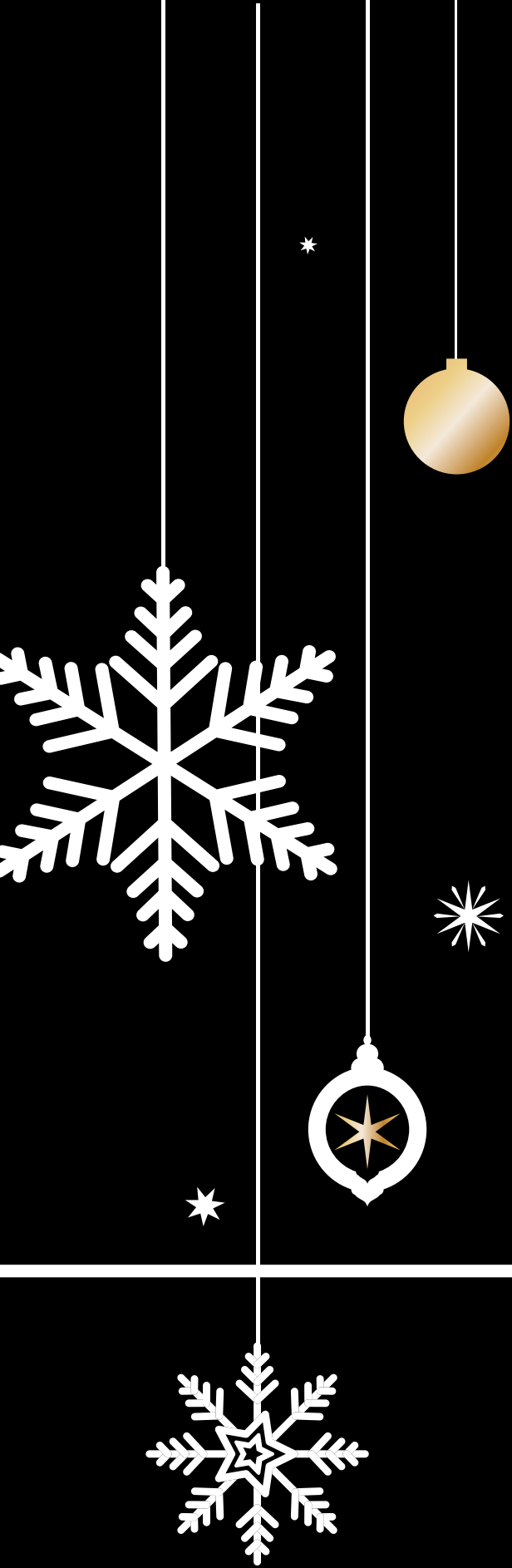




L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

BRAND ACTIVATION Toolkit

HOLIDAY 2024



TABLE OF CONTENTS

Succeed This Holiday Season

Why is Holiday Vital to Salon Success?
Timeline

1

Holiday Kits & Merchandising In-Salon

Price Tiering
Classic Holiday Displays
Luxe Holiday Displays
Profit Calculator

2

Get In The Holiday Spirit

Incentivize Your Staff
Incentivize Your Clients
Brand Holiday Guides
Ready-To-Use Toolkit

3



1

HOW TO SUCCEED This Holiday Season



WHY IS HOLIDAY VITAL TO SALON SUCCESS?

Holiday brings in over 25% of annual revenue for salons. Increased social activities drive demand for services and products. Everyone wants to look and feel their best!*

Revenue Opportunities

- ★ **Encourage existing clients** to try a new service and purchase holiday kits with special offers.
- ★ **Attract new clients** through special promotions, packages and gift cards. Plan a post-holiday follow up to retain these new clients.
- ★ **Build a strong retail culture** by offering multiple price points and executing fun promotions.



TIMELINE & CHECKLIST



September – PLAN AHEAD

- Invest in products needed for services and retail
- Set a budget for merchandising/display items (pg.10)
- Plan out client incentives and staff sales incentives (pg.12-13)

October – PREPARE

- Holiday kits go on sale at SalonCentric!
- Use the toolkit to customize signage and social content for your incentives (pg.15-16)
- Schedule a team huddle to review holiday products, announce incentives and share retail best practices

November – LAUNCH

- Put out signage, set up merchandising displays and post on social media
- Track staff sales incentive with a leaderboard (pg.12)
- Save on SalonCentric Winter Blow Out deals!

