Fenty Hair

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I. Introduction

Our secondary research aimed to provide a comprehensive understanding of Fenty Hair and its competitor, OUAI, by examining their brand positioning, sales trends, and marketing strategies. This research included an analysis of Fenty Hair's current campaign, highlighting its unique branding approach compared to OUAI. Additionally, secondary research explored key aspects of the brand, such as target demographics, product usage, and media presence, offering valuable insights into how Fenty Hair defines its market identity and engages its audience.

With this survey, we aimed to explore customers' perceptions of the Fenty Hair brand and evaluate whether its marketing strategies effectively influenced its target audience to consider purchasing products. To do this, three main objectives were set. The first objective was to identify specific social media content types that resonate with Fenty Hair's audience. The second objective was to assess consumer perceptions of Fenty Hair's brand values and determine how these perceptions affect purchase intent. Our last objective was to evaluate the effectiveness of Fenty Hair's product launch through consumer awareness, brand familiarity, and the likelihood of recommendation. To better understand these objectives and the factors influencing consumer perceptions, it is important to first examine Fenty Hair's background. By exploring the company's origins, brand positioning, and relationship to the broader Fenty brand, we can gain insight into the foundation upon which its marketing strategies and consumer connections are built.

II. Company/Brand Information

Fenty Hair is an extension of Rihanna's successful Fenty brand, building on the foundation set by Fenty Beauty. Launched in 2017, Fenty Beauty revolutionized the beauty industry with its inclusive range of over 40 foundation shades, setting a new standard for diversity (LVHM.com, 2024). The vision Rihanna had for Fenty Beauty was to make everyone feel represented and beautiful, regardless of skin tone. Its success paved the way for expanding her brand into other industries.

Launched in June 2024, Fenty Hair is a natural progression of these standards, focusing on inclusivity and innovation in hair care and styling. Drawing from the same values as Fenty Beauty, Fenty Hair aims to cater to a diverse audience with products designed for various hair types and textures (Fentybeauty.com, 2024). This evolution reflects Rihanna's commitment to creating products that empower people to embrace their individuality, reinforcing the Fenty brand's reputation for breaking barriers and redefining industry standards.

In June 2024, Fenty Hair became the newest addition to Rihanna's brand portfolio, including the widely successful Fenty Beauty and Fenty Skin lines. The launch featured nine products designed to cater to various hair types and textures, with a strong focus on inclusivity and repair. This expansion builds on the robust market presence of Fenty Beauty, which reported $500 million in revenue in 2022 (Sheridan, 2024), positioning Fenty Hair to benefit from the brand's established customer loyalty and widespread recognition. While specific sales data for Fenty Hair remain unavailable due to its recent debut, the brand's association with Fenty's reputation for innovation and inclusivity indicates a promising trajectory for growth in the hair care market.

Established in 2016 by celebrity hairstylist Jen Atkin, OUAI has become a well-known hair care market leader. The brand demonstrated strong growth, with projected earnings of $50 million in 2021 and an additional $30 million in 2022 (Bargh, 2021). Procter & Gamble's acquisition of OUAI in December 2021 highlights the company's confidence in OUAI's continued expansion and market potential. By 2022, OUAI had achieved a brand awareness rate of 30% among U.S. hair care users (Kunst, 2023), highlighting its well-established presence and influence in the competitive hair care industry.

Fenty Hair positions itself as an inclusive haircare brand. Aligning with Fenty Beauty's positioning of inclusivity, diversity, and authenticity, Fenty Hair aims to be a hair care brand that includes all kinds of hair textures and types. As stated on its website, "After securing her position as a hair visionary and expressing herself through endless new and exciting styles, Rihanna wanted to create a line that encouraged and empowered all hair types and textures to embrace creativity and self-expression through the power of reparative haircare" (Fentybeauty.com, 2024). Through embracing diversity and empowering individuals to be their authentic selves, Fenty Hair positions itself as a brand that values and celebrates everyone's differences.

Like Fenty Hair, OUAI caters to diverse hair care needs, focusing on luxury and effortless beauty (Brand, 2023). The brand enhances natural beauty with practical, high-performance products that fit seamlessly into busy lifestyles. By creating multitasking formulations, minimalist packaging, and a clean, modern aesthetic, OUAI combines functionality with elegance, offering a relatable yet aspirational hair care experience. Prioritizing simplicity and accessibility allows OUAI to redefine luxury hair care for everyday routines.

