# FENTY HAIR

Presented by

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# About FENTY HAIR

Robyn “Rihanna” Fenty founded and launched Fenty Hair as the newest extension of the Fenty Beauty empire in June of 2024. With the mission, “Beauty for all”, Fenty Hair focuses on luxurious, innovative, and inclusive hair care systems designed for people of all backgrounds and hair types (Fenty Beauty).





# Key Factors of Fenty Hair:

- **Brand Purpose**
  - focused on luxurious hair care items
  - revolutionize restorative hair care systems
- **Product Range**
  - shampoos, conditioners, oils, serums, treatments, and hair tools
- **Inclusivity**
  - committed to catering to *all* textures and hair types
- **Sustainability**
  - focus on eco-friendly packaging



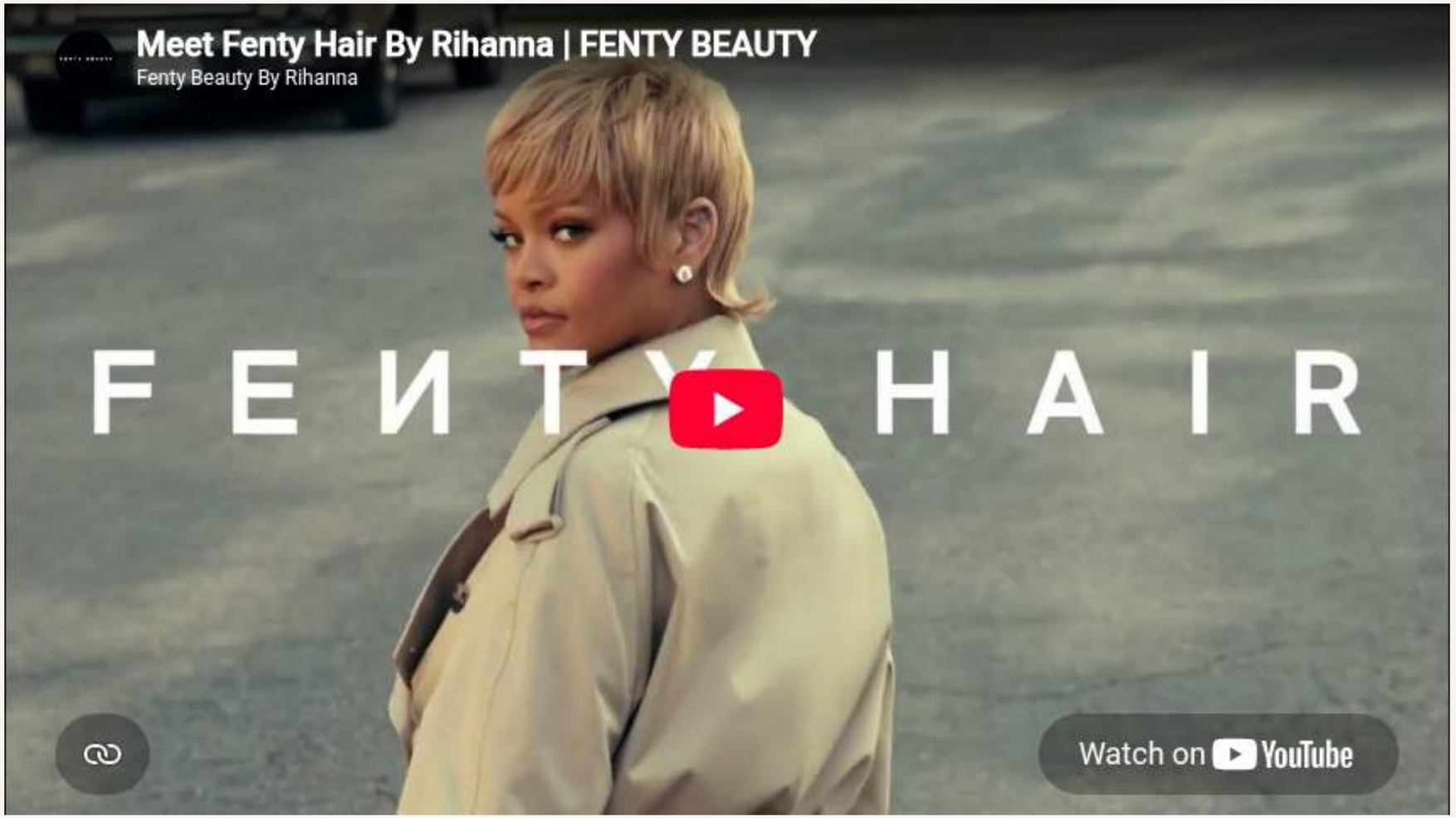
# Key Factors of Fenty Hair:

