

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

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**A THESIS PRESENTED IN PARTIAL FULFILLMENT OF THE  
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## Table Of Contents

Acknowledgements.....	3
Abstract.....	4
Situation Analysis.....	5
Target Market and Buyer Persona.....	9
Secondary Research Report.....	11
Primary Research Design.....	15
Primary Research Findings.....	16
Campaign Results.....	17
References.....	19
Appendix A: Infographics.....	21
Appendix B: Media List.....	23
Appendix C: Media Kit.....	24
Appendix D: Press Releases.....	27
Appendix E: Graphic Images of research or campaign results.....	30
Appendix F: Article (Screenshot with URL).....	32
Appendix G: Crisis Plan.....	33

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## **Abstract**

This paper presents a market and consumer analysis for Pikine Hair Braiding, with a focus on the company's current situation, SWOT analysis, competitive analysis, problem statement, and target market analysis. The thesis statement of the paper is to develop a comprehensive understanding of the target market for Pikine Hair Braiding and create a campaign strategy that will enhance the company's visibility and reputation in the market. The analysis identifies the strengths, weaknesses, opportunities, and threats that the company faces, as well as the main competitors in its industry niche. The paper concludes with a description of the target market's demographic and psychographic traits, consumer habits, and relationship with Pikine African Hair Braiding.



## **Situation Analysis**

### **Company Overview and Current State**

Pikine African Hair Braiding is a hair salon located in Detroit, Michigan, managed by Gnilane Karlie. The salon specializes in a variety of braiding styles such as box braids, cornrows, Senegalese twists, and more.

The client's goal for the Campaign is to increase brand awareness and customer base for Pikine African Hair Braiding by 20% within six months through effective marketing strategies. The campaign aims to showcase the salon's unique hair styling services and attract more clients.

Pikine African Hair Braiding has been in business for twenty-two years and has a good reputation in the local community. There are no known historical public relations issues for this client. However, the salon has been struggling to attract new customers due to a lack of visibility in the market.

Pikine African Hair Braiding currently uses social media and word-of-mouth as its primary communication channels. The salon has a positive image and reputation in the community. However, its current messaging and communication channels are not effectively reaching the target market.

### **SWOT Analysis**

Pikine African Hair Braiding has a strong foundation with its experienced hair braiders and loyal customer base. However, there are opportunities for growth through expansion and innovation, while also being mindful of potential threats such as increasing competition and economic downturns.

Figure 1: SWOT analysis chart.

	Helpful	Harmful
Internal	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Experienced and skilled hair braiders</li> <li>-Positive Reputation and word-of-mouth referrals from satisfied customers.</li> <li>- Affordable pricing compared to competitors</li> <li>- Strong customer base and loyal clientele</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Limited marketing and advertising efforts</li> <li>-Lack of online presence and social media engagement.</li> <li>- Only one location, limiting potential reach and growth opportunities.</li> <li>- Dependence on traditional hair braiding techniques, potentially limiting innovation and differentiation</li> </ul>
External	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>-Increase marketing and advertising efforts to expand the customer base and build brand awareness.</li> <li>- Expansion to additional locations in areas with high demand for hair braiding services</li> <li>- Introduction of new and innovative hair braiding techniques to differentiate from competitors</li> <li>- Collaboration with local beauty supply stores to offer bundled services or promotions</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Increasing competition from other hair braiding salons in the area</li> <li>-Economic downturns impacting consumer discretionary spending on beauty services</li> <li>- Potential regulatory changes or licensing requirements impacting the business operations</li> </ul>

**Strengths:**

Pikine African Hair Braiding's strengths include its unique hair styling services, experienced and skilled staff, and good reputation in the local community. The campaign will leverage these strengths by showcasing the salon's unique services and highlighting its expertise and experience.

**Weaknesses:**

The salon's weaknesses include its lack of visibility in the market, limited advertising budget, and lack of online presence. The campaign will attempt to address these weaknesses by creating a comprehensive online presence and investing in cost-effective advertising strategies.

**Opportunities:**

The salon has the opportunity to expand its services to include other beauty treatments and increase its customer base by targeting new market segments. The campaign will leverage these opportunities by creating targeted advertising campaigns and promoting the salon's new services.

**Threats:**

Pikine African Hair Braiding faces threats from direct and indirect competitors, economic downturns, and changing consumer preferences. The campaign will address these threats by creating innovative marketing strategies and differentiating the salon from its competitors.

**Competitive Analysis**

In Detroit, MI, one of the main market leaders in the hair braiding industry is Braids by Bee. According to Detroit Metro Times (2022) "Braids by Bee" has been in business for over 20 years and has a loyal customer base due to their quality service and attention to detail (Metro Times). Additionally, "Braids by Bee" offers a wide range of hair braiding styles, including box braids, twists, and cornrows.

In contrast to "Braids by Bee," not only Pikine African Hair Braiding offers box braids, and cornrows, but specializes in traditional West African hair braiding styles such as Senegalese twists, Fulani braids, and Ghana braids. According to Detroit News (2019) Pikine African Hair Braiding has been gaining popularity among customers who are looking for unique and authentic hair braiding styles.

To conduct a competitive analysis for Pikine African Hair Braiding, we were able to look at other hair salons that offer similar services in the same location. Here are some of the salons that are in competition with Pikine African Hair Braiding:

1. Google Map (2023) Laye African Hair Braiding LLC - This salon is located in the same area as Pikine African Hair Braiding and offers similar services. Laye African Hair Braiding has been in business for over 10 years and has a loyal customer base. They offer a variety of braiding styles including box braids, cornrows, and twists.

2. Google Map (2023) Braids by Annette - Another competitor of Pikine African Hair Braiding is Braids by Annette. This salon also specializes in African hair braiding and is located in the same area as Pikine African Hair Braiding. They offer a wide range of braiding styles including micro braids, tree braids, and kinky twists.