III. Current Campaign

Unbeknownst to the public, Fenty Hair was in development and had its surprise debut in the summer of 2024 as the fourth and newest extension of the Fenty Beauty empire. Fenty Beauty optimizes its marketing strategies by meeting its target audiences in the social media landscape. In June 2024, Fenty Hair began its campaign with a commercial rollout entitled, “Mane Street” on digital platforms via Instagram, TikTok, X, Facebook, and YouTube. By following marketing trends in the beauty industry, Fenty Beauty is successful in its approach to remain unique while still achieving its communication goals. Like other sectors of the Fenty Beauty empire, the Fenty Hair campaign was executed and effective through the strategic design of unique storytelling, celebrity influence, influencer marketing, user-generated content, and a luxury lifestyle brand positioning inclusive for all. The Fenty Hair campaign consisted of many messages including championing diversity, forward-thinking hair technology, eco-consciousness product development, affordability, and overall lifestyle branding.

Fenty Hair used social media and email marketing to announce to current Fenty Beauty subscribers/buyers. Standing out from other competitors, they also strategized by crafting the rollout to emphasize diversity, community, innovation, and sustainability through visual storytelling. These themes are significant in the messaging so that consumers understand Fenty Hair’s values and perceive it as a lifestyle brand. Moreover, the timing of the campaign launch was strategized as a teaser before the rest of the rollout. The goals and objectives are to raise brand awareness and build Fenty Hair's social currency to generate sales. Results are seen when dissecting the PESO model and identifying the tactics used to execute their strategy. Soon after

the commercial was released, other tactics used included paid advertisements, influencer marketing with brand trips and ambassador programming, launch party activations, UGC with product reviews, email marketing, and media placements in large publications.

IV. Consumer Analysis

The current consumer profile of Fenty Beauty consists of young individuals who identify with brands that value diversity and inclusivity, high quality, and brand authenticity. With the mission being “Beauty for all”, this overlaps with Fenty Hair’s own brand identity with a commitment to empowerment and inviting individuality while producing high-quality hair products.

The age range of Fenty Hair is primarily between the ages of 18-40, identifying as Gen Z and Millennial groups. Millennials are the core demographic as they are more tech-savvy and advocate for conscious beauty. Gen Z is prominent to the Fenty Hair consumer group because they play a role in growing the target market through social media, trends, and the new age of influencer marketing. Fenty Hair has a global appeal that continues to grow based on its broad international consumer base. Because it is still fairly new, it is growing to be accessible in more markets however it is prominent in North American and European regions.

As far as gender, although the products are unisex and the brand is gender-neutral, Fenty Hair is organically marketed toward women. Moreover, Fenty Hair consumers are of all ethnic backgrounds. In 2017, Fenty Beauty was launched and gained its notoriety from creating revolutionary products that ranged from 40 different foundation shades. Because of its commitment to representation, African American, Latinx, Asian, and white consumers identify with Fenty Beauty as a brand that champions diversity and has given Fenty Hair leverage in terms of brand loyalty.

In terms of buying behavior, Fenty Beauty/Hair offers both in-store experiences and online shopping. However, consumer purchasing is drastically influenced by beauty and influencer marketing trends. This is successful through the amplification of social media channels (mainly Instagram and TikTok). Fenty Hair positions itself as an affordable luxury brand aiming to be

appealing and accessible to different economic classes. It has been recognized that Fenty Hair buyers tend to be already loyal Fenty Beauty customers, especially since Rihanna is the face of the brand.

The competitor we have chosen, OUAI has a similar consumer profile. The age range is of Gen Z and Millennials groups aged 18-40 years old. Their consumer audience is also highly engaged with social media and prefers brands that align with their lifestyle. OUAI's marketing campaigns are prominently reached through paid social ads on Instagram and Facebook. They also heavily depend on the virality of influencer and celebrity marketing and use shared media with their hashtags like #OUAIGLOW and #OUAIHAIR.

Based on the findings of both consumer profiles, it can be concluded that although both brands share similar missions and social media-centric strategies, they still reach different (more specific/niche) target audiences. This is identified through the regional target markets. OUAI's geographic location is Europe, Australia, and Asia. In the U.S. their audiences are mainly reached in Los Angeles, New York, and Miami due to influencer culture and celebrity hairstyling.