- **Influence & Credibility**
  - Rihanna as the face
  - Celebrity stylists
- **Aesthetic**
  - packaging and brand identity
- **Competitors**
  - Competitive landscape with brands like OUAI and Mielle Organics
- **Market Expansion**
  - Has global influence
  - Popular in North American and European regions



# FENTY HAIR Commercial Launch

“Mane Street”



# Client Situation Review

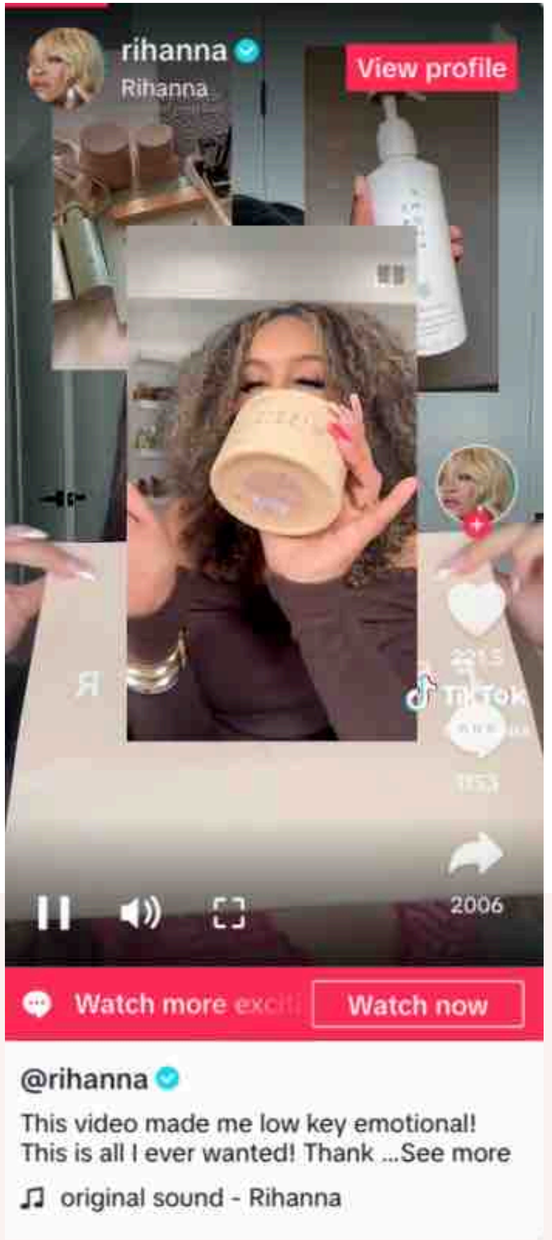
- Brand Perception
  - luxury and accessibility thats aesthetically pleasing and affordable
  - adding to the Fenty Beauty ecosystem
- Target Audience
  - Gen Z and Millinneals (ages 18-40)
  - Inclusivity Focused catering to diverse haircare needs



# Client Situation Review

- Market Trends
  - growing demand for inclusivity, eco-consciousness, and clean beauty
- Competitive Landscape
  - established hair care lines, indie brands





# Research Goals/Objectives

- Objective 1: Identify specific social media content types

- Objective 2: Assess consumer perceptions of Fenty Hair's brand values

- Objective 3: Evaluate the effectiveness of Fenty Hair's product launch through consumer awareness, brand familiarity, and likelihood to recommend.