December – CELEBRATE

- Announce winners of client and staff incentives

January – RECAP

- Review sales to determine what worked and what didn't
- Refine new retail offerings based on sales
- Share findings during a team huddle
- Continue to engage new clients from the holiday season
- Re-stock on products post-holiday



HOLIDAY KITS & Merchandising In-Salon



A GIFT FOR EVERYONE

REDKEN
5TH AVENUE NYC



- ALL SOFT HOLIDAY KIT \$62
- EXTREME HOLIDAY KIT \$62
- VOLUME INJECTION HOLIDAY KIT \$62
- FRIZZ DISMISS HOLIDAY KIT \$62
- COLOR EXTEND MAGNETICS HOLIDAY KIT \$62
- ACIDIC BONDING CONCENTRATE HOLIDAY KIT \$85
- ACIDIC COLOR GLOSS HOLIDAY KIT \$85
- ONE UNITED HOLIDAY KIT \$38

L'ORÉAL
PROFESSIONNEL
PARIS



- PRO LONGER HOLIDAY KIT \$66
- ABSOLUTE REPAIR HOLIDAY KIT \$66
- VITAMINO HOLIDAY KIT \$66
- ABSOLUT REPAIR MOLECULAR HOLIDAY KIT \$72
- METAL DETOX HOLIDAY KIT \$72
- MINI ABSOLUT REPAIR MOLECULAR HOLIDAY KIT \$22
- MINI METAL DETOX HOLIDAY KIT \$22

PUREOLOGY
PROFESSIONAL COLOR CARE



- HYDRATE HOLIDAY KIT \$74
- HYDRATE SHEER HOLIDAY KIT \$74
- STRENGTH CURE HOLIDAY KIT \$74
- STRENGTH CURE BLONDE HOLIDAY KIT \$74
- PURE VOLUME HOLIDAY KIT \$74
- MINI HYDRATE HOLIDAY KIT \$30
- MINI HYDRATE SHEER HOLIDAY KIT \$30
- MINI STRENGTH CURE HOLIDAY KIT \$30

BIOLAGE
PROFESSIONAL



- COLOR LAST HOLIDAY KIT \$40
- HYDRA SOURCE HOLIDAY KIT \$40
- VOLUME BLOOM HOLIDAY KIT \$40
- SMOOTH PROOF HOLIDAY KIT \$40
- STRENGTH RECOVERY HOLIDAY KIT \$44
- BOND THERAPY HOLIDAY KIT \$60

matrix

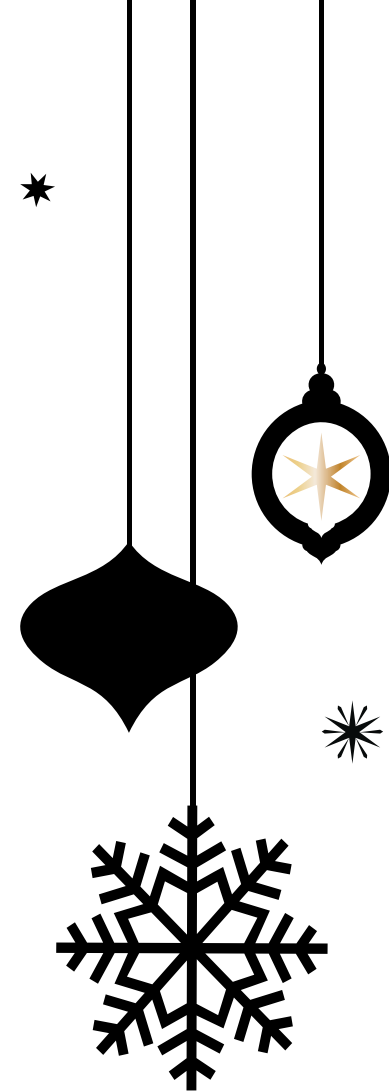
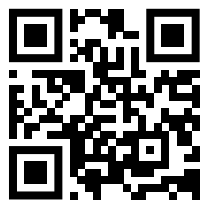


