



ALTERNA®

COMMUNICATIONS PROGRAMMING  
Q1 2024

**BEACH HOUSE**

The Beauty Brand Builders.

# OVERVIEW

Alterna Haircare is a renowned hair care brand that offers innovative and high-quality products to cater to various hair concerns. With a commitment to using science-backed ingredients and avoiding harmful chemicals, Alterna Haircare has become a go-to brand for those seeking effective and safe hair care solutions, while still valuing self care and the freedom to express yourself.

Alterna Haircare products are carefully formulated to nourish and strengthen hair, promoting healthier and more vibrant locks. From salon to at-home treatments, Alterna Haircare gives its customers the ability to elevate their self care routine and transform their hair.

Introducing Alterna Haircare's latest innovation: The Caviar Anti Aging Professional Styling Sheer Dry Shampoo. This dry shampoo absorbs oil, extends the time between washes, provides a light hold, and leaves hair refreshed with a luxurious fine fragrance.



# GOALS + OBJECTIVES

## OVERALL:

- Position Alterna Haircare as a leader and authority in the haircare space highlighting its hair products as innovative through strategic media placements, while also introducing a caviar as a key player.
- Showcase the brand's newest innovation and facilitate the launch of the latest product in the Caviar Anti-Aging Professional Styling Collection: Sheer Dry Shampoo
- Plan and execute creative and strategic initiatives to build awareness of Sheer Dry Shampoo and and remaining products in the Professional Styling Collection to garner excitement and encourage sales.

## PUBLIC RELATIONS:

- Enhance Alterna Haircare presence in the hair space and highlight the brand as an expert in the category through media coverage.
- Submit Alterna Haircare's Caviar Anti-aging Professional Styling Collection (and Sheer Dry Shampoo) to all relevant beauty innovations and business awards (Allure, Cosmopolitan, People, etc).
- Leverage thought leader opportunities and increase educational outreach about hair care and repair techniques with the expertise of Educators Paul Wintner, and Alyssia Dotson, thereby elevating brand credibility
- Experts will contribute their expertise by participating in Alterna Haircare's Dry Shampoo Editorial Desk Sides and featuring on prominent beauty podcasts.

## INFLUENCER

- Secure 25 approved influencer seedings monthly that speak to our target demographics for our dry shampoo
- Establish a solid influencer base who will promote launches, as well as create UGC for Alterna Haircare
- Work with three influencers long-term as ambassadors
- Plan and execute a launch event

# ONGOING COMMUNICATIONS

# ONGOING MEDIA EXECUTION

Beach House will create detailed pitches that tell a story and resonate with specific publications. The agency will focus on key messages that ensure we are garnering relevant, power-invoking press pieces that truly share the values, luxury, lifestyle, and key messaging behind Alterna Haircare.

Beach House will craft pitches that emphasize the transformative products that are luxurious and restorative, working to create a cohesive story to be associated with the Alterna Haircare brand. The agency will hone in on the Sheer Dry Shampoo from the Caviar Anti-Aging collection throughout this first quarter, gearing up for its launch in March. Pitches will highlight the quality of the product, associated lavish lifestyle, reparative nature, and the brand's commitment to using natural ingredients and promise of avoiding harmful chemicals. The ultimate objective is to create brand awareness and visibility of the Sheer Dry Shampoo.

## **Sample angles include:**

- Don't Compromise on Glamour: Skip the Wash with Alterna's Sheer Dry Shampoo!
- For the Jet-Setter: Your Newest Travel Companion
- Skip your Wash Day: Achieve Refreshed Hair Anytime
- Caviar Elegance, Anytime, Anywhere: Introducing Sheer Dry Shampoo!



# MEDIA TARGETS

Beach House will drive consumer and industry-wide brand awareness for Alterna Haircare by creating curated, targeted stories to outlets that speak to Alterna Haircare's core customer. Target publications include:

- Allure
- Beauty Inc.
- Beauty Launchpad
- Behind the Chair
- Brit + Co
- Bustle
- BuzzFeed
- Byrdie
- CNN Underscored
- Cosmopolitan
- Elle
- Elite Daily
- Essence
- Fashionista
- First for Women
- Glamour
- Harper's Bazaar
- Health
- HuffPost
- Hype Hair
- In The Know
- Insider
- InStyle
- Marie Claire
- Mane Addicts
- Modern Salon
- New Beauty
- Oprah Daily
- People
- PopSugar
- Purewow
- Reader's Digest
- Real Simple
- Refinery29
- Seventeen
- Shape
- Self
- SheFinds
- Style Caster
- TeenVogue
- The Cut
- The Zoe Report
- TODAY
- Total Beauty
- USA Today
- Vogue
- Well + Good
- Who What Wear
- Woman's Day
- Women's Health
- Yahoo!