3. Google Map (2023) Queen Bee African Hair Braiding - Queen Bee African Hair Braiding is another salon that offers similar services to Pikine African Hair Braiding. They are located in a nearby area and have been in business for over 15 years. They offer a variety of braiding styles including Ghana braids, kinky twists, and crochet braids.

4. Google Map (2023) African Queen Hair Braiding - African Queen Hair Braiding is another salon that specializes in African hair braiding and is located in the same area as Pikine African Hair Braiding. They offer a variety of braiding styles including box braids, twists, and micro braids.

5. Google Map (2023) Nene's African Hair Braiding - Nene's African Hair Braiding is another competitor of Pikine African Hair Braiding. They specialize in African hair braiding and are located in the same area. They offer a variety of braiding styles including cornrows, box braids, and kinky twists.

Pikine African Hair Braiding faces competition from several hair salons that offer similar services in the same location. To stay competitive, Pikine African Hair Braiding needs to differentiate itself by offering unique services or providing exceptional customer service. To

differentiate Pikine African Hair Braiding from its competitors, the campaign will focus on highlighting the cultural significance and authenticity of their hair braiding styles. This will include showcasing pictures of traditional West African hairstyles on social media platforms and emphasizing the expertise of their stylists in creating these intricate styles. Additionally, Pikine African Hair Braiding will offer educational resources on the history and cultural significance of West African hair braiding styles to further differentiate themselves from their competitors. Upon conducting deeper market research on the hair braiding industry in Detroit, MI, it was found that the main market leader in the industry niche is Hair Lab Detroit. IBIS World (2021) states that the hair care services industry in the United States has grown at an annual rate of 1.6% to reach \$47 billion in revenue as of 2021.

The report also states that the hair braiding industry has a market size of \$1 billion with a growth rate of 3.2%. In terms of competition, Hair Lab Detroit offers a wide range of services including haircuts, coloring, styling, and extensions. They also have a team of experienced stylists and use high quality products from well-known brands such as L'Oreal and Redken.

In contrast, Pikine African Hair Braiding specializes solely in hair braiding services. They offer various styles such as box braids, and cornrows, and specialize in traditional West African hair braiding styles such as Senegalese twists, Fulani braids, and Ghana braids. Pikine African Hair Braiding also prides itself on using natural products such as shea butter and coconut oil to promote healthy hair growth. To differentiate themselves from competitors like Hair Lab Detroit, Pikine African Hair Braiding can focus on their specialization in braiding services and their use of natural products. They can also emphasize their expertise in African braiding techniques and cultural authenticity.

## **Target Market and Buyer Persona**

### **Target Market**

Pikine African Hair Braiding's target market is African American women ages between 25 and 35 with an annual income of \$30,000 to \$50,000, residing in Metro Detroit, areas. They

are primarily unmarried and pursuing higher education or working in low to medium income jobs. They are interested in trying new and trendy hairstyles and are willing to spend money to achieve the desired look.

The target market for Pikine African Hair Braiding is likely to be interested in cultural traditions and heritage. They may also be interested in natural hair care products and services. According to Nielsen (2018), African American women spend nine times more on ethnic hair and beauty products than any other demographic group. Adegboyega (2017) examines the cultural significance of African hair braiding in the United States as well as its economic impact on the African American community. The author further argues that hair braiding is more than just a hairstyle; it is a cultural practice that has been passed down through generations and is an important aspect of African American identity.

The target market for Pikine African Hair Braiding is likely to be price sensitive but willing to pay for quality services. They may also be influenced by referrals from friends and family members who have had positive experiences at the salon.

The target market is fashion conscious, and they seek to portray a unique image through their hairstyles. They are also looking for a hair braiding salon that offers a wide range of services and uses high quality hair products. They are attracted to salons that provide personalized services that cater to their unique needs.

The target market typically visits hair braiding salons once every four-to-six weeks. They rely on word-of-mouth recommendations from friends and family and are active on social media platforms like Facebook, Instagram, and TikTok where they share their hairstyles and engage with other users.

Pikine African Hair Braiding has a low customer retention rate in the target market. They have not been able to differentiate themselves from competitors, resulting in low brand awareness and limited customer engagement.

## **Buyer Persona**

Based on these factors, the buyer persona for Pikine African Hair Braiding could be described as follows:

Name: Candace Phillips

Age: 30

Occupation: Freelance Accountant

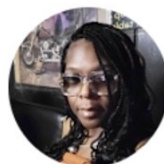
Income: \$50,000 - \$60,000

Education: College Degree

Location: Downtown Detroit, MI with a significant African American population.

Candace loves to travel, try new restaurants, and spend time with her friends and family.

Candace is motivated by a strong desire to be independent and successful. She loves learning and improving her life through education and experience. Candace is active on Instagram, TikTok, and Facebook. Candace will use Pikine African Hair Braiding's services to make her look stylish and feel confident. She will also be able to save time and money on her beauty regimen, which will give her more time to explore her passions.



**candace phillips**

Guests: Google Profile Photo of by Candace Phillips (2023) (Google)

## **Secondary Research Report**

The hair braiding industry is highly competitive in the United States, with several players operating in the market. There is a growing trend of consumers using social media platforms to find hair braiding salons and share their hairstyles.

### **Demographics of the target market:**

To better understand the target market for Pikine African Hair Braiding, it is important to examine the demographics of the area. United States Census Bureau (2020) states that Detroit has a population of approximately 670,000 people, with African Americans making up over 79% of the population. This indicates that Pikine African Hair Braiding's target market is most likely African Americans. It is essential to understand the demographics of the target market to create a successful campaign. The target market for Pikine African Hair Braiding is primarily women ages between 25 and 35 years old. They are likely to be interested in African hair braiding styles and want to maintain their hair's health and appearance.

Biddle-Perry, & Robinson-Morris (2018) worked on a study on the relationship between black women's identity, perceptions of natural hair, and professional image. The authors utilized a qualitative research design to analyze data from in-depth interviews with 20 black women who wore their hair in its natural state. The study found that black women's hair choices are influenced by societal norms and expectations, with many feeling pressure to conform to Eurocentric beauty standards in the workplace. This represents a significant potential customer base for Pikine African Hair Braiding.