- BRASS OFF HOLIDAY KIT \$48
- SO SILVER HOLIDAY KIT \$48
- KEEP ME VIVID HOLIDAY KIT \$48
- MEGA SLEEK HOLIDAY KIT \$48
- A CURL CAN DREAM HOLIDAY KIT \$48
- FOOD FOR SOFT HOLIDAY KIT \$48
- HIGH AMPLIFY HOLIDAY KIT \$48
- A CURL CAN DREAM WAVE HOLIDAY KIT \$48
- INSTACURE BUILD-A-BOND HOLIDAY KIT \$52

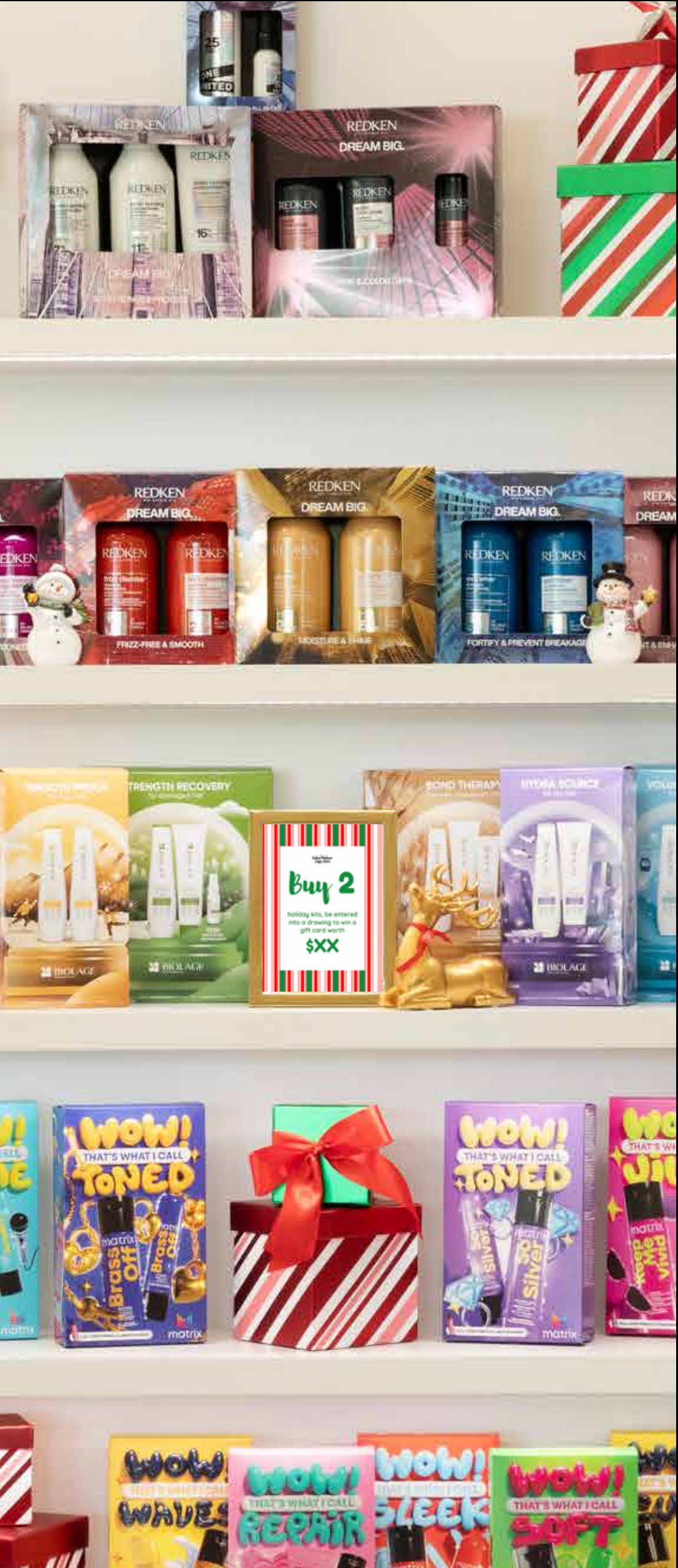
CLASSIC HOLIDAY SHELF DISPLAYS