V. Primary Research Analysis Method/Data Description/Findings

Primary Research

Survey/Research Method Used: The survey was an online questionnaire distributed via a convenience sampling method. Participants were invited to respond through digital platforms, ensuring easy access and a wide demographic reach. This method allowed for efficient data collection from diverse participants across age, gender, and race categories. The research used a mixed-method approach, combining quantitative and qualitative data collection. Quantitative data was gathered through structured questions, such as likert scales and multiple-choice questions, while qualitative data was captured via open-ended responses, providing insights into participants' thoughts and preferences.

Survey Questionnaire Overview

The survey was organized into following sections:

1. **Demographic Information**: Collected data on participants' age, gender identity, and race.
2. **Hair Concerns and Habits**: Focused on participants' personal hair concerns, natural hair type, and hair care routines.
3. **Brand Perception**: Assessed initial reactions to the Fenty Hair brand through rankings and ratings.
4. **Purchase Behavior**: Evaluated participants' likelihood of purchasing Fenty Hair products and other brands based on specific attributes.
5. **Recommendations**: Measured participants' likelihood of recommending Fenty Hair based on price, branding, and design.
6. **Qualitative Feedback**: Included open-ended questions to capture additional comments or suggestions.

(Refer to the appendix for the complete survey questionnaire.)

Population and Sampling Method: The target population included individuals W 18-40 with diverse hair care needs and preferences. A convenience sampling method was used, using social media platforms to maximize reach and participation.

Data Gathering Process: The survey was conducted over two weeks in which participants accessed the survey link via shared social media posts and text messages. Responses were recorded anonymously to encourage honest feedback.

Participants' Profile

- **Gender**: Predominantly female respondents (90.9%).
- **Age**: Participants ranged from 18 to 44 years old, with the majority falling within the 25-34 age bracket.
- **Race**: Respondents identified as diverse, including White or Caucasian, Black or African American, Asian, and mixed races.

Evaluation of the Survey: The survey was effective in capturing a broad spectrum of responses and provided actionable insights into participants' hair care concerns, habits, and brand perceptions. However, reliance on convenience sampling may have introduced selection bias, limiting the generalizability of findings. Ways the survey could be improved include ensuring even greater diversity in the sample and refining questions for clarity and specificity.

Trends and Themes

- **Customization and Inclusivity**: Participants emphasized the importance of products catering to diverse hair types and concerns.
- **Brand Loyalty**: Many respondents were drawn to Fenty Hair due to their positive experiences with other Fenty products.
- **Affordability and Accessibility**: Pricing and availability were frequently mentioned as critical factors in purchase decisions.

Survey Findings

The following pages contain:

1. The question that was posed to the participant.
2. A summary of responses to the questions.
3. An analysis of responses.

1. **What are your personal hair concerns when in the decision-making process of purchasing new hair products? Select all that apply: Dryness, Frizziness, Hair Loss, Oily Hair, Hair Breakage, Other.**
    - **Summary**: Participants cited concerns like oily hair, frizziness, dryness, and hair breakage. Common themes suggest a demand for products addressing multiple issues simultaneously.
    - **Analysis**: These findings highlight the importance of multifunctional hair care products in consumer preferences.
2. **How would you describe your natural hair type? Curly, Straight, Wavy, Coily/Kinky**

- **Summary**: Responses included straight, curly, wavy, and coily hair types, with straight and curly being the most common.
- **Analysis**: This diversity indicates the need for products catering to all hair textures.

