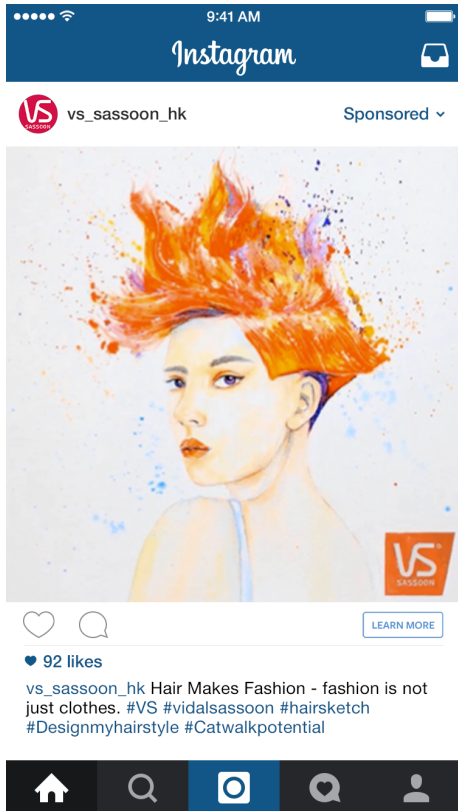




Cutting Through With Video

The global hair care brand shared video ads on Instagram to demonstrate its edgy attitude, drive awareness and create a stronger brand connection among its style conscious audience.



lift in ad recall



lift in brand favorability

STORY

Stylish strands

For Vidal Sassoon, hair and fashion are inextricably linked. The brand takes cues from art, design and fashion to bring people salon perfect hair at home, without the daily struggles that can come with styling. But it has struggled to communicate this brand proposition to young people in Hong Kong and Taiwan.

GOAL

Fashion forward

Vidal Sassoon wanted to reconnect with a younger audience in Hong Kong and Taiwan, by positioning itself as an aspirational brand for people wanting to look their best at all times. It aimed to convey the concept “Hair Makes Fashion – Fashion is not just clothes” showing people that a great hairstyle is just as important as a well-placed accessory.

SOLUTION

Illustrating for impact

To create a link between hair styling and fashion, and communicate its edgy brand attitude, Vidal Sassoon created two beautiful video ads for Instagram. Each video depicted a moving watercolor hand sketched portrait, showing how hairstyles are a fashionable part of anyone’s ensemble. Shared on Instagram over three weeks, they brought the daily routine of hairstyling to life and caught the eye of its younger target audience. The successful campaign led to a 24-point lift in ad recall and 2-point lift in brand favorability.

“Instagram has helped us demonstrate the unique brand personality of Vidal Sassoon and connect with a younger, style conscious demographic. While a new marketing initiative for us, the results we have achieved demonstrate Instagram’s power to create impact. We look forward to working with Instagram in the future.”

Eric Lin
Marketing Director – Hair Care Brands
P&G Hong Kong & Taiwan