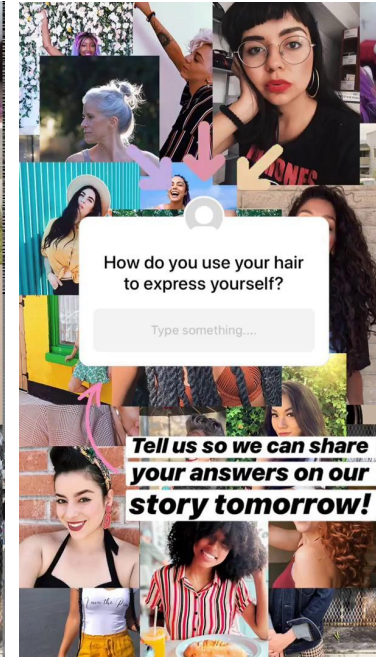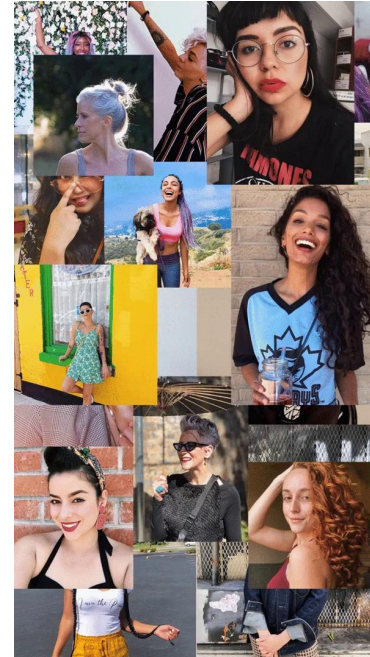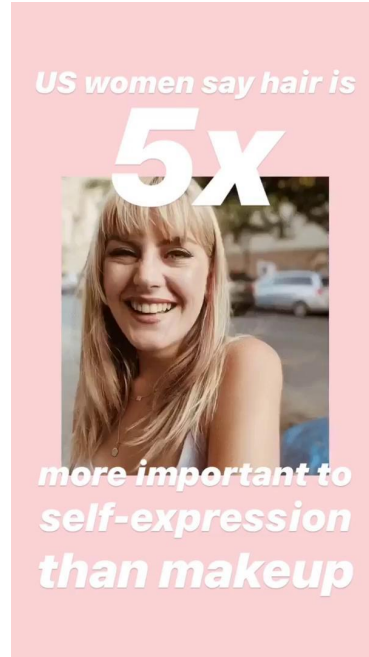**PANTENE GREAT HAIR DAY 2.0**

Great Hair Day 2.0 Work - Overview

- Building on our award-winning 2018 "Great Hair Day" campaign, I translated the findings of a study conducted by Pantene's R&D team to create a week of interactive content hosted on [Instagram Stories](), designed to help our community achieve more Great Hair Days
- The content translated the science into consumer-friendly language, harnessed native engagement tools like quizzes and polls, and brought in new fans through user-sourced content to support our messaging (final report/overview of work [here]())
- Developed [toolkit]() for use by global teams

Day 1 - Self Expression

WHICH OF THE BELOW RANKS #1 IN EXPRESSING WHO YOU ARE?

(A) Clothing

(B) Makeup

(C) Hair

US women say hair is **5x** more important to self-expression than makeup

How do you use your hair to express yourself?

Type something....

