

CAPSTONE PROJECT PITCH

PIKINE AFRICAN HAIR BRAIDING

UNLEASH YOUR INNER BEAUTY WITH PIKINE HAIR BRAIDING:
EMBRACE YOUR ROOTS AND STAND OUT

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INNOVATIVE PUBLIC RELATIONS TOOLS AND RESOURCES

PUBLIC RELATION
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PROJECT OVERVIEW

Introduction:

In today's society, hair is a vital part of self-expression and cultural identity. For women, hair braiding is not only a way of self-expression but an ancient art that has been passed down for generations. Pikine African Hair Braiding is a salon that specializes in traditional African braiding techniques and styles. Located on the corner of Wyoming and Seven Mile in Detroit, MI, the salon has been operating since 2001. Founded by Gnilane Karlie, a businesswoman from Senegal who worked hard to fund her business on her own, with more than five employees now, the salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding. This paper aims to present a PR campaign for Pikine African Hair Braiding to increase brand awareness and attract new customers.

Target audience:

The target audience for Pikine African Hair Braiding is women of all ages, backgrounds, and hair types who are looking for a unique and personalized hair braiding experience but also offer locks services for men. The salon's services are suitable for women and men who want to embrace their cultural identity, express their creativity, and stand out from the crowd. As of right now, the salon does not have a reliable website, the only Online presence it has is a google business that needs to be updated.

Pikine African Hair Braiding's background could have a significant impact on my PR efforts during my capstone project, understanding the salon's history, values, and mission will be key in crafting targeted messaging and ensuring effective communication with the target audience. Additionally, factors such as the store's reputation, customer base, and competitors will need to be taken into consideration in developing my PR strategy. By addressing these factors and creating a plan that builds on the strengths of the salon, I will be able to create a sustainable website, and social media pages to effectively promote Pikine African Hair Braiding and build relationships with its customers.

Objectives:

The primary objective of the PR campaign is to increase brand awareness and attract new customers to Pikine African Hair Braiding. Specifically, the campaign aims to achieve the following goals:

1. Increase the salon's social media following by 50% in six months
2. Generate media coverage in at least two local publications and a Press Release.
3. Increase the salon's customer base by 50% in six months

Key Messages:

The key messages of the PR campaign are as follows:

1. Pikine African Hair Braiding is a salon that specializes in traditional African braiding techniques and styles.
2. The salon's mission is to empower women and men by helping them embrace their roots and stand out.

3. Pikine African Hair Braiding offers a unique and personalized hair braiding experience that celebrates diversity and creativity.

4. The salon's services are suitable for women and men of all ages, backgrounds, and hair types who want to express their cultural identity and stand out from the crowd.

Tactics:

To achieve the objectives and key messages of the PR campaign, the following tactics will be implemented:

1. Social media marketing: The salon's social media pages (Facebook, Instagram, Twitter) will be created and updated regularly with engaging content, including pictures of the salon's work, customer testimonials, and informative posts about hair braiding.

2. Influencer marketing: The salon will partner with local influencers who have a significant following on social media to promote the salon's services and increase brand awareness.

3. Media relations: The salon will reach out to local publications (newspapers, magazines, blogs) to pitch stories about the salon's unique services and mission.

4. Special promotions: The salon will offer special promotions and discounts to attract new customers and retain existing ones.

5. Community outreach: The salon will participate in community events and sponsor local initiatives that align with the salon's mission and values.

Evaluation:

To evaluate the success of the PR campaign, the following metrics will be used:

1. Social media metrics (followers, engagement, reach)
2. Media coverage (number of publications, readership/viewership)
3. Customer metrics (number of new and returning customers, customer satisfaction)
4. Sales metrics (revenue, profit margin)

Conclusion:

In conclusion, the salon has been operating for over 20 years now with no reliable online presence, the PR campaign for Pikine African Hair Braiding aims to increase brand awareness and attract new customers to the salon. By leveraging social media marketing, influencer marketing, media relations, special promotions, and community outreach, the salon hopes to achieve its objectives and key messages. Since social media has become the new normal, it is time for the salon to work with a professional to increase awareness. By empowering women and men to embrace their roots and stand out, Pikine Hair Braiding hopes to become a leading salon in the hair braiding industry.

Reference:

<https://www.google.com/maps/place/Pikine+Hair+Braiding/@42.4304782,-83.1633666,17z/data=!3m1!4b1!4m6!3m5!1s0x8824ceac75035827:0x8198f58f211c0528!8m2!3d42.4304782!4d-83.1611726!16s%2Fg%2F1tgq78bm>