

FY24, Q1 - Artist Social Post Contest

Artist Contest Summary

JUL 1st – 31st

AUG 1st – 31st

SEPT 1st – 30th

Let's get Started!

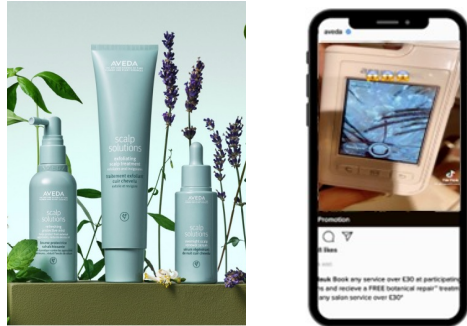
Concept: Monthly contest designed to increase social presence from our Artist community

Objective: Increase and leverage Aveda artist generated content

Details:
 What: Social Post Contest on IG
 Who: Aveda Artist, Ambassadors & Students
 When: July – Sept
 Win: Aveda Prizes

How to win: The more you post the more chances you have to win; Aveda will select 5 winners each month (July- Sept)

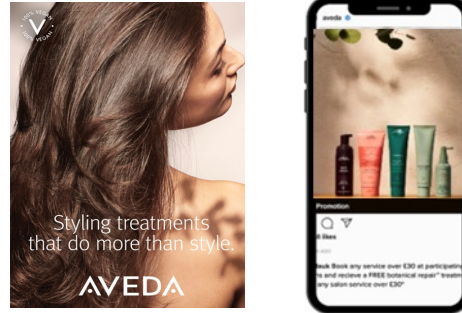
Product Focus: scalp solutions



- Posting Ideas:** #avedainfluencers
- Scalp analysis on clients
 - Preventative scalp care tips
 - Add scalp care into haircare routine / consultations

Product Focus: Scalp & Style

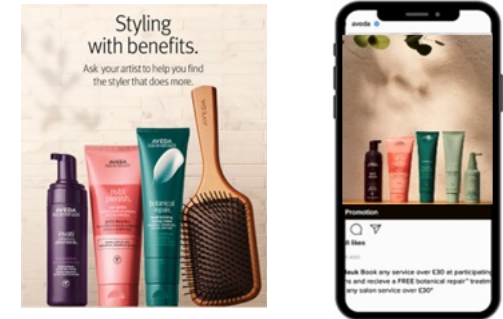
Prep/Refresh: scalp solutions exfoliating treatment & protective mist
Style: invati™ styling foam, botanical repair™ styling crème, nutriplenish curl gelée



- Posting Ideas:** #avedainfluencers
- “Get the Look” with Aveda Hybrid Stylers
 - Show styling before / after
 - Tutorial video speaking to instant results using scalp & styling products

Product Focus: Scalp & Style

Prep/Refresh: scalp solutions exfoliating treatment & protective mist
Style: invati™ styling foam, botanical repair™ styling crème, nutriplenish curl gelée



- Posting Ideas:** #avedainfluencers
- “Get the Look” with Aveda Hybrid Stylers
 - Show styling before / after
 - Tutorial video speaking to instant results using scalp & styling products

As Easy as 1-2-3!

- 1 Download Aveda monthly posts from the social calendar
- 2 Post your own content
- 3 New! Use these hashtags #avedainfluencers #AvedaInstituteStudents

Education Resources



Search “Aveda bite sized learning videos”

P
R
I
Z
E

General Admission Congress Tickets



P
R
I
Z
E

Custom Stanley Quencher



P
R
I
Z
E

Dyson Super Sonic Hair Dryer