Dinh & Nguyen (2019) analyzes the influence of social media marketing on consumer behavior, the authors found that social media marketing can have a significant impact on consumer attitudes and purchasing decisions. The study found that social media marketing has a positive impact on consumer behavior, including both cognitive and affective aspects. Specifically, social media marketing was found to enhance consumers' perceived value, trust, and satisfaction, which in turn positively influenced their purchase intention and word-of-mouth communication. The authors also found that the influence of social media marketing on consumer behavior was mediated by consumers' attitudes toward social media advertising. This suggests that PR professionals need to carefully design their social media advertising strategies to create positive attitudes among consumers.



Mabogunje, & Oyewobi (2019) provides a comprehensive review of the current literature on social media marketing and future research directions. The authors begin by discussing the importance of social media marketing in today's digital age and its impact on businesses. They then delve into the various aspects of social media marketing, such as social media strategy, content creation, engagement, and measurement. The article also highlights the challenges faced by businesses in implementing effective social media marketing strategies, such as the need for a clear understanding of their target audience, identifying the right social media platforms, and measuring the success of their campaigns. The authors also discuss the role of influencers in social media marketing and how businesses can leverage their influence to reach a wider audience. The article provides valuable insight into the current state of social media marketing and the challenges faced by businesses in this area. The authors also provide useful recommendations for future research in this field.

#### **Social media habits of the target market:**

Social media is an essential tool for marketing campaigns, and it is crucial to understand the social media habits of the target market. Pew Research Center (2018) found that 69% of African Americans use social media platforms, with Facebook being the most popular among this demographic. This suggests that Pikine African Hair Braiding should prioritize their Facebook presence when it comes to social media marketing. Further research shows that the primary social media platforms used by the target market are Instagram, Facebook, TikTok, and Pinterest. Therefore, creating engaging content on these platforms can help reach a broader audience.

#### **Competitor research:**

Understanding the competition is vital to create a successful campaign. Researching competitors in the African hair braiding industry can help identify their strengths and weaknesses and develop strategies to differentiate Pikine African Hair Braiding from its competitors. Competitors in the hair braiding industry in Michigan offer similar services to Pikine

African Hair Braiding. However, they differentiate themselves through their pricing strategies and customer service. Mintel (2020) shows that there has been an increase in demand for natural hair products among African American women, with 39% stating that they prefer using natural hair products.

### **Geographic region:**

Understanding the geographic region of the client can help create a localized marketing strategy that resonates with the local audience. Pikine African Hair Braiding is located in Detroit, with a diverse population and a significant African American community. In addition to the demographics of the city, Pikine African Hair Braiding should also consider the cultural significance of hair braiding within the African American community. Brown & Brown (2019) examines the experiences of black women who have faced discrimination in the workplace due to their hair, including braids. In the United States, hair braiding has also been used as a form of resistance against Eurocentric beauty standards. Understanding this cultural significance can help Pikine African Hair Braiding connect with their clients on a deeper level.

### **Industry trends:**

Keeping up with industry trends can help create a campaign that aligns with the current trends and interests of the target market. The African hair braiding industry has seen an increase in demand for natural hair care products and services, which can be incorporated into Pikine African Hair Braiding's marketing strategy. Hootsuite (2020) shows social media usage continues to grow worldwide, with global social media penetration reaching 45% in January 2019. The world's most-used social platforms are Facebook, YouTube, and WhatsApp. TikTok, in 7th place, now has 800 million monthly active users, with 500 million of these users in China. We have also seen growth in advertising audience numbers across many major social platforms. Facebook's data show 1% growth over the past quarter, while Instagram's ad audience has risen by nearly 6% in the same time period. The standout performer is Pinterest, whose advertising audience numbers jumped 12% after it added a number of new countries to

its advertising targeting options. This trend highlights the importance of having a strong social media presence for businesses, including Pikine African Hair Braiding.

The target market is active on social media platforms like Facebook, TikTok, and Instagram, where they share their hairstyles and interact with other users. They rely on recommendations from friends and family when choosing a hair braiding salon and are attracted to salons that offer personalized services and use high quality hair products. In conclusion, conducting research on demographics, social media habits, competitors, geographic region, and industry trends can help create a successful marketing campaign for Pikine African Hair Braiding. (See Appendix A).

## **Primary Research Design**

### **Introduction**

In order to determine the best primary research design for Pikine African Hair Braiding, it is important to first understand the types of surveys and focus groups available. Surveys can be conducted in various formats such as online, phone, mail, or in-person. Focus groups typically consist of a small group of Women who are brought together to discuss a specific topic or product. Dillman (2014) online surveys have become increasingly popular due to their cost-effectiveness and ability to reach a larger audience. However, in-person surveys may be more appropriate for Pikine African Hair Braiding as they allow for more personal interaction with the target audience. The primary research for Pikine African Hair Braiding was conducted in order to gain a deeper understanding of their target market and consumer behavior. The research aimed to identify the preferences and needs of their target market, as well as the effectiveness of their current marketing strategies. The research was conducted after reviewing relevant secondary research about the target market and the hair braiding industry.

### **Method**

Wolfenbarger, Ortinau, & Bush (2019) states research can be used to solve marketing problems and inform decision-making. Additionally, the book includes a variety of tools and

resources for conducting research, such as sample surveys and questionnaires. Based on the research, the proposed primary research design for Pikine African Hair Braiding would be an in-person survey. The survey would consist of a series of questions related to hair braiding services, pricing, customer service, and overall satisfaction. The survey would be conducted at the Pikine African Hair Braiding salon during business hours to ensure that customers are available and willing to participate. The survey would also be offered in both English and French to accommodate the diverse customer base. To ensure the accuracy and reliability of the data collected, a random sampling technique would be used to select participants for the survey.

