



When you look at it, marketing really is a grander version of the "Show and Tell" sessions we all enjoyed in elementary school. It's your chance to grab your community's attention, show them why they should visit your salon and tell them all about your outstanding services, products and staff.

STAMP, SALON TODAY's Annual Marketing Program, takes "Show and Tell" to a national level by gathering and celebrating the best marketing and promotional ideas in the professional salon industry. Peruse the categories, examine all your marketing adventures in the past year and decide what you'd like to show and tell us.

To enter, you simply need to fill out the applicant information section and enter one or more categories. You may though, compete in as many STAMP sections as you want. (Fees vary per number of entries, see back page) Any essays should be typed on separate paper and clearly marked by STAMP section, essay number and salon name.

**The STAMP honorees will be published in SALON TODAY's September/October 2017 issue. Good Luck! See back page for STAMP eligibility and criteria rules. Deadline is May 31, 2017!!**

## APPLICANT INFORMATION

Name of Salon: .....	Cell Phone: .....
.....	Fax:.....
Name of Owner: .....	Salon E-mail address: .....
.....	Salon Website Address: .....
Salon Street Address:.....	What year did your business open? .....
City: .....	How many locations do you have? .....
State:..... Zip: .....	<b>To the nearest thousand:</b> What was your marketing budget for 2016? .....
Business Phone: .....	<b>To the nearest thousand:</b> What is your marketing budget for 2017? .....





## THE CATEGORIES

For each category you are entering, put an X by the number of the category, then carefully read and **complete the "SHOW" and "TELL" sections of the application for each category you are entering.** You may enter only one or as many categories as you desire, but be aware of entry fees as you choose. (For more info, see entry fees.)

### TRADITIONAL MARKETING

- \_\_\_\_\_ **1. Print Salon Advertisement:** An ad that promoted your salon/spa, your staff or your services and appeared at least once in a newspaper, magazine or community newsletter that was published and distributed by an entity other than your salon business.
- \_\_\_\_\_ **2. Radio Commercial:** A radio commercial that promoted your salon/spa, your staff or your services and was featured on air at least once.
- \_\_\_\_\_ **3. Television/Cable Commercial:** A visual commercial that promoted your salon/spa, your staff or your services and appeared on a television/cable channel at least once.
- \_\_\_\_\_ **4. Direct Mail Piece:** A physical (paper) postcard, brochure or newsletter that promotes your salon/spa, your staff or your services and was mailed to clients/prospects in your community. Please submit two copies.

### DIGITAL MARKETING

- \_\_\_\_\_ **5. Salon/Spa Website:** An independent website that promotes your salon/spa, your staff or your services.  
Website Address: \_\_\_\_\_
- \_\_\_\_\_ **6. Mobile Marketing Program:** A mobile application or other mobile program that promotes your salon, your staff or your services to clients/prospects through their cell phones.
- \_\_\_\_\_ **7. Social Media Campaign:** A marketing campaign that promotes your salon/spa, your staff or your services through a social media site, such as Facebook, Twitter or LinkedIn.

- \_\_\_\_\_ **8. E-Mail Newsletter:** A digital newsletter that promotes your salon/spa, your staff or your services and is e-mailed to clients/prospects.
- \_\_\_\_\_ **9. Salon/Style Blog:** A regular blog authored by the owner or an employee of the salon used to promote the salon/spa, your staff or your services. (Submit at least two blogs.)
- \_\_\_\_\_ **10. Single Creative Social Media Post:** With this one, we want to see the power of a single comment. Please submit one creative post for Facebook/Twitter or other social media site.