# Research Questions

- How effective is Fenty Hair’s social strategy in engaging its target audience?
- How effective was Fenty Hair’s initial product launch/campaign when measuring purchase intention from consumers?
- What is Fenty Hair’s brand perception in comparison to its competitors?

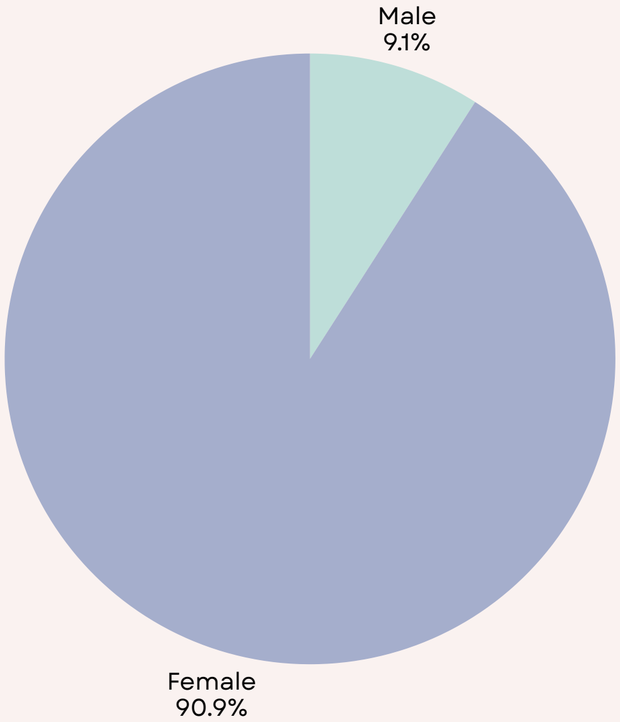


# Survey Method

- Convenience survey sampling
  - Instagram, USC Peers
- Target audience is women ages 18-40
- Qualtrics
- Imbalanced gender participation