For the primary research, a survey was conducted with 10 participants who fit the target market profile. Participants were selected based on specific criteria, including age range (25-35 years old), gender (female), and geographic location (Metro Detroit area). Participants were recruited through social media platforms and contacted via phone and email to confirm their participation. The survey was conducted in a private setting and was moderated by Real Star, LLC. During the survey, participants were asked a series of open-ended questions about their hair braiding habits, preferences, and experiences. They were also shown marketing materials from Pikine African Hair Braiding and asked to provide feedback on their effectiveness. The survey lasted approximately 90 minutes and was recorded for later analysis. The data gathered from the survey was transcribed and analyzed using both qualitative and quantitative methods. The responses were coded and sorted into themes and patterns, and statistical analysis was conducted to determine the frequency and distribution of specific responses. The respondents were all female and between the ages of 25 and 35, with varying levels of income and education.

## **Primary Research Findings**

### **Results**

The results of the primary research showed that the target market for Pikine African Hair Braiding is primarily made up of female customers who are interested in unique and creative

hair braiding styles. They are interested in affordable pricing and convenient scheduling but are also willing to pay more for high quality service. The respondents provided feedback on the current marketing materials and suggested improvements to make them more engaging and informative. (See Appendix A).

## **Conclusion**

Based on the primary research findings, Pikine African Hair Braiding should focus on offering unique and creative hair braiding styles at affordable prices, while also providing high-quality service. They should also improve their marketing materials to make them more engaging and informative. The next step for primary research will be to conduct another survey of current and potential customers to gather additional data on their preferences and needs. This survey will be conducted using an online survey platform and will be promoted through their new website, social media, and email marketing.

## **Campaign Results**

At the beginning of this campaign, the salon did not have a reliable website, the only online presence it has was a google business page that needed to be updated. The salon specializes in traditional African hair braiding, offering a diverse range of styles. The primary goal is to increase brand awareness and expand the client's customer base. To achieve this, we've adopted various strategies, including social media marketing, influencer partnerships, media relations, special promotions, and community outreach.

The key messages emphasize the client's expertise in traditional African hair braiding, with a mission to empower Women, and a celebration of diversity and creativity. The campaign aimed to connect with African American Women who seek a unique and personalized hair braiding experience. We were able to create a sustainable website, and social media pages to effectively promote Pikine African Hair Braiding and build relationships with its customers,

allowing customers to leave feedback of their experience with the salon and book appointment online.

Using the Wix website platform has allowed us to link Google Analytics to the Website we created. We've made significant progress, with more than 1000 interactions on the Google Business Profile since the start of the campaign. More than 2000 people have already viewed the Business profile, 139 Website clicks since we linked the website to the Google Business profile, and 256 Direction requests. (See Appendix E). We also notice a 15% increase in social media followers, coverage in one local publication, a 20% growth in their customer base, and a 15% increase in revenue. Looking ahead, we plan to achieve a 50% growth in social media followers, secure coverage in one more local publication, expand their customer base by 30%, and boost revenue by 20%. Thanks to all the customers for their support, and we're excited about the journey ahead as we continue to celebrate culture through hair at Pikine African Hair Braiding.

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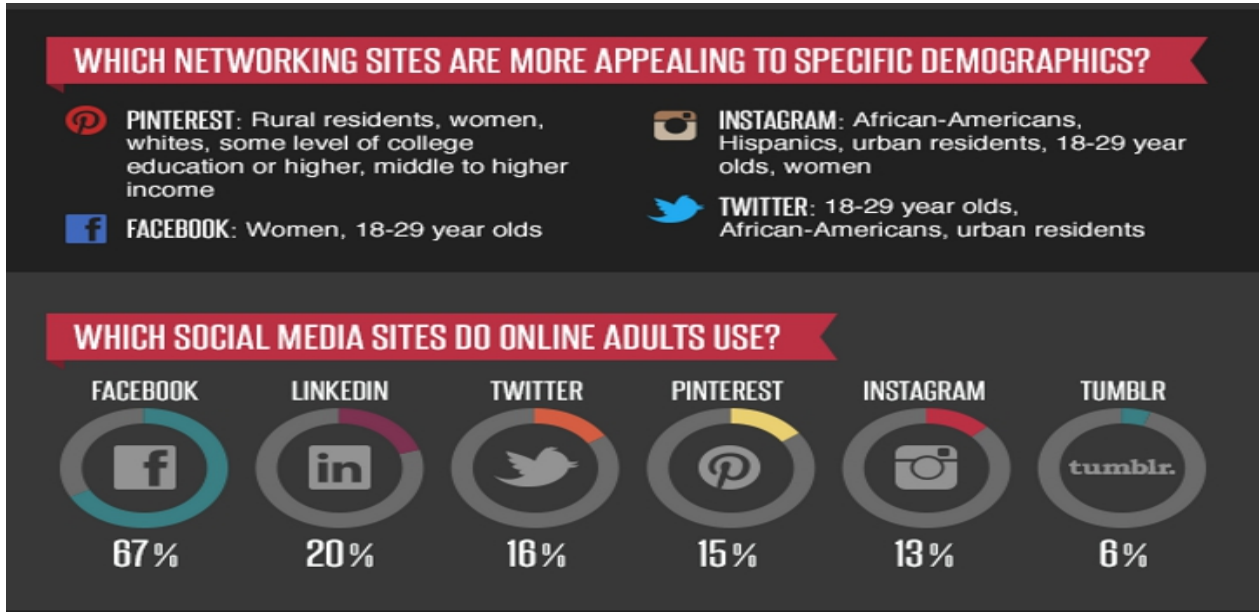
Yelp - "Pikine African Hair Braiding" (<https://www.yelp.com/biz/pikine-african-hair-braiding-detroit>)



Appendix A:  
Infographics

Infographic One: Title: Social Media Usage among the Target Market (Page 15)