3. **How often do you wash your hair with hair products in a week? Once a week, Twice a week, Every other day, Every other week, Three times a week, Everyday**
   - **Summary**: Washing frequency ranged from daily to twice a week, with "every other day" being the most common.
   - **Analysis**: These patterns suggest varying needs for product formulations based on washing habits.
4. **Which hair product brands do you typically use or purchase from?**
   - **Summary**: Popular brands mentioned included Shea Moisture, Head & Shoulders, Aveda, Oui, and Pureology.
   - **Analysis**: This indicates strong competition in the market and the importance of brand differentiation.
5. **What is your initial reaction to the overall Fenty Hair brand? Please rank the following choices - Chic, Reliable, All-around, Trustworthy, Empowering**
   - **Summary**: Participants ranked their choices, with Chic and Trustworthy being the most common.
   - **Analysis**: Positive reactions suggest strong brand recognition and appeal, but there is still room for increasing market impact.
6. **What is the likelihood that you would buy a Fenty Hair product after seeing this ad? - Unlikely: Likely**
   - **Summary**: Many respondents indicated a high likelihood of purchase, with a minority expressing hesitation.
   - **Analysis**: This reflects strong purchase intent among the brand's target audience.
7. **What factors do you consider when choosing what hair products to purchase? Please rank the below - Price, Ingredients, Effectives, Brand Reputation, Product Aesthetic**
   - **Summary**: Many respondents highly ranked ingredients and price as factors they consider.

- **Analysis**: These findings underscore the need for transparency in product formulation and competitive pricing.

8. **Please indicate the extent to which you agree or disagree with each of the following statements - I felt excited after seeing this ad, I felt welcomed after seeing this ad, I felt happy after seeing this ad, I felt comforted after watching this ad, I felt empowered after watching this ad.**
    - **Summary**: Responses were distributed across the spectrum, with a majority indicating neutrality, while smaller groups either agreed or disagreed.
    - **Analysis**: The neutrality suggests that participants may not have sufficient experience or exposure to Fenty Hair products to form strong opinions. Increasing product trials and emphasizing confidence-building aspects, such as ingredient transparency, could help shift perceptions positively.
9. **Which of the following do you consider to be most important when looking at ads? - Visual appeal, Message Clarity, Relevance, Storytelling, Emotional Appeal**
    - **Summary**: Responses were diverse, with the most important being visual appeal.
    - **Analysis**: Visual appeal is a crucial factor in ads for many respondents, but its importance varies. For Fenty Hair, ensuring high-quality, visually engaging advertisements could attract a larger audience.
10. **How likely are you to engage with Fenty Hair content on social media if it includes the following types of posts? - Tutorials, Influencer Collaborations, Customer Testimonials, Product Reviews, Giveaways**
    - **Summary**: Responses varied, with giveaways being the most frequent response. A smaller portion indicated tutorials, while a notable segment expressed influencer collaborations.
    - **Analysis**: These findings suggest an opportunity for Fenty Hair to improve engagement strategies on social media. Tailored content, such as tutorials, influencer collaborations, and giveaways, could resonate better with audiences.
11. **How likely would you purchase a hair product based on its bottle? Extremely likely, Somewhat likely, Neither likely nor unlikely, Somewhat likely, Extremely likely**
    - **Summary**: "Somewhat likely" was the most common response.

- **Analysis**: Packaging plays a significant role in consumer decisions, though it is not the sole determining factor. Fenty Hair can leverage creative and aesthetically pleasing packaging to enhance its appeal.

12. **Please indicate the extent to which you agree or disagree with each of the following statements - The product is appealing, The product is satisfying, The product looks like it holds a lot of liquid, The product looks like it can accomplish my hair goals**
    - **Summary**: Most participants stated the product looks like it holds a lot of liquid.
    - **Analysis**: The neutrality of the highly chosen statement, suggests that while the product design may be adequate, it does not stand out significantly to most participants. To improve perceptions, Fenty Hair could explore innovative designs or unique visual elements to enhance appeal.
13. **After viewing the labeled image, please indicate the extent to which you agree or disagree with each of the following statements - The product is appealing, The product is satisfying, The product looks like it holds a lot of liquid, The product looks like it can accomplish my hair goals**
    - **Summary**: Responses were mixed, with some the product is appealing**,** and the product looks like it holds a lot of liquid being the most common selections.
    - **Analysis**: While some participants strongly resonate with the product's labeled image, others do not find it as appealing. This suggests the need for a more universally appealing design or targeted marketing to highlight the product's visual benefits.
14. **What is the likelihood that you buy a Fenty Hair product after seeing this image? - Unlikely: Likely**
    - **Summary**: Most participants chose unlikely or neutral on the likelihood scale, indicating moderate interest.
    - **Analysis**: Moderate likelihood indicates potential for improvement. Fenty Hair could strengthen its visual and brand messaging to better connect the image with perceived product value.
15. **What might prevent you from purchasing Fenty Hair products? Price, Brand loyalty to other products, Lack of information, Product Aesthetic**

- **Summary**: Key barriers included "Price" and "Lack of information."Brand loyalty and unfamiliarity with the product also emerged as concerns.
- **Analysis**: Addressing these barriers through competitive pricing strategies and informational campaigns could encourage more purchases. Promoting transparency about product benefits and ingredients can also reduce hesitation.

