

HOLIDAY 2021

# CAMPAIGNS TO DRIVE REVENUE & SELL EARLY

Wondrous gifts.  
Inspired by nature.

**\$25 Aveda Gift**  
with every \$100 gift card purchase

AVEDA  
Shop Gift Sets  
buy now, or ship later at:



WE'LL STYLE & YOU

**SHOP**

**\$25 AVEDA GIFT**  
with every \$100 gift card purchase

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WE'LL STYLE & YOU

**SHOP**

**\$25 GIFT**  
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Wondrous gifts.  
Inspired by nature.

**\$25 Aveda Gift**  
with every \$100 gift card purchase—  
we'll wrap!

AVEDA  
Shop Gift Sets  
buy now, or ship later at:



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# HELP GUESTS SPEND MORE & SHOP SMALL

Our complete campaigns promote gift card sales and increase revenue with incentives to spend more & stay local.

## RECOMMENDED OFFERS:

(choose one)

- \$25 gift toward product when you buy \$100 in gift cards
- Free tote bag + 2 travel size products when you buy \$100 in gift cards

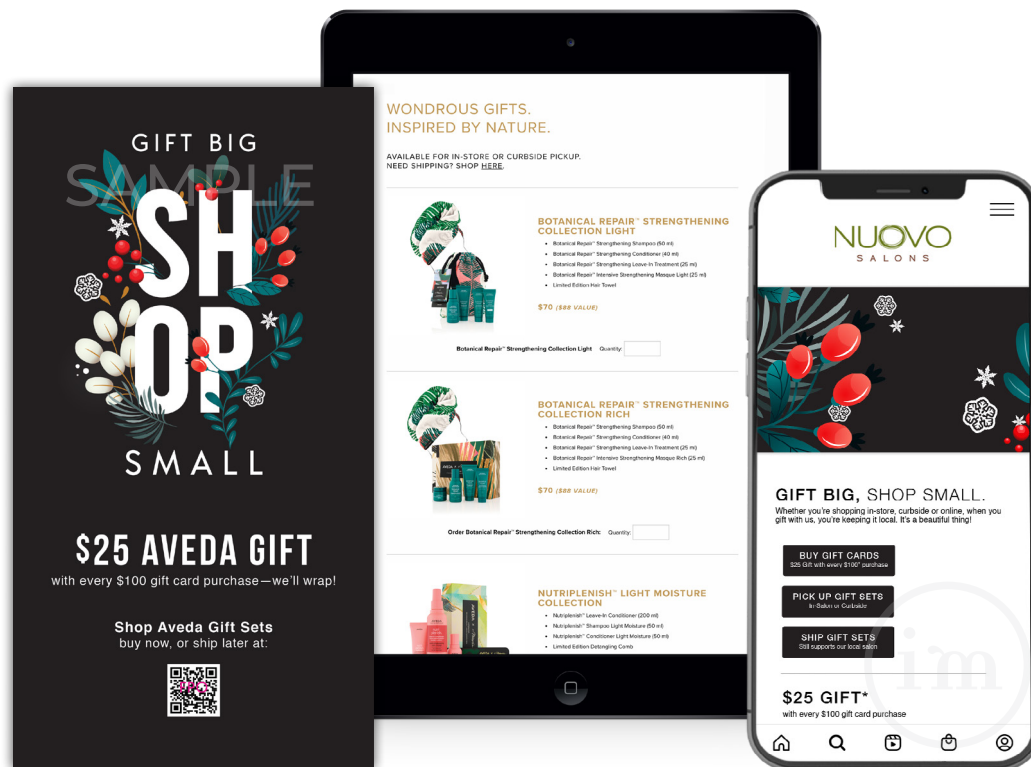
SAVE WHEN YOU PLAN EARLY.

SAVE 15% when you pre-order by 9/15.

Launch as early as the week of 10/11.

Order by 10/6, launch the week of 11/1.

After 10/13, a 15% rush fee applies, so our team can ensure you launch ASAP. These campaigns launch 11/15 or later, on a rolling basis.



Drives traffic to **one landing page**, where guests shop their way—in-salon, curbside or at home.

Campaign art & packages on following pages.

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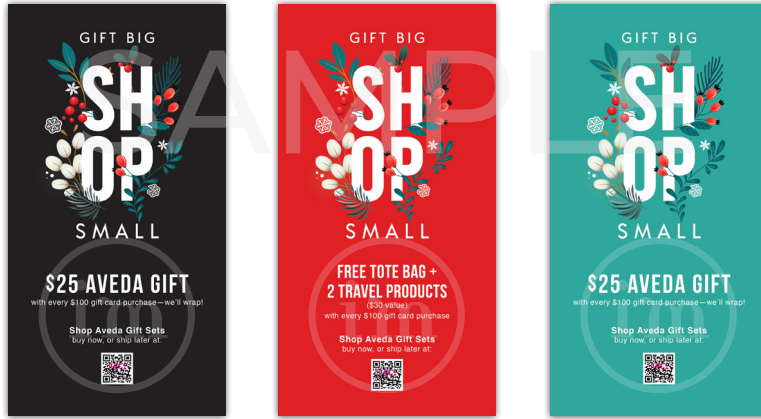
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# CAMPAIGN ARTWORK

Proven strategy and award-winning design – without the custom price tag.