Data Source: Pew Research Center: <https://images.app.goo.gl/xj9oMb4SXDd2HF4N9>

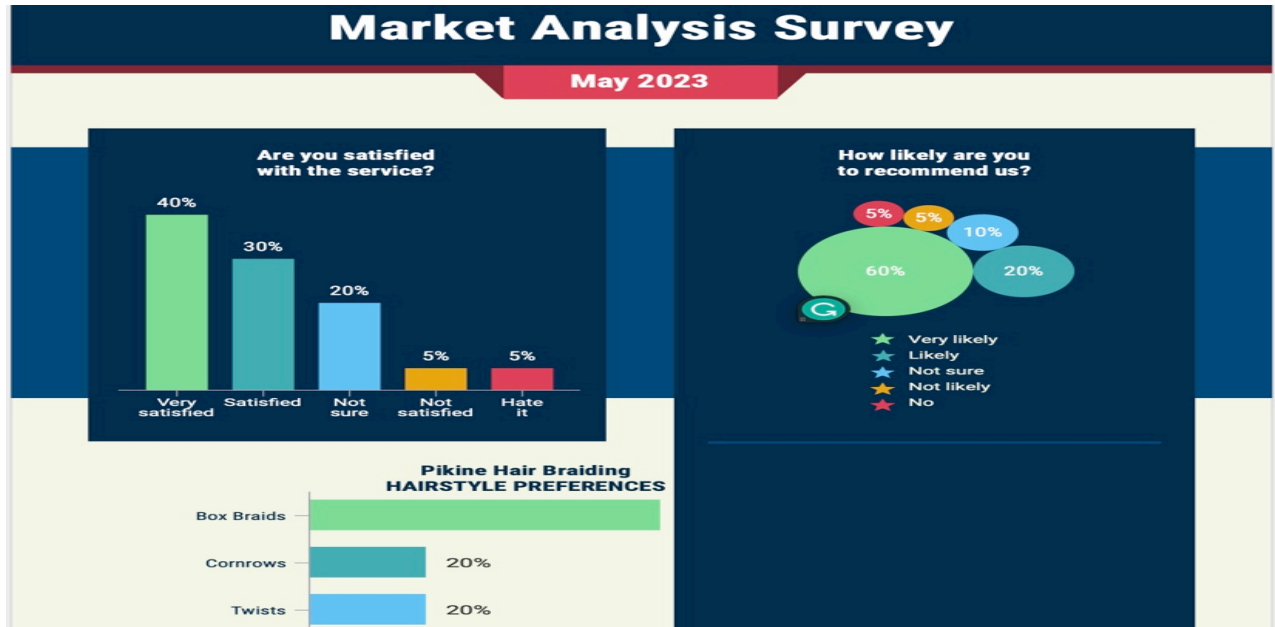


Infographic Two: Title: Popular Hair Braiding Styles among the Target Market



Data Source: Google and <https://www.stylecraze.com/articles/how-to-style-your-ghana-braids/>

Infographic Three: Hair Braiding Preferences (Page 17)