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



Classic Holiday Sale



CLASSIC HOLIDAY RECEPTION DISPLAY

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



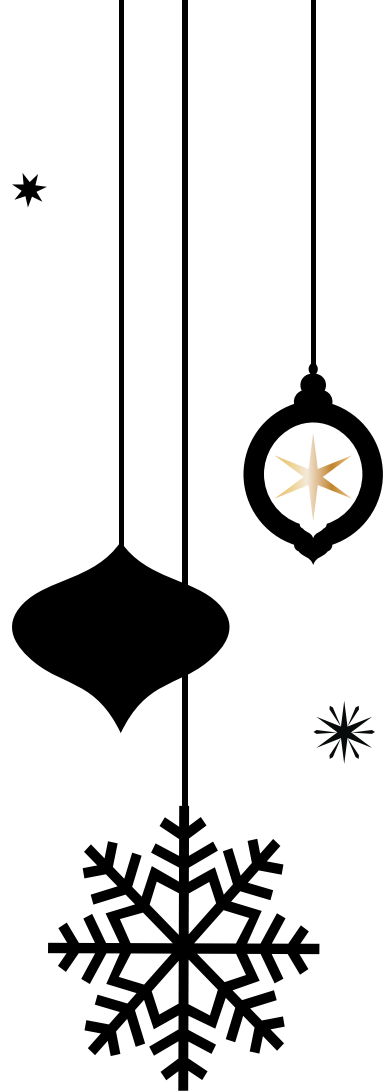
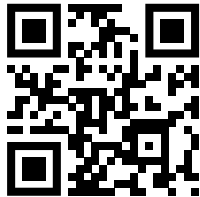
Classic Holiday Sale



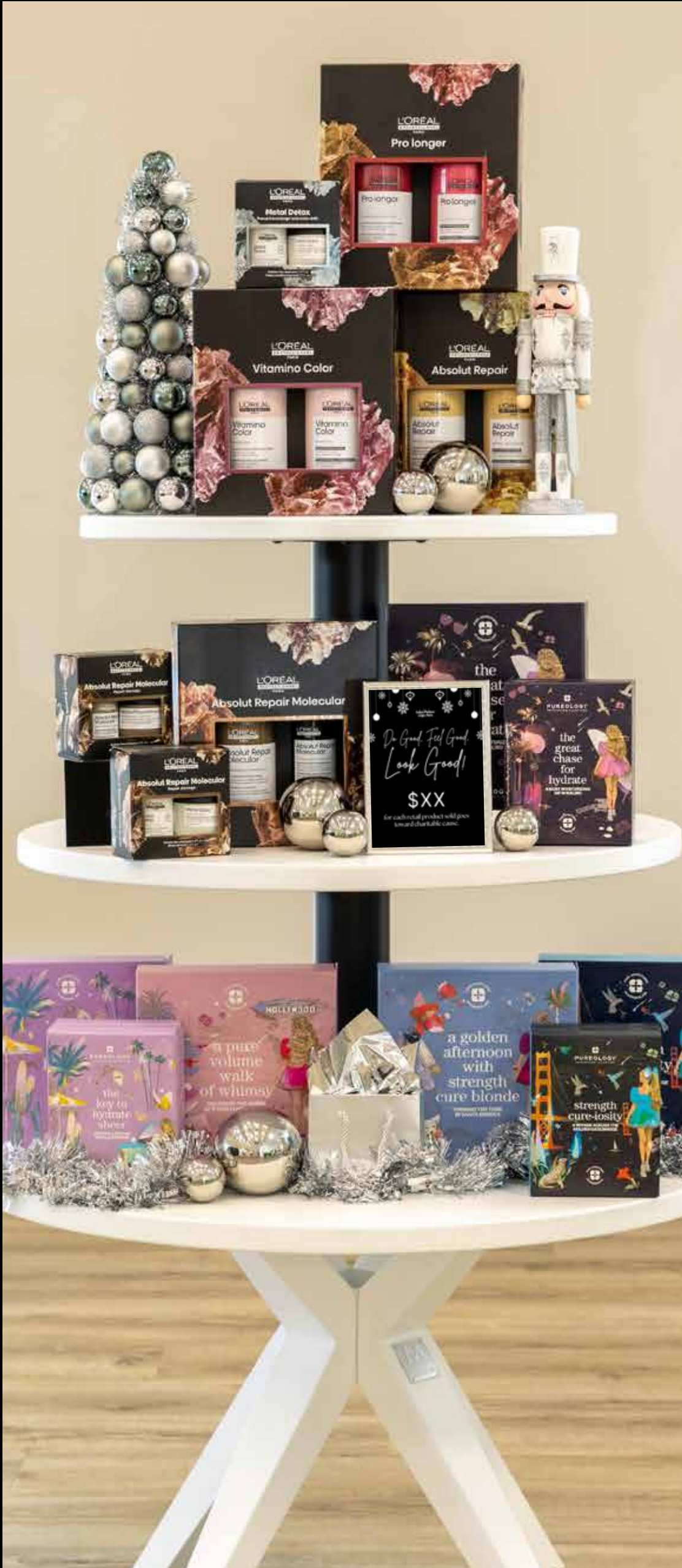
LUXE GLAM SHELF DISPLAYS

Shop the Look!

