

JOICO

TURN HEADS.

Request for Proposal/Bids

Joico

Part of Zotos International, Inc.
(A Subsidiary of Shiseido Co., Ltd.)

Due Date:

November 7, 2013

PURPOSE OF THE RFP/RFB

Objectives

Identify an Agency of Record to:

- Manage all aspects of Public Relations and Communications of the **JOICO** Brands, **Beth Minardi Signature®** (BMS) and **Minardi™ Luxury Color Care** (MLCC) Product line
- Work with Joico to develop 360 degree strategic communications strategies that fully integrate all of Joico's relevant audience-touch points and assets, when and where most effective
- Consideration Points
 - Digital Advertising: Regional, National, Consumer, Trade (integrated, full 360-approach for meaningful, true engagement with relevant audiences); leveraging social media partnerships alongside
 - Educational/Information/Engaging Events and Campaigns
 - Leveraging Talent and their Video and other Content
 - Broadcast interests: Regional, National, Cable (leveraging our artists/experts and innovative ideas for program inclusion and segments)

Timeline

Agency of record could start as early as November 15, 2013 for a six-month or year-long term; to be extended as appropriate.

Budget

\$8,000 for monthly retainer of services.

Your Pitch/Proposal:

- Who you are
- What can you offer Joico brands? / What are the unique opportunities your people and talent can offer our brands? Within:
 - Traditional Media
 - Social Media
 - Overall Digital Space
- Examples of your expertise; Case study/ies
- List of major media outlets (print, online, other), relevant to Joico brands and goals, with whom you have developed very close and long-standing relationships

Due: November 7th (presentation, PowerPoint, or any pitch materials to submit for review)

Live Pitch Meetings: November 13th – 14th (Joico's Sr. Director of Marketing and the Director of Public Relations will be in New York and meetings should be scheduled for these target dates for meet-and-greet and in-person pitch)

COMPANY OVERVIEW

Joico Overview (www.joico.com)

Established in 1975, Joico was started by a Southern California hairstylist with the intention of delivering the most effective reconstructive process for the hair. Joico scientists soon had a revolutionary breakthrough when they discovered how to capture Human Hair Keratin Protein to truly rebuild hair from the inside-out. For the first time in history, Joico began using Human Hair Keratin Protein (HHKP) in all its products. Joico continued to innovate with technologies based on controlling the outer surface cuticle layer of the hair (first with Triamine Complex and following with Cationic Triamine Complex) and specifying molecular weights and sizes. Joico continued its history of groundbreaking innovation with a hybrid of these technologies in its patented Quadramine Complex in 2006, which unlike its predecessors could now enhance the performance of all Joico shampoos, conditioners, reconstructors and styling aids in every category.

Joico has launched a wide range of product categories from single SKUs to full regimens with accompanying styling aids and deep conditioners. Joico most recently launched a powerful collection of new styling products including **Power Spray**, which has already **won best hair spray for *SELF* magazine's Beauty Awards 2013** and DailyMakover.com's 2013 'Rising Star' Editor's Pick for hairsprays. Other awards include: Smooth Cure Leave-In Rescue Treatment (Redbook MVP 2012), Minardi Root Lift (best root lifter; *SELF* Healthy Beauty Awards, 2011), K-PAK Color Therapy (*Life & Style* Beauty Awards 2010, best shampoo and conditioner), and the reigning king K-PAK Deep Penetrating Reconstructor (Favorite Deep or Restorative Conditioner, Stylist Choice Awards 13 year's straight), plus many more.

2013 – Reinvigorating Joico's Vision and Brand Image

In January of this year Joico embarked on renewing our image as a brand. After collecting and analyzing data from professional and consumer surveys and focus groups, we landed on an approach committed to enlivening Joico as a lifestyle brand and focused on transforming our brand, what we offer stylists, and consumers. "Turn Heads" was a fresh yet already existing way to look at what hairdressers do – they turn heads literally in their chair every day, they help transform people so they can turn heads wherever they go, with a new color, new cut, new style – they are transformed.

As a completely new look on the Joico brand and what it offers, "Turn Heads" is:

- a fresh lifestyle feel
- stunning brand imagery that connotes accessible luxury for everyone
- all new color pallet that appeals to the eye and stands out on shelf
- a stronger newer styling category that gives stylists the performance and reliability they need in tools so that they can transform people, and offers consumers a breath of products to maintain their looks at home
- award-winning packaging and eco-friendly manufacturing

Joico is focused on transforming people as much as it has transformed itself, exemplified through their new tagline: "Turn Heads, it's not just our tagline, it's our purpose." Still the leader in innovation, with the launching of the new look also came new science with its revolutionary **Bio-Advanced Peptide Complex™**, DNA-base science born of the fruit from the Genome Project. This new technology gives Joico products the unique power to identify and accurately correct the exact peptides in damaged hair; the benefits of which last up to an astonishing 25 shampoos.