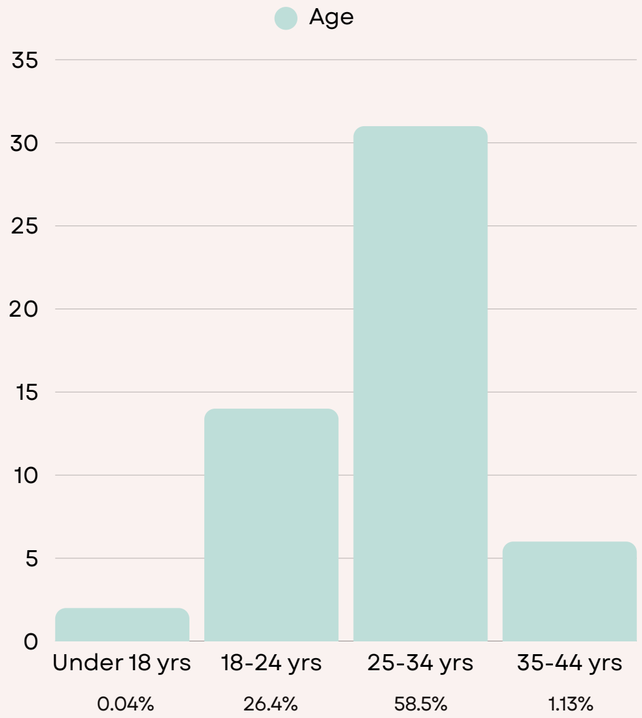
53 Participants

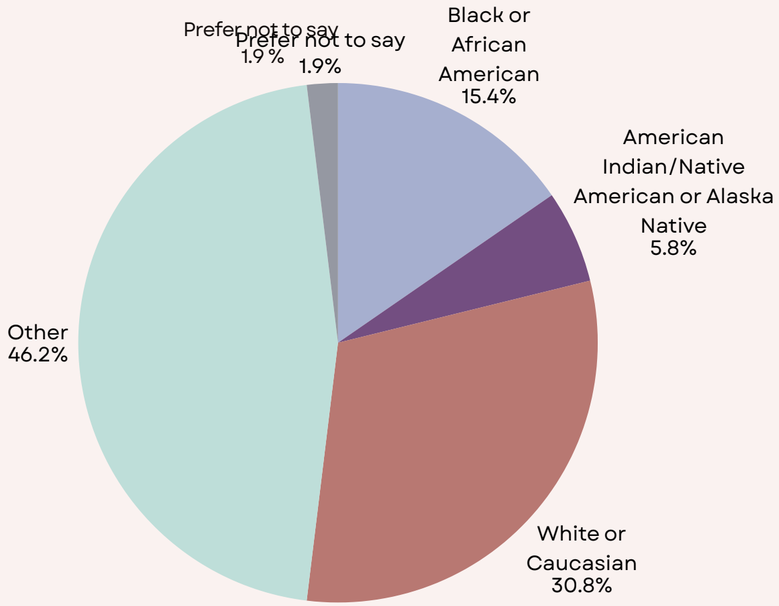


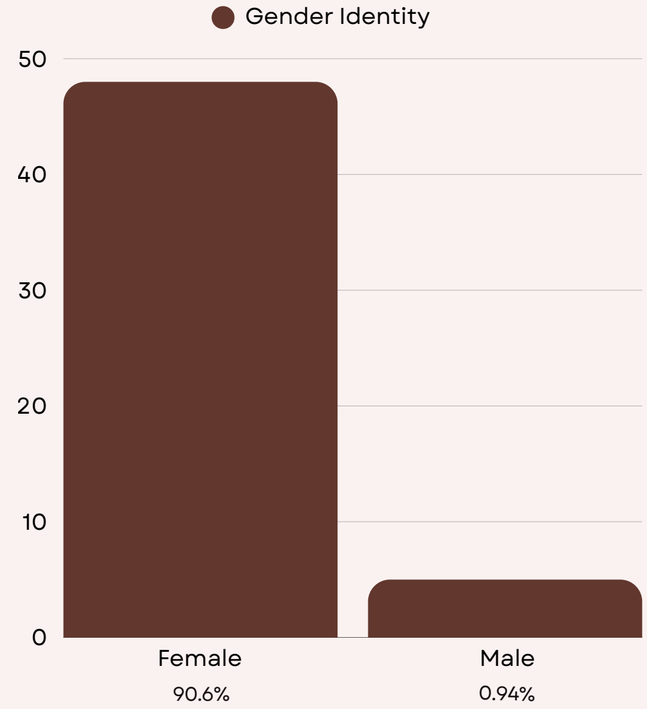





# Demographics

