** downloadbaar op de website
- *check* - **Social media**: animation, calender images
- *check* - **Gamification** digital test



COMING SOON on
www.ergoforhairdressers.eu

ANIMATED MOVIE on
www.youtube.be/OoQxeBOusZA

Let's
cayman 