Joico Haircolor (for the Professional)

Another major focus for JOICO is the professional haircolor category. The VERO K-PAK Color line (VKC) includes a full range of permanent haircolor, demi-permanent haircolor, VKC Intensity shades, as well as a unique "Anti-Aging" hair color Vero K-PAK Age Defy. In 2007, the JOICO haircolor line was reformulated with K-PAK reconstruction technology to continue with our Healthy Hair promise. Since 2007, this has been the number 1 company brand priority for growth. Our Joico colorists have worked on top celebrities such as: Jennifer Lawrence, Scarlett Joansson, Josh Hutcherson, Imogen Poots, Kim, Khloé and Kourtney Kardashian, Maria Menounos, Miranda Kerr, Jessica Szor, Britney Spears, and Nicole Richie to name only a few. With Joico's Vero K-PAK Color International Artistic Director Sue Pemberton (two-time NAHA Color Category winner, 2007 and 2013), and Joico Guest Artist Cherry Petenbrink (*The Hunger Games*, *Captain America: The Winter Soldier*) Joico has a highly talented and sought-after team of colorists.

Our International Artistic Director, Damien Carney who designs all Joico haircutting and styling trends (also star of Joico's webisode series, *Drab to Fab*) has worked on many top projects and with many industry and celebrity personalities including: America's Next Top Model, Ryan Gosling, Olivia Munn, Tabatha Coffey, Kevyn Aucoin Cosmetics, Loree Rodkin, photographers Gilles Bensimon, Ellen von Unwerth, Norman Watson, Hama Sanders, Rankin and David Slijper. His work has graced the pages of international publications such as ELLE, Vogue, Harper's Bazaar, Marie Claire, W, Cosmopolitan and GQ. We have a core group of very talented and passionate experts with abundant knowledge for both professionals and consumers.

Joico – "Eco"mittment

Joico (as a subsidiary of Zotos International*) is the ONLY professional hair care company on the EPA's Top 20 On-Site Generation List, recently distinguishing itself further with generating its own wind power on site at its manufacturing facility. This advancement will not only help to power the manufacturing facility but will also generate enough clean, efficient energy to provide some power to the neighboring community. With JOICO's installation of two 364-foot wind turbines at its facility in Geneva, NY, the U.S. Environmental Protection Agency (EPA) has named it* a member of its Green Power Partnership in 2011, and in 2012 was awarded the EPA Green Power Leadership Award. Most recently in June of 2013 it was awarded an honorable mention for Best Green Initiative from Ragan's PR Daily, a top public relations trade publication.

Joico has become a front runner with its use of advanced technology in recycling when it comes to its packaging as well. JOICO's regular sized (300ml) and liter sized shampoo and conditioner bottles contain up to 70% Post-Consumer Recycled (PCR) Content and the remaining 30% a hybrid bio-plastic resin. By using this type of packaging, JOICO has reduced its packaging-related greenhouse gas emissions by more than 75%. To further expand upon its eco-friendly packaging, In 2010 JOICO won the Paperboard Packaging Council's Eco Excellence Award for its commitment to printing on only 100% recycled paperboard and using innovations like double sided printing on packaging rather than wasting extra paper on inserts for its boxed professional products.

Beth Minardi Overview (www.minardicolor.com)

Beth Minardi, arguably the most highly respected colorist in the professional world, sought out for her expertise and incredible ability to teaching ability, she has worked with a broad range of celebrities and VIPs, as well as with film and television producers who rely on her skills to create color designs for their on-camera talent. Her education—including classes at Joico's Artistic Institute, live seminars, workshops, DVDs, books and special events like the annual Minardi Beauty Focus—is considered state-of-the-art by colorists. She has worked with several professional salon manufacturers on the development of their color lines and served as an editorial consultant to **Modern Salon Magazine**. She is currently the Haircolor Expert for **behindthechair.com**, where her popular Q&A columns outpace all other features as the professional website's most popular destination.

In 2010, Beth Minardi was named Joico's Vero K-PAK Color Spokesperson, and honored as the **Professional Beauty Association's "Icon"** at its Legends & Icons gala. She won the Stylist Choice Award for **Favorite Haircolor Artist/Educator** in 2012, and the first woman to win **Favorite Platform Artist/Educator** in 2013. Considered the best haircolor educator by many, Beth has become a true master and teacher. She continues to share her years of experience and unique education and business building advise conducting her "Conversations in Color" with beauty professionals around the country.