16. **Have you previously purchased a Fenty Beauty product? If yes, how satisfied were you with your experience? - On a scale of 1-5, 5 being very satisfied.**
    - **Summary**: Satisfaction ratings varied, with some respondents giving high scores while others gave neutral or lower scores.
    - **Analysis**: Past satisfaction levels with Fenty Beauty products may influence perceptions of Fenty Hair. Maintaining high satisfaction and addressing any dissatisfaction can build stronger loyalty and brand advocacy.
17. **When you think about Fenty, what comes to mind? Click all that apply. Inclusivity, Quality, Affordable, Other**
    - **Summary**: Common themes included inclusivity, affordability, and quality. Many respondents associated the brand with its commitment to diversity and representation.
    - **Analysis**: These associations align with Fenty's core branding strategy. Building on this strong brand identity while introducing narratives around hair care could solidify Fenty Hair's market position.
18. **How likely are you to recommend Fenty Hair to a friend? - Very Unlikely:Very Likely**
    - **Summary**: A majority of participants were either neutral or somewhat likely to recommend the brand, with a smaller portion expressing strong likelihood.
    - **Analysis**: While there is moderate goodwill toward the brand, efforts to enhance customer satisfaction and encourage positive word-of-mouth through loyalty programs or referral incentives could increase recommendations.
19. **How likely are you to recommend Fenty Hair to a friend? - Very Unlikely:Very Likely How likely are you to recommend Fenty Hair based on the following attributes? - Quality, Price, Branding, Design**

- **Summary**: "Neither likely nor unlikely" was the most frequent response, indicating neutrality.
- **Analysis**: Neutrality suggests that participants have yet to form strong opinions about product quality. Building trust through testimonials, reviews, and quality assurances could improve the likelihood to recommend.

20. **How likely are you to purchase skincare and makeup products from the Fenty brand? - Skincare: Very Unlikely:Very Likely, Makeup: Very Unlikely:Very Likely**
    - **Summary**: Respondents indicated varying levels of likelihood, with a moderate inclination toward purchasing complementary products.
    - **Analysis**: Cross-promotion with Fenty's existing product lines could enhance overall brand loyalty.
21. **Relating to Fenty Hair, how likely are you to purchase different hair brands if the brand: - Was more affordable: Very Unlikely:Very Likely, Met your needs better: Very Unlikely:Very Likely**
    - **Summary**: "Very Likely" was the most common response.
    - **Analysis**: Affordability is a key motivator for consumers. Fenty Hair could consider offering tiered pricing or promotions to cater to price-sensitive customers.

VI. Conclusions, Insights, Suggestions, and Study Limitations

Study Limitations

Given the limited number of survey responses and the convenience sampling method used, our conclusions and insights should be interpreted with caution. However, despite these constraints, we were able to derive valuable insights that align with our key objectives. One key takeaway is that participants, who fit Fenty Hair's target audience, generally find Fenty Hair products appealing.

Female Respondents (Target Audience)

Women aged 25-34, representing a core demographic of both Gen Z and young Millennials, were more likely to engage with Fenty Hair's social media marketing and events in the future. This

group expressed strong interest in social media content that features product reviews, customer testimonials, and hair tutorials. This aligns with one of our main objectives: identifying content types that resonate with Fenty Hair's target audience. We anticipate that this age group will not only engage more with Fenty Hair's social media content but may also be more likely to purchase the products as a result.

Our survey suggests that female participants view the Fenty Hair brand positively and are inclined to purchase the products. In contrast, male respondents provided more mixed feedback and indicated they were less likely to purchase Fenty Hair products.

Male Respondents

Though the number of male respondents was limited (only five), the data indicates relatively low engagement and interest in Fenty Hair's social media posts and video advertisements. However, similar to female respondents, male participants showed the most interest in product reviews. Based on this, Fenty Hair could consider increasing the frequency of product review-related content on its social media platforms.