CLICK HERE
TO SHOP ON AMAZON



Charitable Luxe Glam



LUXE GLAM RECEPTION DISPLAY

Shop the Look!

[CLICK HERE
TO SHOP ON AMAZON](#)



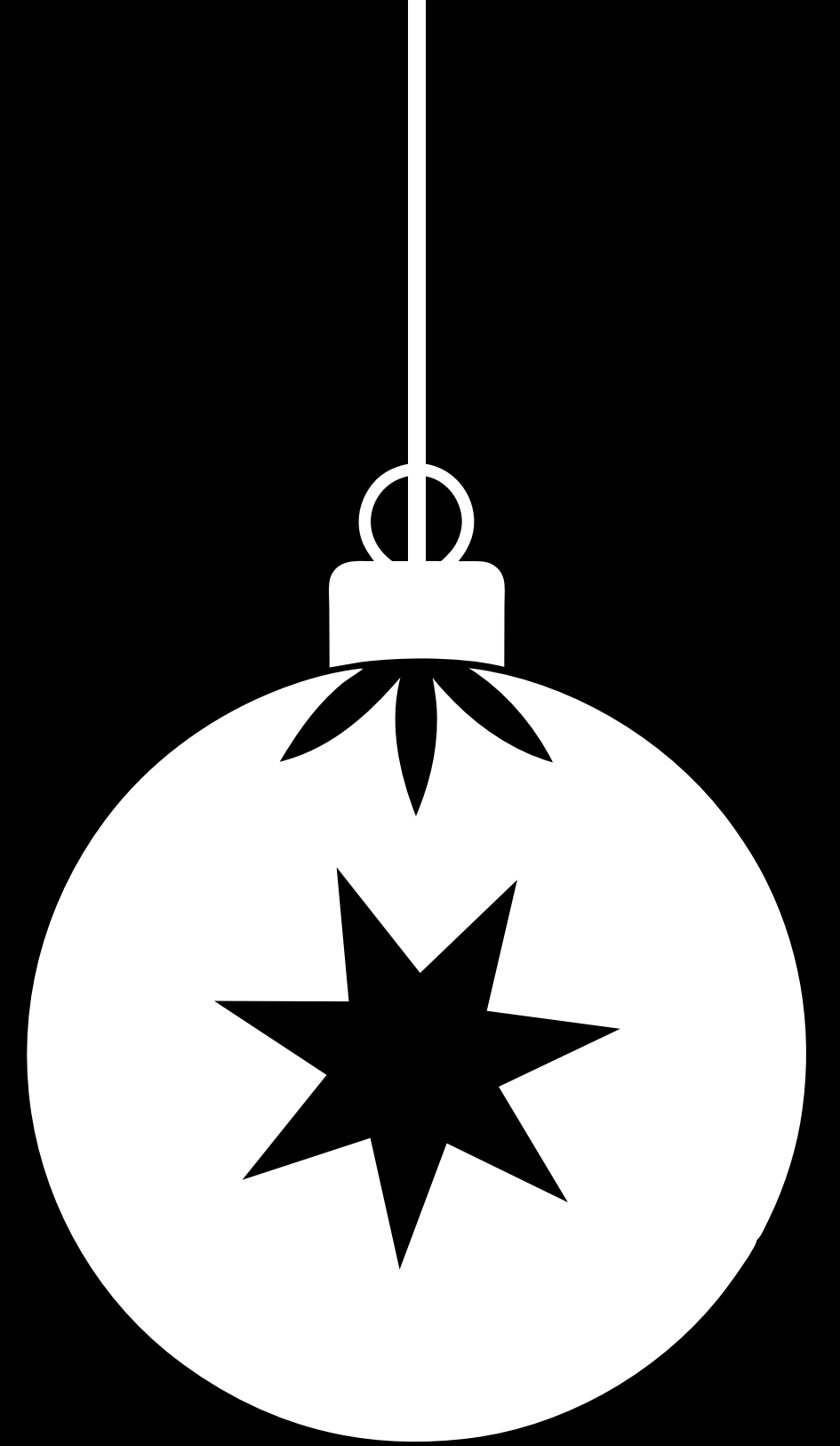
Black Friday/Cyber Monday Sale





S

GET IN
The Holiday Spirit



INCENTIVIZE YOUR STAFF



THE AUDIENCE

THE INCENTIVE

THE EXECUTION

THE PRIZE

For the fun-loving staff

Stylist Bingo
CLICK HERE TO ACCESS



Use our bingo card to run a fun competition amongst your staff

Holiday Gift Basket

For the staff looking to learn new skills

Pair Up Program
CLICK HERE TO ACCESS



Pair high retail to service and low retail to service stylists for a contest on who can sell the most Holiday kits

Bonus for pair who has the highest Holiday kit sales

For the staff who loves friendly competition

Staff Leaderboard
CLICK HERE TO ACCESS