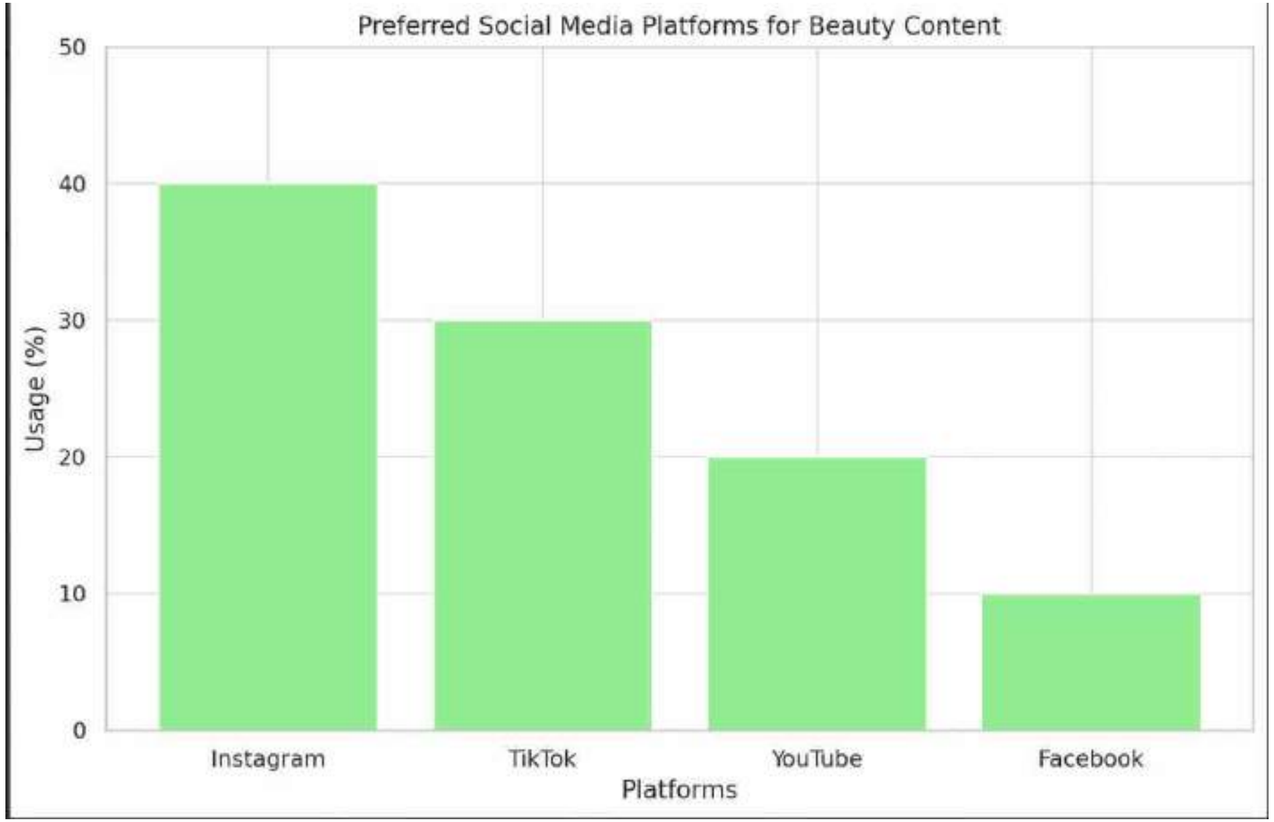


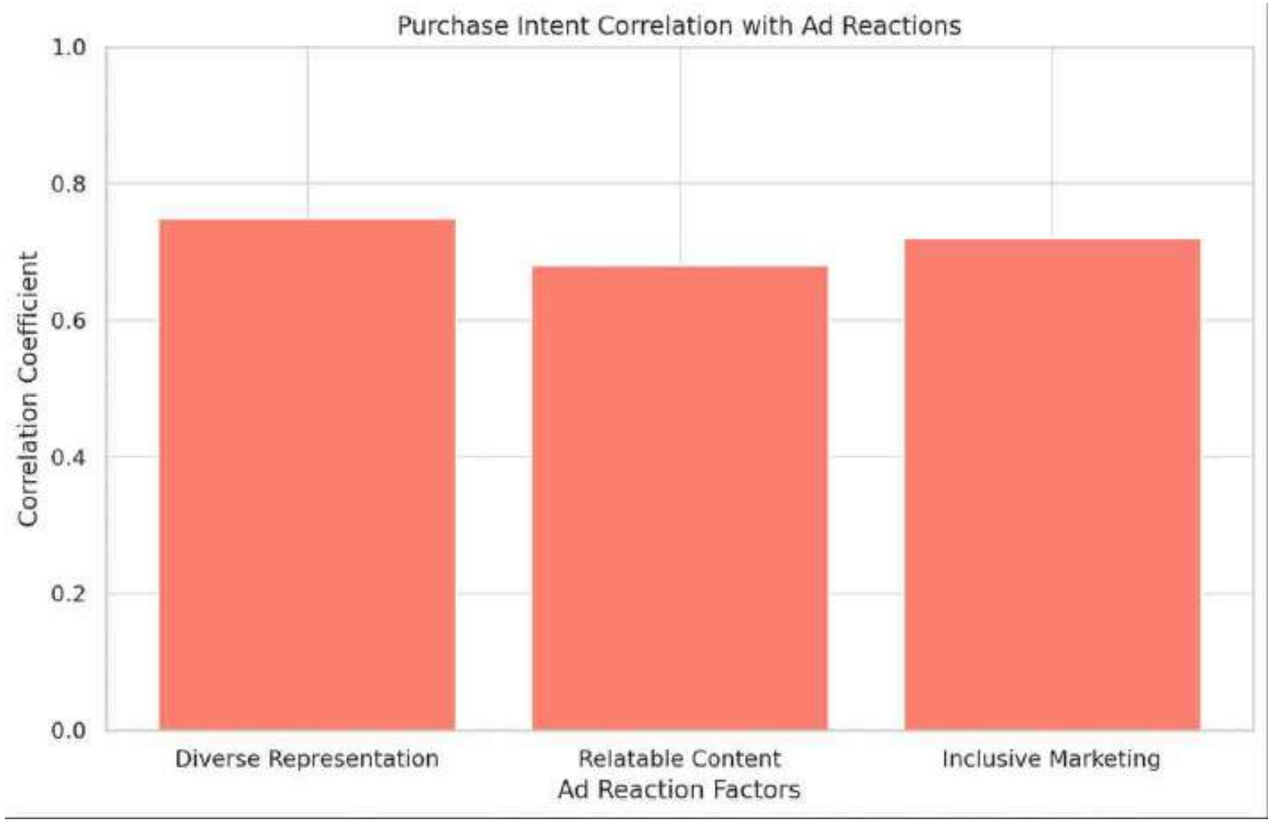
# Survey Findings

## Objective 1: Social media content that resonates with Fenty Hair's target