When asked about their likelihood of purchasing Fenty Hair products, four out of five male respondents indicated they were unlikely to buy, citing factors such as product price, effectiveness for their hair concerns, and a lack of information about the brand. Additionally, when asked whether they would recommend Fenty Hair to a friend, three out of five male respondents reported being neutral.

Race and Brand Sentiment

While the sample size was small, we observed a trend in which respondents identifying as Black or African American had the highest positive sentiment towards the Fenty Hair brand. Asian respondents followed closely with the second-highest level of positive sentiment. These trends could provide valuable insights for Fenty Hair's future marketing strategy, suggesting that targeted campaigns for these specific groups may yield strong results.

Suggestions for Improving Brand Perception

1. **Tailored Messaging**

   Fenty Hair could benefit from creating campaigns that emphasize cultural relevance and showcase diversity in models, particularly those from minority groups. For example, data from the survey indicated that respondents who identify as Black or African American are particularly concerned with issues like dryness, frizziness, and hair breakage. By addressing these concerns in marketing materials—featuring models from similar cultural backgrounds—Fenty Hair can create more meaningful connections with its audience.

2. **Concern-Specific Campaigns**

   Developing campaigns that directly address common hair concerns, supported by data and statistics about how Fenty Hair products can resolve these issues, would likely enhance brand credibility. For example, sharing customer testimonials, product ratings, and success stories could be an effective way to showcase the products' efficacy and strengthen consumer trust.

3. **Leverage Gender Insights**

   Although male respondents represented a smaller portion of the survey sample, their lower engagement and interest suggest that Fenty Hair may need to tailor its messaging for this group. Incorporating more male models into advertisements, particularly for products relevant to men’s hair care needs, could help increase engagement among male consumers. There was a noticeable absence of male representation in the video ad shown to respondents, which may have contributed to the lack of interest from this demographic.

Conclusion

While our study is limited in scope, the insights gathered provide valuable direction for Fenty Hair’s marketing strategy moving forward. By refining its approach based on these findings—particularly in terms of tailoring messaging to specific demographics and addressing consumer concerns—Fenty Hair can enhance brand perception, foster greater engagement, and ultimately drive sales.

Appendix

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Survey Questionnaire

1. **What are your personal hair concerns when in the decision-making process of purchasing new hair products? Select all that apply: Dryness, Frizziness, Hair Loss, Oily Hair, Hair Breakage, Other.**
2. **How would you describe your natural hair type? Curly, Straight, Wavy, Coily/Kinky**
3. **How often do you wash your hair with hair products in a week? Once a week, Twice a week, Every other day, Every other week, Three times a week, Everyday**
4. **Which hair product brands do you typically use or purchase from?**
5. **What is your initial reaction to the overall Fenty Hair brand? Please rank the following choices - Chic, Reliable, All-around, Trustworthy, Empowering**
6. **What is the likelihood that you would buy a Fenty Hair product after seeing this ad? - Unlikely: Likely**
7. **What factors do you consider when choosing what hair products to purchase? Please rank the below - Price, Ingredients, Effectives, Brand Reputation, Product Aesthetic**
8. **Please indicate the extent to which you agree or disagree with each of the following statements - I felt excited after seeing this ad, I felt welcomed after seeing this ad, I felt happy after seeing this ad, I felt comforted after watching this ad, I felt empowered after watching this ad.**
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19. **How likely are you to recommend Fenty Hair to a friend? - Very Unlikely:Very Likely How likely are you to recommend Fenty Hair based on the following attributes? - Quality, Price, Branding, Design**
20. **How likely are you to purchase skincare and makeup products from the Fenty brand? - Skincare: Very Unlikely:Very Likely, Makeup: Very Unlikely:Very Likely**
21. **Relating to Fenty Hair, how likely are you to purchase different hair brands if the brand: - Was more affordable: Very Unlikely:Very Likely, Met your needs better: Very Unlikely:Very Likely**
22. **Choose one or more races that you consider yourself to be: White or Caucasian, Black or African American, American Indian/Native American or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, Other, Prefer not to say**
23. **How old are you? Under 18, 18-24, 25-34, 35-44, 45-54,55-64, 65+**
24. **What is your gender identity? Female, Male, Non-binary, Other, Prefer not to say**