# INFLUENCER PROGRAMMING OVERVIEW

## STRATEGY

For Alterna's influencer programming, we will be targeting influencers across the realms of beauty, lifestyle, and professional haircare. Our target influencers align with the brand and are likely followed by our target audience, creating a sense of community amongst influencers and consumers alike. Our goal is to increase brand awareness, generate buzz and excitement around the launch, drive traffic to Alterna and overall encourage product trial and use.

## ORGANIC PROGRAMMING

For this campaign, we will seed influencers in the haircare, beauty, and lifestyle realm. We will focus on TikTok and Instagram platforms, focusing on influencers who style their hair often, and those with on-the go lifestyles. We recommend gifting products to influencers monthly in hopes for organic social placements.

## PAID PROGRAMMING

Along with organic programming, we suggest working with three beauty/hair influencers who will serve as Alterna's ambassadors through long-term partnerships. They will create content for TikTok and Instagram.

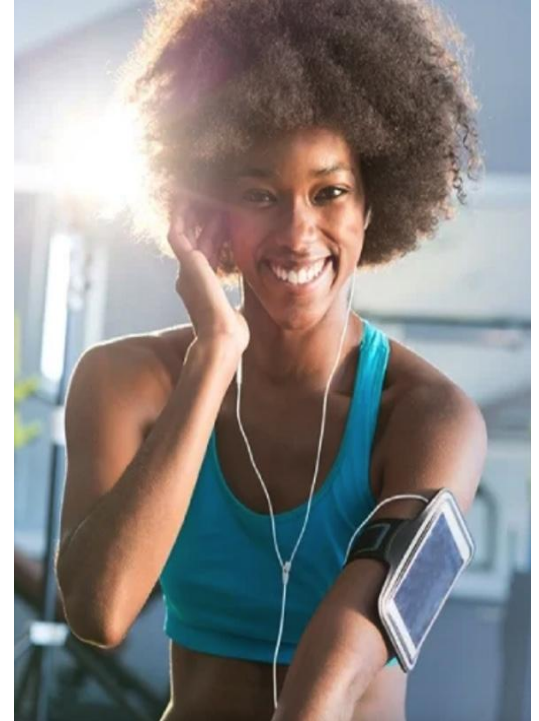


# TARGET INFLUENCERS

Gen Z + Millennials + Gen X (ages 25-55) is the overarching target audience. In this campaign, we will target professional hair stylists, natural hair influencers, and influencers in the lifestyle/beauty realm, along with a focus on influencers who are busy and may need a quick and easy alternative to washing their hair.

## Specifications:

- Haircare/beauty/lifestyle content
- On-the-go moms
- Active lifestyles
  - Gym, pilates, spin, yoga, wellness girls
- Busy travelers
- Working women





# TARGET INFLUENCERS

Aside from monthly gifting, we will do three long-term partnerships with three bigger influencers who align with Alterna and our target audience. These influencers will serve as ambassadors, and will work with us long-term to reinforce the product and brand to their followers.



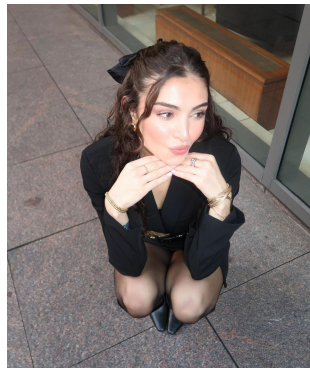
[Kaitlynn Bell](#)  
(258K IG, 257K TT)

Kaitlynn is a beauty influencer, focusing in on hair and makeup. She also has an Amazon Storefront and LTK where she shares her favorite products.