Use our leaderboard to keep track of Holiday kit sales

Prize for employee with the most stars

For the staff that loves new business opportunities

New Customer Incentive
CLICK HERE TO ACCESS

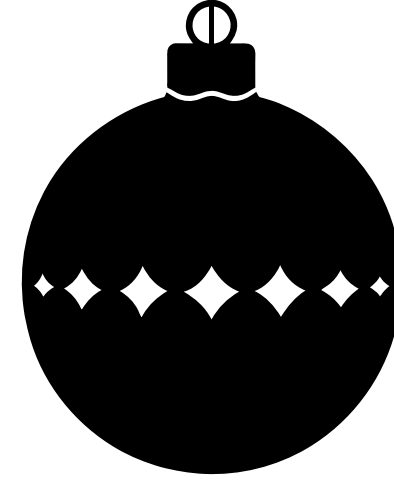


Use our leaderboard to keep track of Holiday kit sales

Whichever employee is currently leading gets first choice on walk-in clients

INCENTIVIZE YOUR CLIENTS

Click to customize!



Raffle Prize Incentive



Charitable Contribution

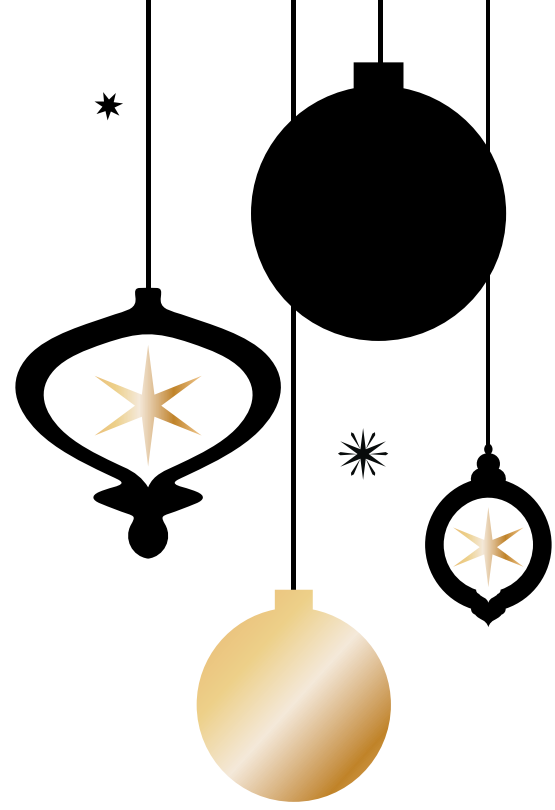


Service Discount



Retail Discount





BRAND HOLIDAY GUIDES

Click a logo to access the guide!



READY-TO-GO SIGNAGE TOOLKIT

Download & Print Assets on the Next Slide.



EVERGREEN



PRICE LISTS



SERVICE MENUS



E-NEWSLETTERS

HOLIDAY SIGNAGE - Available in all 3 holiday templates!