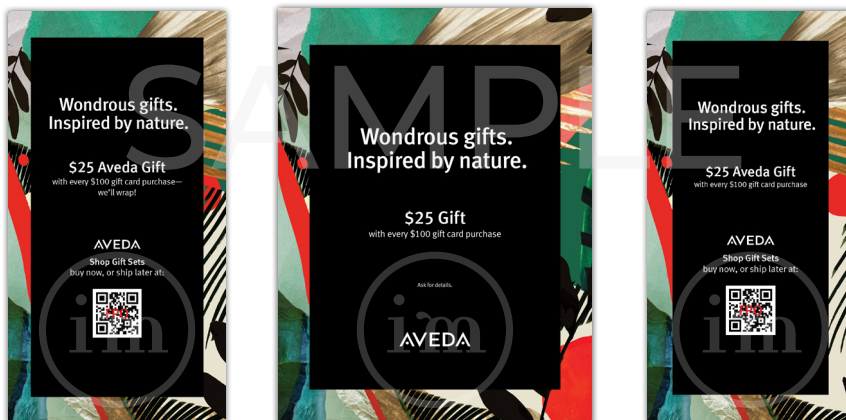
## Option A: Holly



## Option B: Gift Tag



## Option C: Aveda



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## HOLIDAY 2021

# PICK YOUR PACKAGE

	FULL	PARTIAL	HIGHLIGHT
<b>ORDER BY 9/15</b> <i>Launch as early as 10/11</i>	\$2,561	\$2,243	\$1,621
<b>ORDER BY 10/13</b> <i>Launch week of 11/15 or later</i>	\$3,014	\$2,639	\$1,907
<b>ORDER AFTER 10/13</b> <i>First come, first serve (launch 11/15 or later)</i>	\$3,466	\$3,034	\$2,193
<b>ONLINE</b>			
<b>WEBSITE</b>			
Gift Set Ordering Form <i>with QR Code</i>	●	●	●
Holiday Landing Page	●	●	●
Homepage Banner	●	●	●
<b>EMAILS</b>			
Launch Email <i>sends 3x</i>	●	●	●
Small Business Saturday / Cyber Week Email <i>sends 2x</i>	●	●	
2 Weeks Left to Shop Email	●		●
3 Days Left to Shop Email	●	●	
<b>SOCIAL</b>			
Facebook Cover Photo	●		
8 Facebook posts <i>Boosted \$25 each, included in cost</i>	●	●	●
<b>IN-SALON</b>			
<i>Choose your offer:</i> 100 Custom Bounceback Vouchers OR 75 Tote Bags	●	●	●
Mirror Clings <i>(Qty. 25)</i> <i>with offer + customized with your QR code to shop from chair</i>	●	●	
POP Display <i>(Qty. 1)</i> <i>with offer + customized with your QR code to shop from home</i>	●	●	●
Jumbo Poster <i>(Qty. 1) with offer only</i>	●	●	
Operations Guide	●	●	●

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# DOMINATE THE DIGITAL SPACE

with these online upgrades

## 1 SELL ONLINE FROM DAY 1

**Online Pre-selling Pack** for Aveda Salons

Add Aveda holiday gift sets to your:

- Google Business Listing (*adds 10 Aveda gift sets*)
- Salon A-commerce Page (*adds 4 gift sets as Stylists' Favorites + Aveda Holiday banner*)