[Emily Demian](#)  
(268K IG, 762K TT)

Emily's content revolves around curly hair care. Her Amazon Storefront links all of her favorite products, tools, and accessories



[Ashley LaMarca](#)  
(289K IG, 1.2M TT)

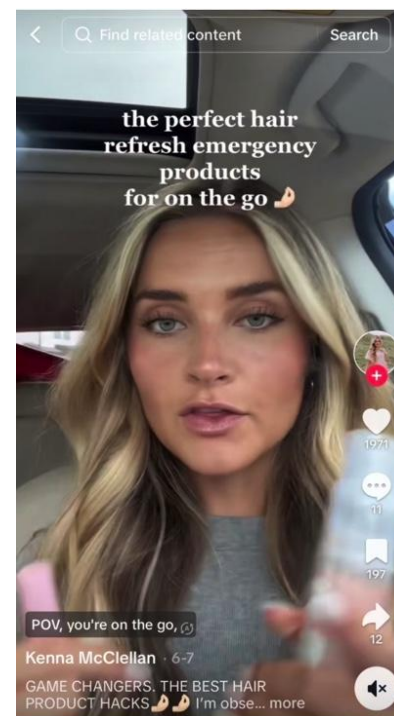
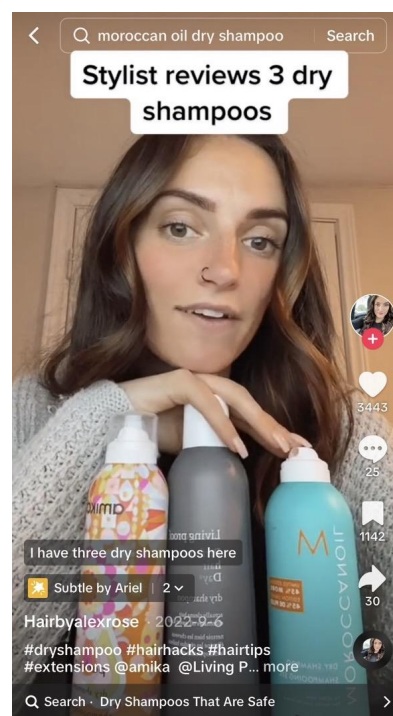
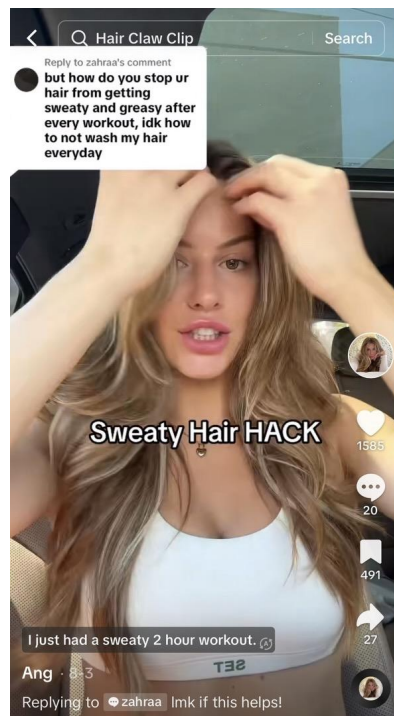
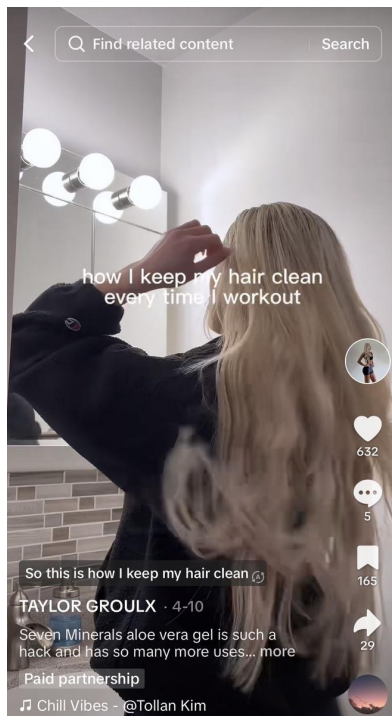
Ashley produces content focusing on a curly hair routine and products for curly hair maintenance. She also has an Amazon Storefront with links to her favorite hair products.



[Diana Draper](#)  
(125K IG, 401K TT)

Diana is a professional hairstylist and has a hair design school. Diana creates lots of hair content and appeals to our older target demographic.