Active Clients

Lost Clients

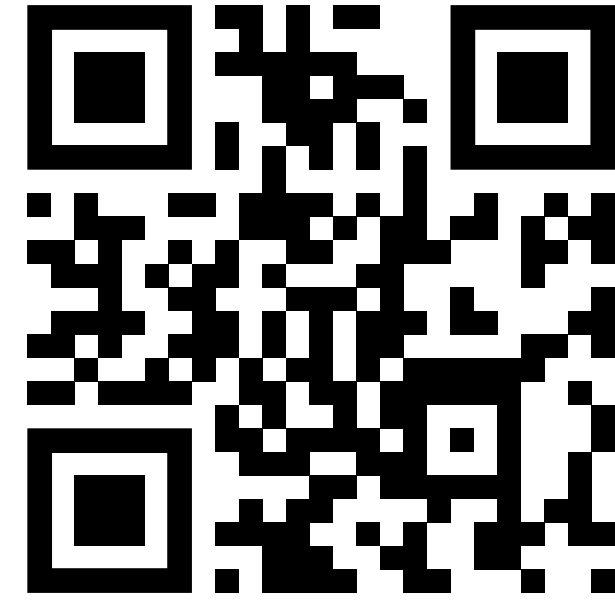


READY-TO-GO TOOLKIT

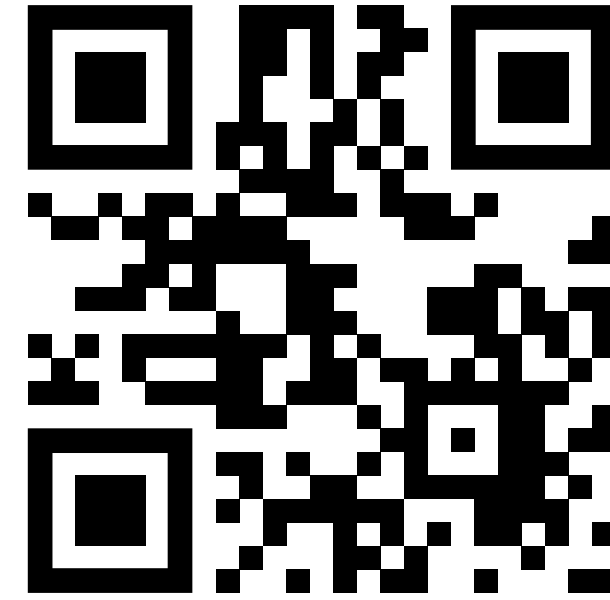
Click or Scan the QR Codes for Instant Salon Signage!