Data Source: Survey Conducted by Real Star, LLC, May 2023

Infographic Four: Marketing Material Feedback



Data Source: Survey Conducted by Real Star, LLC, May 2023

## Appendix B: Media List

Media List								
#	Name	Position	Outlet	Email	Phone	Twitter	Other	Link to Recent Work
	<b>Abdoulaye Diallo</b>							
	<b>Email Address</b> <a href="mailto:adiallo@student.fullsail.edu">adiallo@student.fullsail.edu</a>							
1	Chanel Stitt	Editor-in-Chief	Detroitisit.com	<a href="mailto:chanel@detroitisit.com">chanel@detroitisit.com</a>	(313) 444-8242	@ByChanelStitt	N/A	<a href="https://www.freem.com/story/money/business/michigan/2023/06/02/grand-priz-small-">https://www.freem.com/story/money/business/michigan/2023/06/02/grand-priz-small-</a>
2	Karen Dybis	Freelance Journalist, Contributing Editor	Hour Detroit and Detroit Free Press, JCK Magazine	<a href="mailto:kdybis@gmail.com">kdybis@gmail.com</a>	N/A	@KarenDybis	N/A	<a href="https://www.karendybis.com/freelance-work/2022/7/6/creating-a-new-book-introducing-doughtown">https://www.karendybis.com/freelance-work/2022/7/6/creating-a-new-book-introducing-doughtown</a>
3	Aaron Foley	Editor-in-Chief	BLAC Magazine	<a href="mailto:aaron.foley@blacdetroit.com">aaron.foley@blacdetroit.com</a>	N/A	@aaronfoley	N/A	<a href="https://www.modeldmedia.com/features/chief-storyteller-040817.aspx">https://www.modeldmedia.com/features/chief-storyteller-040817.aspx</a>
4	Sarai Walker	Freelance, Writer	The Guardian and The New York Times	<a href="mailto:saraiwalker@gmail.com">saraiwalker@gmail.com</a>	N/A	@saraiwalker	N/A	<a href="https://whotv.com/news/politics/the-art-of-persuasion-how-an-iowa-democratic-caucus-works/">https://whotv.com/news/politics/the-art-of-persuasion-how-an-iowa-democratic-caucus-works/</a>
5	Marsha Battle Philpot	Editor-in-Chief	The Michigan Chronic	<a href="mailto:mbattlephilpot@chronicleonline">mbattlephilpot@chronicleonline</a>	N/A	@marshabattle	N/A	<a href="https://www.amazon.com/Detroitist-Anthology-About-">https://www.amazon.com/Detroitist-Anthology-About-</a>
6	Serena Maria Daniels	Freelance Journalist	Eater Detroit/Detroit N	<a href="mailto:serenamariadaniels@gmail.com">serenamariadaniels@gmail.com</a>	N/A	@serenamaria36	N/A	<a href="http://karol-g-themed-pop-up-shop-detroit-cafecito-alvarez">karol-g-themed-pop-up-shop-detroit-cafecito-alvarez</a>
7	Lee DeVito	News Editor	Detroit Metro Times	<a href="mailto:lee.devito@metrotimes.com">lee.devito@metrotimes.com</a>	N/A	@leedevito	N/A	<a href="https://www.metrotimes.com/news/detroit-announces-free-wi-fi-for-five-city-parks-">https://www.metrotimes.com/news/detroit-announces-free-wi-fi-for-five-city-parks-</a>
8	Jasmine Espy	Reporter	WXYZ Detroit	<a href="mailto:jasmine.espy@wxyz.com">jasmine.espy@wxyz.com</a>	N/A	@jasmineespytv	N/A	<a href="https://jicareifyoulisten.com/2023/05/angelica-olstad-chronicles-unwavering-search-truth-">https://jicareifyoulisten.com/2023/05/angelica-olstad-chronicles-unwavering-search-truth-</a>
9	Amy Haimerl	Founder and Editor	Shady Ladies Literary	<a href="mailto:amy@shadyladiesociety.com">amy@shadyladiesociety.com</a>	N/A	@amyhaimerl	<a href="http://www.amyhaimerl.com">http://www.amyhaimerl.com</a>	<a href="https://www.goodreads.com/book/show/23013827-detroit-hustle">https://www.goodreads.com/book/show/23013827-detroit-hustle</a>
14	Aaron Mondry	Editor	Curbed Detroit	<a href="mailto:aaron.mondry@curbed.com">aaron.mondry@curbed.com</a>	N/A	@aaronmondry	N/A	<a href="https://detroit.curbed.com/2020/3/31/21200202/best-hooks-about-detroit-authors">https://detroit.curbed.com/2020/3/31/21200202/best-hooks-about-detroit-authors</a>
	Sherri Welch	Senior Reporter	Crain's Detroit Busine	<a href="mailto:swelch@crain.com">swelch@crain.com</a>	313-446-1694	@sherriwelch	N/A	<a href="https://www.craisdetroit.com/nonprofits-philanthropy/five-detroit-parks-get-free-wi-fi">https://www.craisdetroit.com/nonprofits-philanthropy/five-detroit-parks-get-free-wi-fi</a>
15	#							
16	#	Stephanie Steinberg	Managing Editor	Hour Detroit	<a href="mailto:ssteinberg@hour-media.com">ssteinberg@hour-media.com</a>	N/A	@Steph Steinberg	<a href="http://www.stephaniesteinberg.com/in-the-">http://www.stephaniesteinberg.com/in-the-</a>
17	#	Emma Klug	Freelance Journalist, sen	Hour Detroit, The Det	<a href="mailto:eklug@hour-media.com">eklug@hour-media.com</a>	N/A	@emmakluge	<a href="https://www.hourdetroit.com/web-exclusive/sh">https://www.hourdetroit.com/web-exclusive/sh</a>
18	#	Breana Noble	Business Reporter	The Detroit News	<a href="mailto:bnoble@detroitnews.com">bnoble@detroitnews.com</a>	(313) 222- 2429	@BreanaCNoble	<a href="https://www.havasunews.com/nation/bank-of-">https://www.havasunews.com/nation/bank-of-</a>
19	#	Candice Williams	Features Reporter	The Detroit News	<a href="mailto:cwilliams@detroitnews.com">cwilliams@detroitnews.com</a>	N/A	@CWilliams_DN	<a href="https://www.detroitnews.com/story/news/local">https://www.detroitnews.com/story/news/local</a>
20	#	Carol Cain	Senior Producer/Host	CBS Detroit	<a href="mailto:ccain@cbs.com">ccain@cbs.com</a>	N/A	@CarolCBS	<a href="https://www.cbsnews.com/detroit/michigan-m">https://www.cbsnews.com/detroit/michigan-m</a>
21	#	Corey Williams	Reporter	Associated Press	<a href="mailto:cwilliams@ap.org">cwilliams@ap.org</a>	262-366-1789	@ByCoreyWilliams	<a href="https://apnews.com/article/lawsuits-michigan-g">https://apnews.com/article/lawsuits-michigan-g</a>
22	#	David Muller	Editor	MLive Media Group	<a href="mailto:dmullers@mlive.com">dmullers@mlive.com</a>	N/A	@davidmuller	<a href="https://www.mlive.com/news/detroit/2016/11/">https://www.mlive.com/news/detroit/2016/11/</a>
23	#	Dustin Walsh	Senior Reporter	Crain's Detroit Busine	<a href="mailto:dwalsh@crain.com">dwalsh@crain.com</a>	313-446-6042	@dustinpwalsh	<a href="https://www.craisdetroit.com/workforce/mark">https://www.craisdetroit.com/workforce/mark</a>
24	#	Eleanore Catolico	Digital Producer	WXYZ Detroit	<a href="mailto:ecatolico@wxyz.com">ecatolico@wxyz.com</a>	N/A	@eleanorcatolico	<a href="https://www.metrotimes.com/detroit-guides/pr">https://www.metrotimes.com/detroit-guides/pr</a>

Appendix C:  
Media Kit



JUNE 2023

# MEDIA KIT

## PIKINE

# AFRICAN HAIR BRAIDING



PIKINE  
AFRICAN HAIR BRAIDING - 2023 MEDIA KIT

**ABOUT:**

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 Hair 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 Karlje, 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.

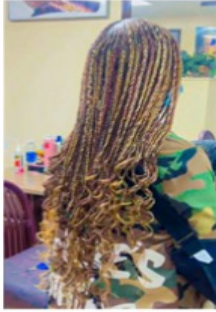
Owner Gnilane assisting her employees finish customers braids. (Credit: Abdoulaye Diallo)

PIKINEHAIRBRAIDING.COM PH:313.342.4426





**Cornrows by Pikine African Hair Braiding.**  
(Credit: Abdoulaye Diallo)



**Natural Faux Locs by Pikine African Hair Braiding**  
(Credit: Abdoulaye Diallo)



**PIKINE AFRICAN HAIR BRAIDING - 2023 MEDIA KIT**



**Owner Gnilane Karlie enjoying her work with a smile.**  
(Credit: Abdoulaye Diallo)



**Knotless Boho Braids by Pikine African Hair Braiding.**  
(Credit: Abdoulaye Diallo)



**Owner Gnilane braiding a customer the Natural Faux Locs braids.** (Credit: Abdoulaye Diallo)

PIKINEHAIRBRAIDING.COM PH:313.342.4426



**SHOT SHEET**



[Link:https://youtu.be/WuTkde8h-fc](https://youtu.be/WuTkde8h-fc)