Minardi Beauty Products

Minardi launched Minardi Beauty Products in 2010 based on her belief that "not all color-treated hair is created equal." In January 2012 Joico agreed to license the line, expanding and reformulating it to perfection. As a result, she developed a collection of top quality hair care regimens: **Minardi™ Luxury Color Care**. The new line targets the specific needs of hair which has been treated with various categories of coloring products—including semi-permanent color, permanent color and high-lift color or hair lighteners, all different, all needing specific color care. Thus every color client is accommodated.

In January 2013, Joico and Beth developed and launched Beth Minardi Signature® color, a rich, advanced performance professional hair color system featuring 56 dimensional, high-shine shades. A different brand from Joico Vero K-PAK Color (VKC), but uniquely created to be used on their own or to complement VKC, the brand is a luxury color line meant to offer salons who's priority is color business, a much needed precise and healthy form of color and color-care.

JOICO International Artistic Directors, and Brand Spokespersons:

Damien Carney, Sue Pemberton, Beth Minardi, George Papanikolas

- Please review attached bio's for all artists

Key Audiences

Consumers

Women

- Mid to-upper middle class women of mid to high income brackets who visit a professional salon or buy professional salon products
- Baby-boomer women that are appearance conscious
- Traditionally Ages 35-55+
- Long time users of the brand from the 1980's and 1990's
- All ethnicities with concentrations regionally

Professional Salon Profile

- Haircolor Centric Salons
- East Coast Commission Salons
- West Coast Independent Stylist Salons
- Mid-range income salons to upper-range income salons

Key Messages

- A brand that gives stylist the power to Transform people (how they look, how they feel)
- A Brand that affords people the products that make them feel amazing, like they can Turn Heads, while also giving them the healthiest hair – accessible luxury.
- Innovation
- The leader in reconstruction, the leader in healthy hair
- Proven and Science based
- Reliable products, consistent top-level performance
- Outstanding Professional Education

Key Competitors

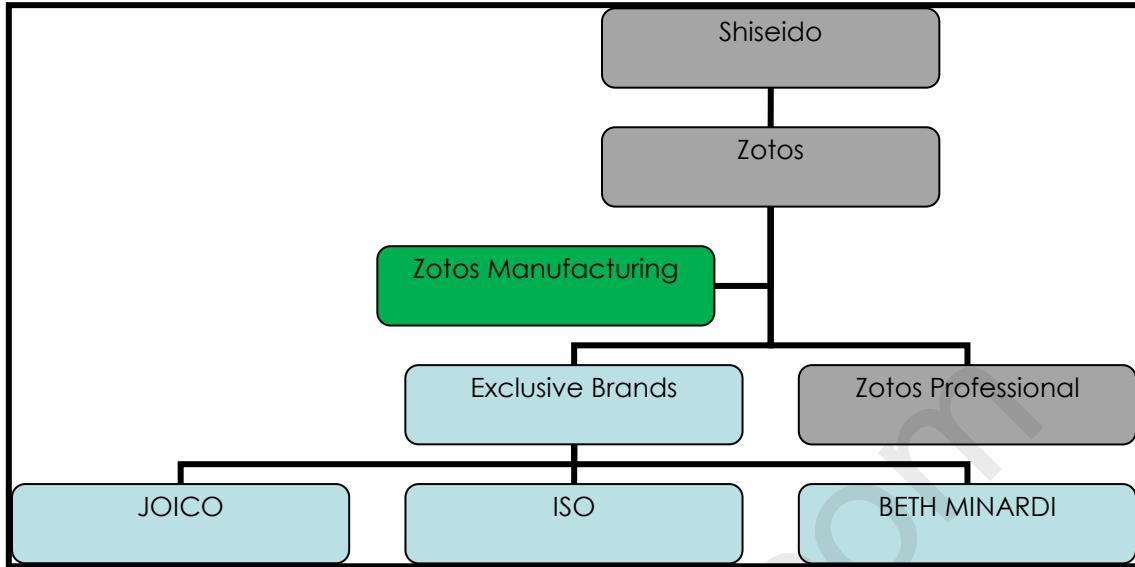
- Professional World: Redken, Matrix, L'Oreal Professional, Wella (P&G), Sebastian, AQUAGE, Goldwell, Moroccan Oil, Kenra, Paul Mitchell, Pureology, Schwartzkopf Professional, TIGI, Kerastase, Bumble and Bumble, Oribe, Scruples.
- Consumer World: L'Oreal, Garnier, Wella/Pantene (P&G), TRESemmé, John Frieda, Clairol, Nexxus