*Launches 10/4, comes down 1/2*

**\$225**

## 2 TEXT OUT SPECIAL OFFERS

**Visual Texting**, with no contracts.

**\$150** for one-time setup

**\$450** per text/offer (*up to 5,000 names*)

*Have a bigger list? Add more names for \$100/5,000.*

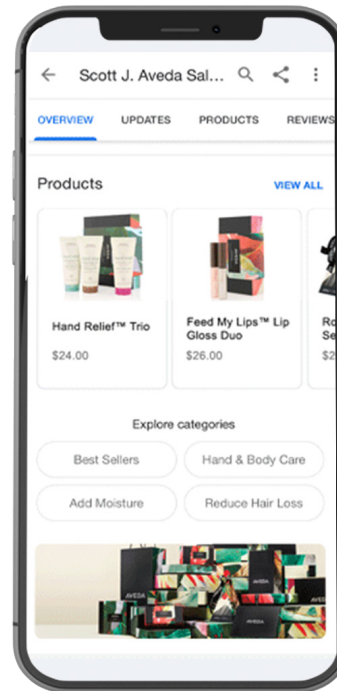
## 3 COMPETE DURING CYBER WEEK

**Cyber Week Ordering Form**

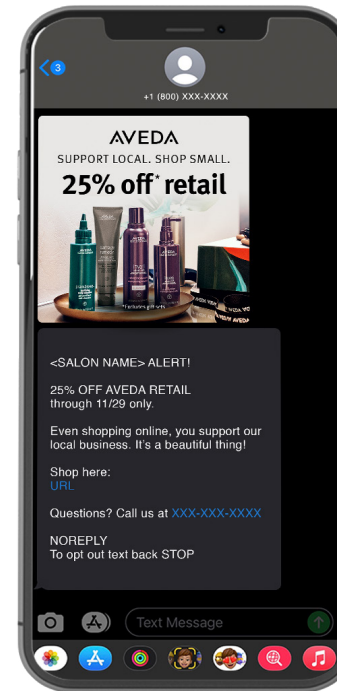
with product discount of your choice.\*

**\$150**

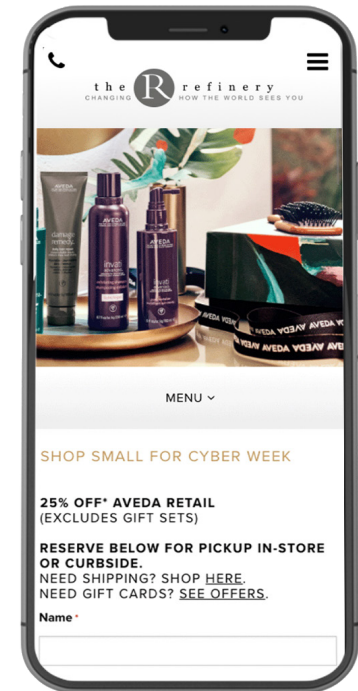
*\*Discount must be the same across products for pricing above. Gift card discounting through online systems requires additional estimate.*



1



2



3

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# STAY TOP OF MIND, AFTER GUESTS LEAVE.

Add-ons that make the most of their visit.

## SERVICE BOUNCEBACKS

Cross-sell color or any new service with service bouncebacks customized with your salon logo and contact information.

- Qty. 100 - \$249
- Qty. 250 - \$259
- Qty. 500 - \$299
- Qty. 1000 - \$396



## SIGNATURE GIFT CARD PRESENTATIONS

See styles and pricing [here](#).

These Holiday designs can be applied to any format—  
**\$225 discounted design setup**  
(reg. \$450)



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# MERCH MAKES IT MERRY

## THANK YOU STICKERS

Rewards guests for shopping small.

Qty. 50 - \$45 (\$1.11 ea.)

Qty. 100 - \$75 (\$0.75 ea.)

Qty. 250 - \$168 (\$0.67 ea.)

Order online [here](#).



**Shop Small Tote Bags**  
Great for gift with purchase  
(see next page for pricing)

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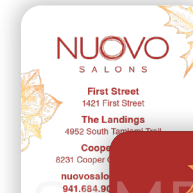
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# NEED MORE?

For high traffic or multi-location salons who need extra.

	A LA CARTE	INCREASE QUANTITY
<b>Product Bounceback Vouchers</b> Price includes customization with your logo and contact info.	Qty. 100 - \$249 Qty. 250 - \$259 Qty. 500 - \$299 Qty. 1000 - \$396	Included + \$10 + \$50 + \$147

	A LA CARTE	INCREASE QUANTITY
<b>GWP Tote Bag</b> Want to customize with your salon logo?	Qty. 50 - \$199 Qty. 75 - \$249 Qty. 100 - \$323 Qty. 250 - \$634 Ask for a custom quote!	Included + \$74 + \$385



Product Bounceback Vouchers



Canvas Tote



with salon logo

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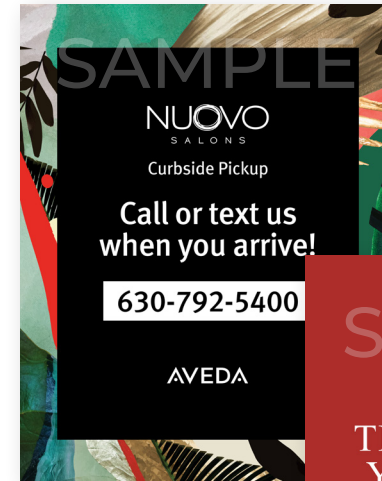
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# CAMPAIGN ADD-ONS

Entice guests with gift incentives & curb appeal to drive revenue.

	A LA CARTE	EACH ADDITIONAL
<b>Online Pre-selling Pack</b> <i>for Aveda Salons (per location)</i> <i>See page 5 for details.</i>	\$225	
<b>Visual Texting</b> \$150 one-time setup <i>See page 5 for details.</i>	\$450 per text	
<b>Cyber Week Ordering Form</b> <i>with product discount of your choice</i> <i>See page 5 for details.</i>	\$150	
<b>Curbside Poster</b> <i>customized with call or text number and logo</i>	\$224	\$60
<b>Easel Poster</b>	\$224	\$60
<b>Extra POP Display</b> <i>with offer + customized with your QR code to shop from home (4.75 x 9)</i>	\$184	\$25
<b>Extra Mirror Clings</b> <i>with offer + customized with your QR code to shop from chair (4 x 8)</i>	Qty. 40 - \$150 Qty. 50 - \$175 Qty. 60 - \$205	
<b>Custom Copy or Custom Offer</b> <i>across complete campaign, includes custom social posts</i>	\$450	



Curbside Poster with campaign art

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