B-ROLLS ( TRT - 00:01:24:00 )

CAPTION - CLIP DURATION

1. Wide Shot of the front of Pikine African Hair Braiding building - 00:00:05:00
2. Wide Shot of the Side of Pikine African Hair Braiding building - 00:00:05:00
3. Medium Wide Shot of the entrance of Pikine African Hair Braiding - 00:00:05:00
4. Wide Shot of Owner and staff working on customers hair - 00:00:05:00
5. Close-up Shot of Gnilane braiding a customer Natural Faux Locs - 00:00:05:00
6. Medium Wide 2 Shot of Gnilane braiding a customer Natural Faux Locs - 00:00:05:00
7. Extreme Close-up Shot of Gnilane twisting Natural Faux Locs - 00:00:04:00
8. Close-up Shot of Gnilane pick color extension - 00:00:03:00
9. Close-up Shot of Gnilane braiding a customer Natural Faux Locs - 00:00:05:00
10. Close-up Tilt down Shot of Customer's Natural Faux Locs braids - 00:00:05:00
11. Extreme Close-up of Gnilane Starting to braid a Natural Faux Loc Braid - 00:00:03:00
12. Close-up Shot of Customer and Gnilane is arranging the Locs - 00:00:05:00
13. Wide Shot of Gnilane braiding a customer who is checking their phone - 00:00:05:00
14. Medium 2 Shot of Gnilane and a customer she is braiding - 00:00:05:00
15. Wide Pan Shot of the interior of the salon with Gnilane and customers - 00:00:05:00
16. Medium Shot of Yolanda a regular customer at Pikine Hair Braiding - 00:00:04:00
17. Close-up Pan Shot Yolanda a regular customer at Pikine Hair Braiding - 00:00:05:00
18. Medium Wide Shot of Kelley a Walk-in Customer - 00:00:02:00
19. Medium Shot of Kelley a Walk-in Customer that just got her hair done - 00:00:05:00
20. Wide Pan Shot of Kelley a Walk-in Customer that just got her hair done - 00:00:05:00

**PIKINE AFRICAN HAIR BRAIDING - 2023 MEDIA KIT**

**INTERVIEW#1**

**NAME: Gnilane Karlie | Title: Owner**

**SOUNDBITE1:(TRT-00:01:10:00)**

I am Gnilane Karlie, I am the owner of this business, Pikine Hair Braiding, I opened this business since 2014, but I'm in business more than 20 years. I do hair, I do any kind of style. My mission is to empower women, to help them to get any kind of style, African style authentic hair braiding. I do any kind of style but this kind of style in front of you guys, is faux locs, lots of people don't want to do it but I accept because of my customers to make them happy. I do box braids, I do micro, I do cornrows, I do extension locs, I do everything. Go visit our website and see our work, and you able to book appointment without paying anything.

**NAME: Kiki | Title: Manager**

**SOUNDBITE2:(TRT-00:00:39:00)**

My name is Kiki, I work here at 18961 Wyoming, Pikine Hair Braiding, I do hair almost 20 years, my specialty is Zillion Box Braids. My gram-ma teach me hair when I have ten years, and I like to do hair, that's why I came to the USA to do hair 20 years now, I have very experience to do hair. Anything I do here is authentic, they coming from Africa, take care of your hair, Take care of customer.

**INTERVIEW#2**

**NAME: Yolanda | Title: Regular Customer SOUNDBITE3:(TRT-00:02:01:22)**

The experience is wonderful, I love coming here, she is always on time, I'm always satisfied, and the price range is reasonable, and she makes sure before she goes out of town she will call me to see if I need a touch up or anything and I get more than one style here, so my experience is great, I have no complaint what so ever. For me it's the maintenance of the hair style, when you wear braids you don't have to do to much if it done correctly, and like I said before, anytime I come, I'm satisfied whether it's one sister to another. Our culture is very different and everybody can't wear what we wear, so like I said again, the experience for me is getting up and go, the maintenance on it is perfect. I don't have to do too much until it's time for me to get it done again. Whatever she is using on my hair, she definitely growing it, the last four years I haven't had my hair done by nobody else but her or her sister, so she is growing my hair, it healthy and I don't have perms. Me personally I like the laminate braids that I have in now, and or the tie zillion, I do like the box braids, but a lots of people are wearing them, so I choose to be different. When you come here, you happy, you satisfied, and you definitely wants to come back. Any products that they have to offer as far as natural hair, I would love to try it as well as be a participant of the event whatever date it is. We should all want to know how to keep our hair clean, how to make it grow, anything you can do to enhance your beauty. Definitely recommending everyone, soon as

**NAME: Kelley | Title: Walk-in Seven SOUNDBITE4:(TRT-00:01:04:17)**

Kelley, I am just a walk-in today. I visited the shop for the first time, I have the Knotless Boho going on today for my birthday. I really really love them, I love the color, I love the texture. It is a very friendly walk-in ready shop. I really really appreciate the customer service today, it was wonderful, very friendly, fast, it very convenient and overall I had a great experience, very friendly people, and I do recommend. Well, what pushes me to get my hair braided and I love braids, I get them done on a regular basis, is, they very convenient, I wake up, go, go to work, they last for months, and overall as a women I just, I like the way they look on me and I love braids.

PIKINEHAIRBRAIDING.COM PH:313.342.4426



### QUICK FACTS

The Salon officially opened in November 2014.

Located in Detroit, MI.

Gnilane Karlie is the owner and Master Braider.

Authentic African Hair Braiding Salon for Women.

The salon offer different styles of hair braiding and help women stand out and feel confident in their uniqueness.