audience



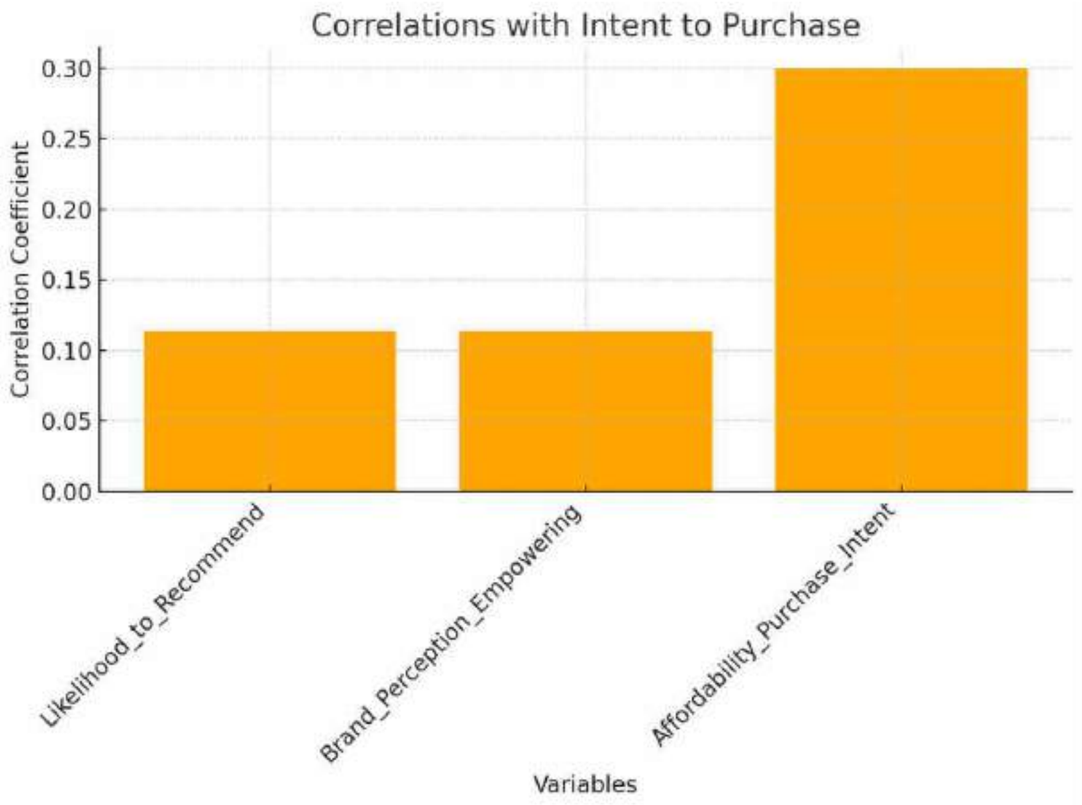
# Survey Findings

Objective 2: Asses customer perceptions  of Fenty Hair and determine how they affect purchase intent



