

# FY24, Q2 - Artist Social Post Contest

## Artist Contest Summary

OCT 1<sup>st</sup> – 31<sup>st</sup>

NOV 1<sup>st</sup> – 30<sup>th</sup>

DEC 1<sup>st</sup> – 31<sup>st</sup>

### 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 (Oct – Dec) and \*5 grand winners at the end of the quarter.

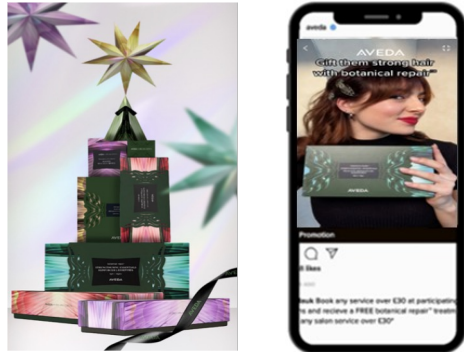
- As Easy as 1-2-3!**
- 1 Download Aveda monthly posts from the social calendar
  - 2 Post your own content
  - 3 New! Use these hashtags #avedainfluencers #AvedaInstituteStudents

### Education Resources



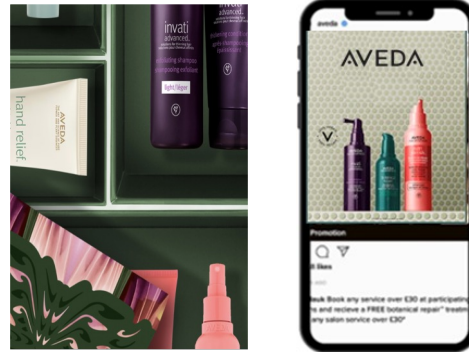
Search "Aveda bite sized learning videos"

### Product Focus: Hero Gift Sets



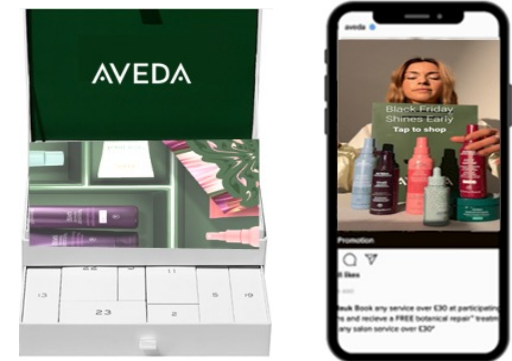
- Posting Ideas:** #avedainfluencers
- Share features or benefits of product(s) hero sets
  - Connect gift sets to additional full-size product options
  - Review experiences or rituals from the gift sets

### Product Focus: Styling Hero's



- Posting Ideas:** #avedainfluencers
- Showcase Aveda artistry by leveraging holiday styles
  - Key hybrid styling products while highlighting artistry
  - Offer guidance on products and/or styling looks with guest

### Product Focus: Holiday Gift Sets



- Posting Ideas:** #avedainfluencers
- Share Aveda is giving luxury with intention
  - Relax and reset for the new year
  - Help consumers gift unique self-care experiences

### Holiday Advent Calendar



P  
R  
I  
Z  
E

### Lulu Lemon Fanny Pack



P  
R  
I  
Z  
E

### Professional Hair Cutting Shears



P  
R  
I  
Z  
E