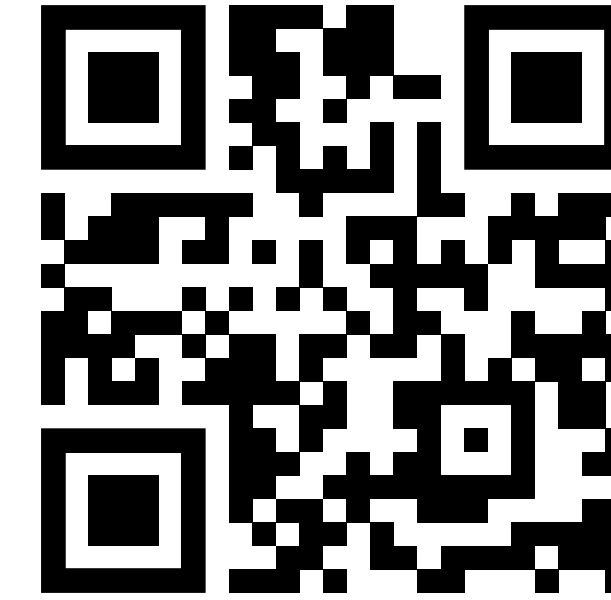
8.5x11 Easel Signage



5x7 Easel Signage



E-Blast Newsletter
Active Clients



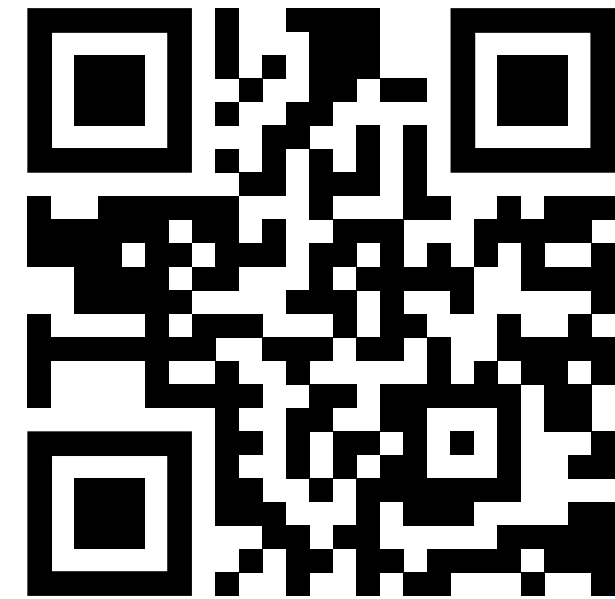
E-Blast Newsletter
Lost Clients



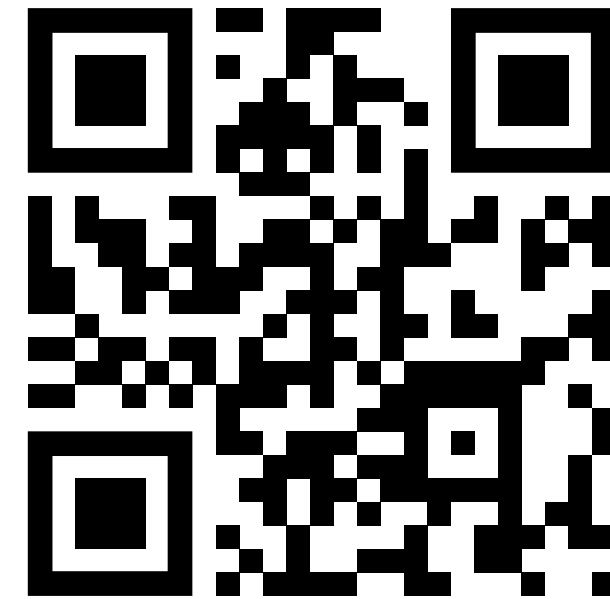
Service Menus



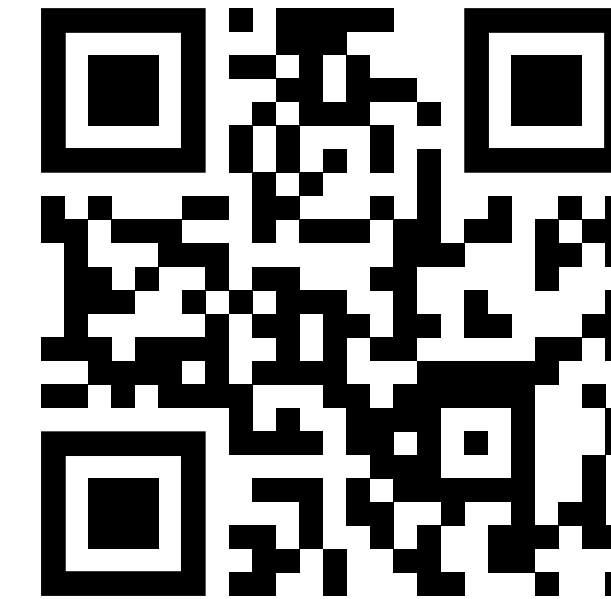
Insta Stories



Insta Posts



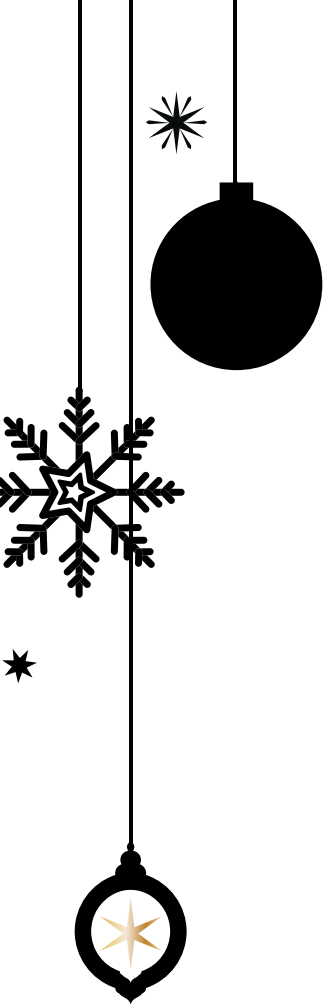
FaceBook Posts



Product Imagery
*to help customize
signage*



How-To-Use
Ready-To-Go
Toolkit on Canva



THANK YOU!

L'ORÉAL
PROFESSIONAL PRODUCTS
BRAND ACTIVATION