# Survey Findings

Objective 3: Evaluate the effectiveness of Fenty Hair's product launch through consumer awareness, brand familiarity, and likelihood to recommend.





# Survey Evaluation

The survey adequately addressed our research objectives and revealed several key insights:

Advertisement Reactions:

- Overall Sentiment: The Fenty Hair ad received positive feedback across diverse demographic groups, with particular resonance among younger audiences.
- Demographic Variations:
  - Age: Millennials and Gen Z exhibited higher engagement levels, aligning with Fenty Hair's target demographic.
  - Gender: Both men and women responded favorably, reflecting the brand's inclusive marketing approach.
  - Race: The ad's diverse representation resonated strongly with Black or African American audiences, reinforcing the brand's commitment to inclusivity.

# Survey Evaluation

Cross-Examination with Purchase Intent:

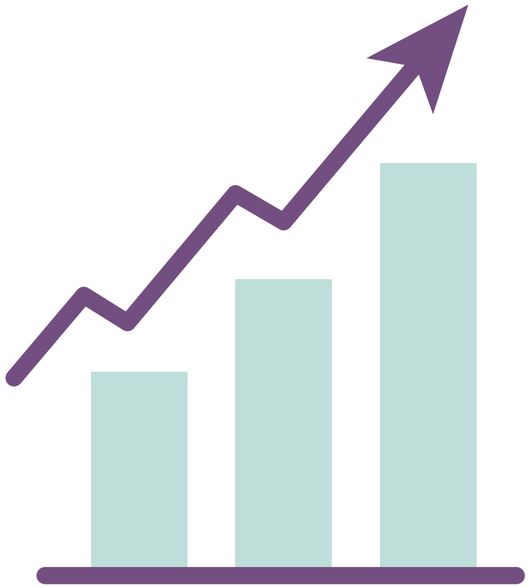
- Influence of Ad Reactions
  - Positive reactions to the Fenty Hair ad correlated with increased purchase intent, particularly among demographics that felt represented in the advertisement.
- Social Media Engagement
  - Active engagement with preferred content types on platforms like Instagram and TikTok was linked to higher purchase likelihood, highlighting the importance of targeted social media strategies.
- Demographic Insights
  - Younger consumers, especially those engaging with user-generated content and influencers, demonstrated a higher inclination to purchase Fenty products.








# Survey Evaluation



Preferred Social Media Content:

- Content Types
  - Users showed a preference for authentic, user-generated content, product reviews, giveaways and influencer collaborations.
- Platform Preferences
  - Instagram and TikTok are the leading platforms for beauty-related content consumption, especially among younger demographics.
- Influencer Impact
  - Nano and micro-influencers drove higher engagement rates, as their content and product reviews are perceived as more relatable and trustworthy.

# Insights

Target Audiences

- Ad Appeal:
  - Older age groups, particularly those in their late 20s and early 30s, demonstrated higher overall engagement and more favorable responses to the advertisements

- Female respondents had positive sentiment  towards the brand, but were unsure if Fenty Hair products could help with their hair concerns

- Male respondents showed low interest in overall average response scores to the ad compared to women







# Insights

- Race and Brand Sentiment
  - Black or African American respondents displayed the highest average positive attitude with ads, suggesting alignment with Fenty's messaging and possibly a sense of cultural relevance.
  - Asian respondents also scored favorably across many metrics; slightly below the highest-performing group.

- Product Alignment:
  - Concerns such as dryness and frizziness were prominent in Black or African American respondents. Oily hair was a main concern for Asian respondents.