Communication Goals

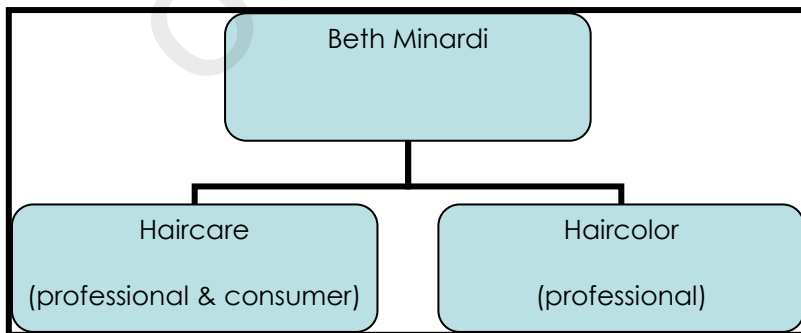
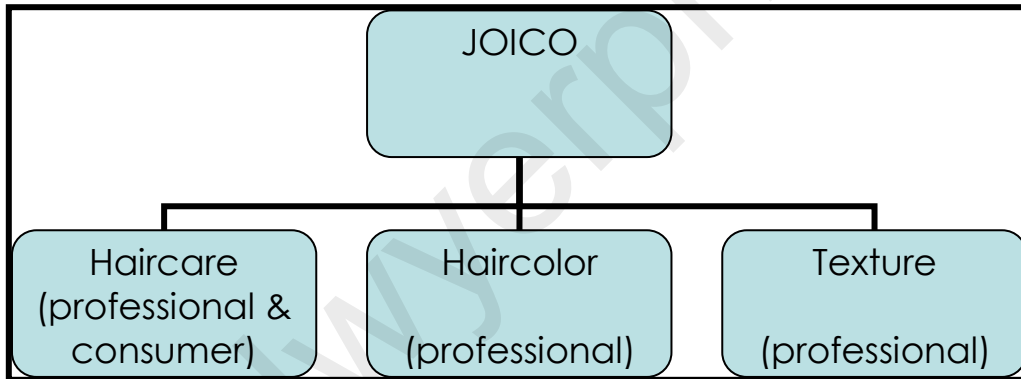
Elevated brand recognition with consumers

- Focus our new brand image and permeate across all relevant platforms
- Differentiate this brand within a saturated market place through innovative strategies that engage stylists and consumers
- Accelerating salon distribution through new brand image that goes broader and deeper toward consumer (and a broader stylist) appeal
- Leverage the high caliber roster of Joico's talent/artists (Consumer and Professional) among media with inventive partnerships, events and tactics to make our stylists their go-to experts (refer to attached bios)
- Always bring all points of communication with stakeholders (ads, web, social media, visual, education, in-salon promotions, artist use, etc.) together under an overarching theme/platform that bears truly integrated marketing-communications campaigns

**APPENDIX
Company Overview**



Brands Overview



SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Joico has been in the market place for over 35 years • Some established Brand recognition with K-PAK name • The first real innovator in hair reconstruction with patented technology • Joico's hero brand, K-PAK is known for and synonymous with healthy hair • Strong Artistic Directors/Spokespersons • New technologies can become the new standard in hair care and hair reconstruction using bio-mimetic peptides in its new, patent-pending Bio-Advanced Peptide Complex • Proven Science • Longevity • Professionally respected • Brand has committed and made new digital initiatives a focus (i.e., digital campaigns integrating advertising and content with Zoe Media Group/TheZoeReport.com, TheKnot.com, DailyMakover.com, BehindTheChair.com, ModernSalon.com, BeautyLaunchpad.com) • Commitment and success in social media space • Revamped styling product line-up to create a full range with success in particular with hero product Power Spray 	<ul style="list-style-type: none"> • Lack of Consumer Awareness (but increasing since Image revamp) • Unfocused (But building from a Multi-focused, spread-thin strategy to a more clear image) • Low Brand Recognition • Joico vs. K-PAK (Company vs. Key Product line) competition • Perceived as outdated (K-PAK has been the same formula for 35 years) • Video media • Disconnect with a growing younger audience • Lacking a strong ability at attracting new customers (refreshing its customer base)
Opportunities	Threats
<ul style="list-style-type: none"> • Unique consumer approach/awareness • Joico has the unique position of having the institutional knowledge and proven science that is still innovative • Plenty of opportunity to leverage the revamped and reinvigorated brand as of January 2013 • New clientele messaging of "transforming" people and "turning heads" • Level of Professional Education/Artists at our disposal • Joico operates as small and nimble but with strong corporate backing • Leverage and take advantage of Digital and Social Media • Beth Minardi 	<ul style="list-style-type: none"> • Saturated Marketplace • Competitive One-Hit-Wonders (offers focused approach and concentration of funding) • Competitive Education in the professional realm • Competing with other experts and pseudo-experts (or simple bloggers) in the video space for popular and highly expected how-tos, tips and tricks