### CAMPAIGNS

- \_\_\_\_\_ **11. Guerilla (low-cost) Marketing Campaign:** Guerilla marketing campaigns rely on creativity and out-of-the-box thinking more than budget, and use a variety of marketing techniques to promote your salon/spa, your staff or your services.
- \_\_\_\_\_ **12. Best Incorporation of a National Campaign:** This category allows you to show how you put your personal spin on a national campaign implemented by one of your product manufacturers to promote your salon/spa, your staff or your services.
- \_\_\_\_\_ **13. Overall Coordinated Campaign:** A coordinated campaign combines a variety of different marketing elements to your message/s to your audience which promoted your salon/spa, your staff or your services.
- \_\_\_\_\_ **14. Philanthropic Campaign:** This is your chance to show off that campaign you did to benefit a philanthropic cause.
- \_\_\_\_\_ **15. Co-branded Campaign:** This is a marketing campaign in which you participated with another business or businesses in your community for mutual benefit.
- \_\_\_\_\_ **16. Multi-Location Campaign:** This campaign demonstrates the economies-of-scale advantage a multi-location salon company has when running an overall branded campaign for a number of different locations.

## BRANDED SALON MATERIALS

- \_\_\_\_\_ **17. Service Menu:** The physical or digital service menu that lists, prices and promotes your services to clients/prospects.
- \_\_\_\_\_ **18. Branding Strategy:** An explanation of your brand and your strategy to communicate that brand to clients/prospects/community. Please include several examples of branded items.
- \_\_\_\_\_ **19. Mission Statement:** An original, written mission statement and an explanation of why that mission was created for your salon.
- \_\_\_\_\_ **20. Business Card:** Examples of the business card used to promote individuals within your organization.
- \_\_\_\_\_ **21. Employee Recruitment Materials:** Any marketing piece or pieces designed specifically to promote your salon/spa, your culture, your services and used to recruit candidates to interview for positions within your organization.
- \_\_\_\_\_ **22. Client Loyalty Programs:** Any marketing piece or pieces designed to reward the positive behavior of your clients and solidify their loyalty.
- \_\_\_\_\_ **23. On-Hold Messaging:** The verbal message a client would hear if placed on-hold when calling into your salon and that takes advantage of that time to promote your salon/spa, your staff or your services.

## OTHER

- \_\_\_\_\_ **24. In-Salon Merchandising Display:** Your unique, creative display to promote your services or products to a guest who is in your salon. May incorporate pieces branded by a national manufacturer, but the overall display should be unique to your business.
- \_\_\_\_\_ **25. In-Salon Promotional Campaign:** Posters, shelf-talkers or mirror clings unique to your salon that appear only in the salon and are used to promote your salon/spa, your staff or your services to guests in your business.
- \_\_\_\_\_ **26. Other:** Got a great marketing piece but don't know where to enter it? Enter it here.

## Now, SHOW US...

Now that you've figured out which categories you want to enter, you need to figure out how you can show us the marketing materials to your best advantage and as close to how a client or salon prospect would have experienced the items.

**All entries must be clearly labeled with the category number you are entering, the salon name, and the city and state where you are located.** If the item is a printed piece, do not write on the item, but please carefully place item/s in an envelope and write the information on the envelope to preserve the piece. Also, clearly mark the salon name, city, state and category on any discs you may be submitting.

Some guidance on how to submit pieces:

**Physical Pieces:** If you are submitting an actual marketing item, such as a brochure, service menu or business card, please submit at least two copies of the item. Also, if possible, please submit a copy of the final design for the item via a pdf or jpg file on a disc. (Makes it easier for us to reproduce should you win!)

**Digital Pieces:** If the item you are submitting is a digital piece, such as a website, e-mail newsletter or blog, please submit a specific URL code for each item you wish us to consider. If that is not possible, please submit a copy of how the marketing piece would have appeared on screen via a pdf or jpg file. Alternatively, you can send an image of a screen capture.

**Audio Pieces:** For radio commercials or on-hold messages, please send an audio recording on a disc in a cp3 format.

**Video Pieces:** For any television commercials or any other video entry, please place a copy of the video in either wmv, flv or mp4 format on a disc. Or, provide a link to an uploaded video.