# Suggestions and Recommendations

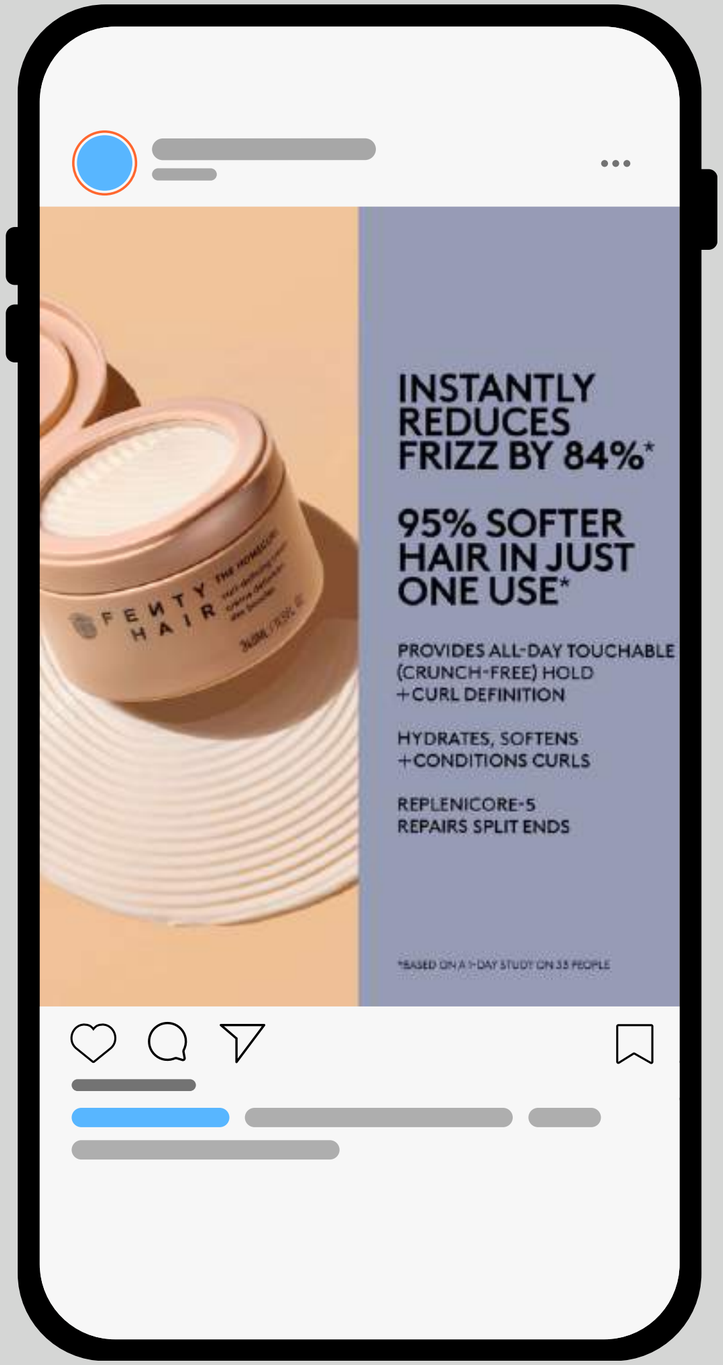
Recommendations

- Tailored Messaging:
  - Develop specific campaigns emphasizing cultural relevance and addressing prevalent hair concerns.

- Focus on Concern-Specific Ads:
  - Use specific targeted advertising
  - Use data and statistics

- Leverage Gender Insights:
  - Consider gender-specific product offerings and ad campaigns






# Example: Concern Specific Campaigns

- Focus on advertising that showcases findings and statistics about the effectiveness of their products

- Builds trust, credibility , and awareness








# Improvements

- Have a larger sample size.
- Double check our ethnicities to verify that our data was accurate.
- Conduct a focus group.
- Shorten the survey.
- Make questions more concise and specific questions.
- Conduct simple random sampling for unbiased data.

# Q&A












# CONTACTS

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