# CONTENT EXAMPLES



# **INTRODUCING THE SHEER DRY SHAMPOO**

# MEET THE PROS - INDUSTRY LEADERS

Paul Wintner (he/him) is a hairstyling visionary with 12+ years' experience. As Alterna's Global Education Manager, he develops the team, creates content, and supports various departments, reflecting his dedication and passion for his craft. Alyssia Dotson, a beauty industry enthusiast and former salon director at Toni & Guy, brings innovative flair to hair. Owner of Shear Peace Hair Salon, she educates stylists nationwide on Alterna's techniques and product innovations.



Throughout Q1, alongside the Alterna Expert Educators, Paul and Alyssia will be actively engaged in expert editorial activities. They will contribute their expertise by participating in Alterna Haircare's Dry Shampoo Editorial Desk Sides and featuring on prominent beauty podcasts like Gloss Angeles, Fat Mascara, and Breaking Beauty. Leaning into their expertise will help support the launch of the Sheer Dry Shampoo and provide Alterna with further credibility in the hair care space.



# EVENT IDEA | FITNESS & FRESHNESS EVENT

Beach House recommends hosting an event in NY/LA to celebrate the launch of Alterna Haircare's new dry shampoo! This event will be centered around wellness and will highlight the new dry shampoo. We will host the event at [Solidcore](#) in NYC and LA. There will be an AM and PM class, with 5 editors and 10 influencers per class.

To set the tone, the studio will be beautifully decorated with purple balloon decor and flowers, creating a vibrant and stylish atmosphere. Attendees are encouraged to wear purple workout sets, which can be gifted to them beforehand for a complete color-coordinated experience. At the event, we recommend partnering with Joe & The Juice to provide “purple juice” post-class for attendees. After completing the class, Paul, Alyssia, and the Alterna team will talk about the brand and the launch of the dry shampoo. Concluding the event, dry-shampoo blowouts will be offered, along with complimentary gift bags with the new launch.

## Suggested Locations:

- Solidcore: New York and Los Angeles

## Decor + Additional Elements:

- Decorate studio in purple balloon decor and flowers
- Have attendees wear purple workout sets (could be gifting experience beforehand)
- Collab w Joe & the Juice with purple juice post-class
- Post-class “dry shampoo blowouts” by the Alterna team as they demonstrate how to use the dry shampoo

**Timing:** Mid March, day before launch (March 14)



# MAILER IDEA | LAUNCH EVENT

To support our launch event, BHPR would like to send out a mailer early March, providing influencers and editors with all the necessities for our pilates event. For this mailer, BHPR will send out to the influencers identified and invited to the launch event. The overall goal of this mailer is to create excitement and anticipation for the exclusive event celebrating the launch. This mailer also creates a positive impression around the event and brand, ultimately boosting awareness and fostering a positive relationship with the influencers.

## Each mailer will include:

- Water bottle
- Pilates bands
- The Caviar Anti Aging Professional Styling Sheer Dry Shampoo
- Alterna products
- Cute hair ties
- Purple workout sets

## Target influencers:

- NY:
  - Kit Keenan, Acquired Style
- LA:
  - Cali Fuller, Katelyn Nolan, Nikki Font





# EDITOR DESKSIDES

During the beginning of March, Beach House recommends hosting desksides to introduce the launch of the Caviar Anti-Aging Professional Styling Sheer Dry Shampoo to the editorial community. Paul and Alyssia would attend on behalf of Alterna to share the brand history, new launch, and answer any technical questions about the product. In doing these desksides, Alterna can foster relationships with the editorial community and further establish Alterna as a credible hair care source.

## In-Person Desksides

- Paul, Alyssia, and adjacent Alterna Haircare experts will meet with beauty editors and provide quick styling sessions in New York, at [The Salon Project](#), and in Los Angeles, at [Mare Salon](#), where they can showcase the product and how to use it.
- 6-7 editors

## Virtual Desksides

- We can also host virtual desk sides if in-person is not an option. We can invite editors who couldn't attend the in-person desk sides
- 8-10 editors



# MONTHLY EXECUTIONS



# DESKSIDE + EVENT + MAILER TIMELINE

## JANUARY

### GENERAL

- Book Solidcore for event
- Order branded products for mailers and event

### PR

- Editor outreach for event attendance

### INFLUENCER

- Research influencers to invite to pilates event

## FEBRUARY

### GENERAL

- Lock Joe and Juice partnership for event
- Confirm decor for event

### PR

- Secure editor attendance for March event
- Conduct editor outreach for desksides in March
- Secure editor and influencer addresses for mailers