**Photographs:** Please submit images on a clearly labeled disc.



## And, TELL US...

We said we'd keep this competition easy, so we're not going to pose detailed essay questions and ask you to jump through hoops to answer them. Simply pitch us your most convincing story about why your marketing pieces were brilliant, and tell it concisely. **Type your response on a separate sheet of paper and clearly mark it with the category number, your salon's name, and the city and state where your salon is located.**

Need a little help to get you started? Here's what we're looking for: Why did you do the marketing piece? Who was your target market? Who on your team or who outside the salon did you work with to put together the

piece? What was it promoting? What was your budget, and how much did it cost to produce? For printed pieces, how many did you produce? How did your marketing piece reach your audience? If the marketing program was for a limited time, how long did it run? What was your original marketing goal – what did you hope would happen? What was the result of the marketing piece? **BONUS POINTS** go to entries that can demonstrate you measured your return on investment!

**AGAIN** – you don't have to answer each of the above questions in detail, just use them as a guide to get your thought processes churning!

### STAMP Entry Fees

In elementary school, you were only allowed to bring one item to Show and Tell. Similarly for STAMP, we are asking that you select only your marketing masterpieces. For the overall entry fee of \$50, you may enter your marketing masterpieces in up to three categories. If you are an overachiever, and would like to enter more than three categories, you may, but there is a fee of \$25 for each additional category.

### Eligibility & Criteria:

1. Your salon opened on or before January 1, 2016.
2. Your business is primarily a provider of professional salon services, including, but not limited to, one or more of the following: hair care, nail care, skin care, body care, and spa treatments.
3. The marketing materials you submit are an original creation of your salon/spa.
4. You completely filled out the Applicant Information portion of this form.
5. You enter at least one STAMP competition category.
6. You pay the non-refundable processing fee. (See fee scale.)
7. You sign and date the Owner Statement below.

**All entries MUST BE POSTMARKED no later than May 31, 2017, and sent to:  
SALON TODAY magazine, STAMP  
2150 E. Lake Cook Rd., Suite 500, Buffalo Grove, IL 60089  
Attn: Joyce Alverio 847-415-8037  
Checks can be made out to SALON TODAY magazine.**

All entries must be signed and dated by the owner: To the best of my knowledge, all of the information I have provided for the 2017 STAMP competition is accurate. Subject to applicable law, I hereby grant to Vance Publishing Corporation/SALON TODAY magazine and its affiliates, subsidiaries, licensees and assigns (collectively "Salon Today" an irrevocable, perpetual and royalty-free right and license to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of all or any part of my application materials (including without limitation my essay(s), photograph(s), marketing piece(s), name, biographical material, company information, and likeness), in any and all media, whether now known or hereinafter created, on the Internet and throughout the world and for any purpose. In addition, the rights granted to SALON TODAY include, but are not limited to, the right to edit, feature, caption, affix logos to, and to otherwise alter or make use of all or any part of the submitted application materials. I acknowledge that any marketing piece or photograph I submit and/or all or any portion of my essay responses may be published in SALON TODAY magazine, in other SALON TODAY publications, on SALON TODAY's web site, or on or in some combination of the foregoing (collectively, the "SALON TODAY Media"); however, SALON TODAY will have no obligation to make any use of any marketing piece, photograph, essay or other application materials. I hereby represent and warrant that my application does not and will not infringe, violate, misappropriate any copyright or trademark, or any other right of any third party, and I have the right to grant any and all rights and licenses granted to SALON TODAY herein, including but not limited to all necessary rights under copyright, free and clear of any claims or encumbrances. I agree to indemnify, defend and hold SALON TODAY harmless from and against, and hereby waive any right to pursue, any claims of any nature arising in connection with the inclusion in, publication or display on any Internet site, or any other use authorized under this statement, of any materials included in my application.

Signature: ..... Date: .....