Tell us so we can share your answers on our story tomorrow!
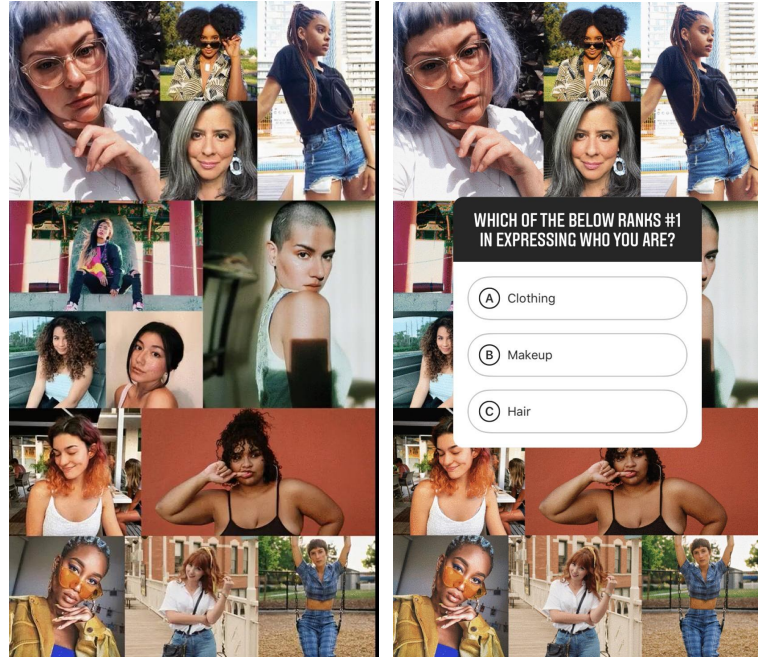
Day 2 - Self Love
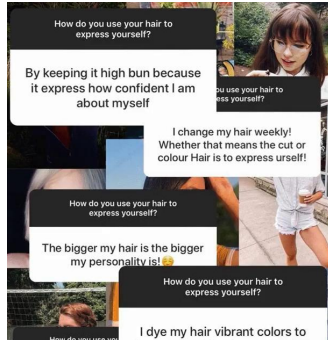
Yesterday, we asked how you use your hair to express yourself

Here's what you said...

How do you use your hair to express yourself?

By keeping it high bun because it express how confident I am about myself

I change my hair weekly! Whether that means the cut or colour Hair is to express urself!

How do you use your hair to express yourself?

The bigger my hair is the bigger my personality is!😊

How do you use your hair to express yourself?

I dye my hair vibrant colors to display my whimsical and bubbly personality to the world 💜

head to be brave & more confident with myself & my decisions🙂 I have control

When you feel like you're being true to yourself and expressing who you really are, you feel good about yourself

We're curious...🤔
👇👇👇

Show us how important hair is to feeling good about yourself
💁

We teamed up w/ Dr. Marianne LaFrance* & found HAIR ranks # 4

1	Your weight
2	Your complexion
3	Your smile
4	Your hair
5	Your clothes
6	Smelling good
7	Your make-up
8	Your shoes
9	Your nails
10	Your accessories

when it comes to feeling good about yourself

*she's a professor @ Yale, nbd

We don't realize the power that hair can have to help us feel good about ourselves

Check back tomorrow to find out how
🙌🙌🙌

Day 3 - Confidence-Building

Having a great hair day can help you...

- 💁 **Feel less self-conscious**
- 💁 **Feel relaxed & comfortable**
- 💁 **Feel happy!**
- 💁 **Feel CONFIDENT & able to achieve what you want**

Having a great hair day can help you...

- 💁 **Feel less self-conscious**
- 💁 **Feel relaxed & comfortable**
- 💁 **Feel happy!**
- 💁 **Feel CONFIDENT & able to achieve what you want**

(Srsly—we did a study w/ Yale professor Dr. Marianne LaFrance to find this out)

But on any given day, only 1/10 women

NO!

feel like they're having a Great Hair Day 🙆‍♂️

Let's Change That

PANTENE

What's stopping you from having a great hair day?

Type something....

Tell us!

You could GET everything you need to have a great hair day, **EVERY day!**

Day 4 + 5 - Solutions (Follower Engagement)

Slide 1

WE ASKED—

"What's getting in the way of your Great Hair Days?"

NOW, we're going to help you find the solutions 🙌

Slide 2

What's stopping you from having a great hair day?

Time! It takes so much time to blow dry, straighten/curl, style. Wish it could be faster

RELATABLE

Our Waterless collection makes extending your hard-earned look easy

DM us & we'll match you to the best Waterless product for your hair type

Slide 3

Humidity problems— We've all got 'em

What's stopping you from having a great hair day?

Humidity

What's stopping you from having a great hair day?

Heat and pollution makes my hair frizzy!

What's stopping you from having a great hair day?

+ Humidity 😂

What's stopping you from having a great hair day?

FRIZZ!!!

What's stopping you from having a great hair day?

Humid Weather

What's stopping you from having a great hair day?

Frizz

(it's the most common barrier to a GHD!)

Frizz and humidity

What's stopping you from having a great hair day?

Dry hair thick frizzy hair

Frizz

Slide 4

SOLUTION 1

FORMULA: hair oil

PRODUCT: Gold Series Intense Hydrating Oil

HOW: on wet hair, after you shower/before you style to lock in moisture and prevent frizz

Slide 5

SOLUTION 2

FORMULA: alcohol-free hairspray

PRODUCT: Air Spray Flexible Hold Hairspray

HOW: all over after styling to give hair humidity-resistence