### INFLUENCER

- Begin outreaching to influencers for pilates launch event the following month

## MARCH

### GENERAL

- Send out mailer to attendees of event early March
- Send run of show to Alterna team
- Send Uber codes and calendar to attendees

### PR

- Execute editor mailer send out early March
- Send products to editors ahead of the deskside
- Execute desksides

### INFLUENCER

- Track social placement and analytics this month from event + mailer
- Follow up with attendees post-event to gather feedback on product

# JANUARY 2024

## PR Activations

- Trends
  - Winter, New Years, Cold Weather
- Pitches:
  - Sneak Peek: March's Must-Have Beauty Product is Coming!
  - Master your Morning: Hit Snooze, not the Shower
  - Post-Workout Refresh: Your Gym Bag's Newest Essential
  - 2024 Winter Hair Care Trends ft. Expert Commentary
  - Your WFH secret to looking just as good on camera!
- Submit Alterna Haircare to Relevant Beauty Awards

## Influencer Activations

- Outreach to 80 influencers in the realm of our target influencers
- Focus on influencers with busy on-the-go lifestyles (moms, travelers, working women)
- Goal: Gift 25 influencers and get 5-7 organic social placements



# FEBRUARY 2024

## PR Activations

- Trends
  - Valentine's Day
- Pitches:
  - Exclusive February Preview of Our March Launch: Alterna Haircare's Sheer Dry Shampoo!
  - February Beauty Insider: Discover Alterna's Newest Must-Have for March
  - Date Night Ready - Your Valentine's Day Essential
  - Winter Refresh: Your Solution for a Quick Pick-Me-Up.
- Submit Alterna Haircare to Relevant Beauty Awards

## Influencer Activations

- Outreach to 80 influencers in the realm of our target influencers
- Focus on beauty and hair influencers
- Goal: Gift 25 influencers and get 5-7 organic social placements



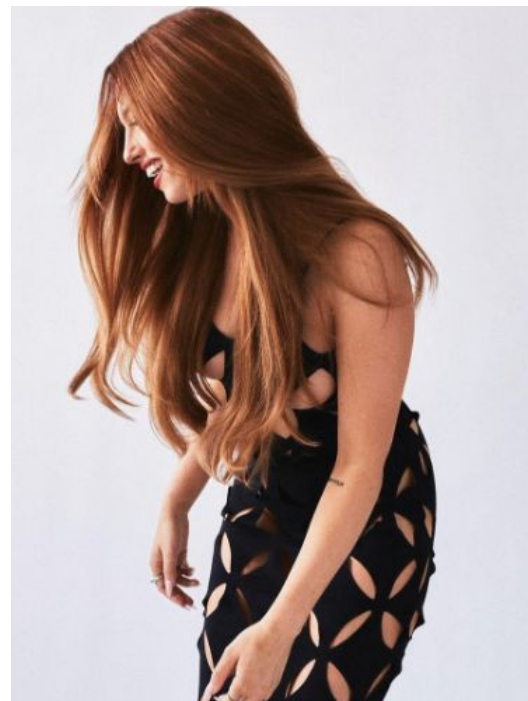
# MARCH 2024 - DRY SHAMPOO LAUNCH

## PR Activations

- Trends
  - Spring
- Pitches:
  - NEW LAUNCH| Alterna's Caviar Infused Dry Shampoo
  - March Madness, Time Efficiency: Embrace Quick Beauty with Sheer Anti-Aging Dry Shampoo.
  - From Winter Gloom to Spring Bloom: Sheer Anti-Aging Dry Shampoo for a Radiant Refresh.
  - March 22: Ageless Glam: Sheer Anti-Aging Dry Shampoo for 'As Young As You Feel Day.'
- Submit Alterna Haircare to Relevant Beauty Awards

## Influencer Activations

- Outreach to 80 influencers in the realm of our target influencers
- Focus on active lifestyle influencers (gym girls, pilates, yoga, wellness, etc.)
- Goal: Gift 25 influencers and get 5-7 organic social placements



# THANK YOU!

**BEACH HOUSE**

The Beauty Brand Builders.