For Appointment: call 313.343.4426 or e-mail [pikinehairbraidings@gmail.com](mailto:pikinehairbraidings@gmail.com).

You can now book an appointment Online at [https:// www.pikinehairbraiding.com](https://www.pikinehairbraiding.com).

Pikine African Hair Braiding understands that each individual has unique preferences and style choices.

They work closely with clients to customize hair braiding styles according to their desired look, incorporating elements of African braiding traditions while accommodating personal preferences.

The Salon is open Seven (7) days a week 24h appointment based.

Their mission is to preserve the African cultural heritage of hair braiding and contribute to the cultural diversity and artistic vibrancy of Detroit.

### PIKINE AFRICAN HAIR BRAIDING - 2023 MEDIA KIT



Use this Logo for any background, as shown above. Do not make any changes without the approval of Gnilane Karlie at [pikinehairbraidings@gmail.com](mailto:pikinehairbraidings@gmail.com)

PIKINEHAIRBRAIDING.COM PH:313.342.4426

### PRESS RELEASE (Page 1)



#### For Immediate Release

Gnilane Karlie  
[info@pikinehairbraiding.com](mailto:info@pikinehairbraiding.com)  
313-343-4426

11961 Wyoming Ave  
Detroit, MI 48221  
[www.pikinehairbraiding.com](http://www.pikinehairbraiding.com)

#### Pikine African Hair Braiding Campaign Brings African Cultural Heritage to the Forefront with the Launching of their New Website

Detroit, MI, June 25, 2023 - Pikine African Hair Braiding, a leading provider of African-inspired hair styling services, is proud to announce the launch of its new website, aimed at showcasing the rich cultural heritage of African hair braiding and promoting the importance of this traditional art form. The campaign seeks to raise awareness about the cultural significance of hair braiding and empower women in Michigan.

The campaign by Pikine African Hair Braiding seeks to raise awareness about the cultural and artistic value of hair braiding, which has been an integral part of African traditions for centuries. The owner says that her salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding. (Gnilane Karlie, Interview of March 2023). In launching their new website, Pikine African Hair Braiding aims to showcase the beauty and diversity of African hair braiding styles, educate visitors about the cultural significance behind each design, and promote the skilled artists who have mastered this ancient craft.



The new website features stunning visuals of intricate hair braiding styles and detailed descriptions highlighting the cultural origins and meanings behind each design. Visitors can explore various galleries and learn about the different braiding techniques, regional variations, and historical contexts. The website also offers resources for those interested in learning more about African hair braiding, including tutorials, styling tips, and information on the cultural importance of hair in African communities.

PIKINEHAIRBRAIDING.COM PH:313.342.4426

### PRESS RELEASE (Page 2)

Pikine African Hair Braiding will host a pop-up event on July 30th, 2023 at its Wyoming Ave location. The salon will showcase their talented hair braiders, authentic African braids and their tribal origins, and offer organic hair products for sale.

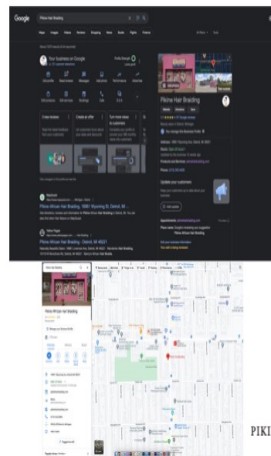
Pikine Hair Braiding invites individuals, organizations, and media outlets to this pop-up event and to visit their new website and discover the beauty and cultural significance of African hair braiding. The salon hopes that through this campaign, more people will come to appreciate the artistry and heritage associated with this traditional craft. To learn more about Pikine African Hair Braiding and explore our new website, please visit <https://www.pikinehairbraiding.com>.

#### About Pikine African Hair Braiding

Pikine African Hair Braiding is a Detroit-based hair salon dedicated to preserving and celebrating the cultural heritage of African hair braiding. By collaborating with master braiders from different African countries, local stylists, and salons, Pikine Hair Braiding aims to empower individuals, promote cultural exchange, and showcase the artistry and significance of African hair braiding in the Detroit community.



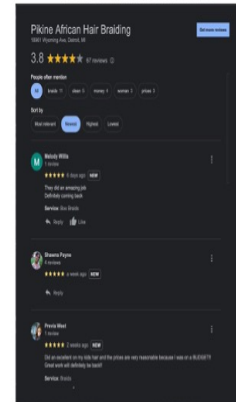
### ONLINE PRESENCE



PIKINEHAIRBRAIDING.COM PH:313.342.4426

### PIKINE AFRICAN HAIR BRAIDING - 2023 MEDIA KIT

### CUSTOMER REVIEWS



## Appendix D: Press Releases



### For Immediate Release

Gnilane Karlie  
info@pikinehairbraiding.com  
248-863-6612

118961 Wyoming Ave  
Detroit, MI 48221  
www.pikinehairbraiding.com

#### **Pikine African Hair Braiding Campaign Brings African Cultural Heritage to the Forefront with the Launching of their New Website**

Detroit, MI, June 11, 2023 - Pikine African Hair Braiding, a prominent hair braiding salon in Metro Detroit, is excited to announce the launch of their new website, dedicated to celebrating and preserving African cultural heritage through the art of hair braiding. The website aims to provide a platform for sharing the rich history and significance of African hair braiding, while also promoting their talented hair braiders and their unique creations.

The campaign by Pikine African Hair Braiding seeks to raise awareness about the cultural and artistic value of hair braiding, which has been an integral part of African traditions for centuries. The owner says that her salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding. (Gnilane Karlie, Interview of March 2023). By launching their new website, Pikine African Hair Braiding aims to showcase the beauty and diversity of African hair braiding styles, educate visitors about the cultural significance behind each design, and promote the skilled artists who have mastered this ancient craft.

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Pikine African Hair Braiding will host a pop-up event on July 30th, 2023 at its Wyoming Ave location. The salon will showcase their talented hair braiders, authentic African braids and their tribal origins, and offer organic hair products for sale.

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Abdoulaye Diallo  
PR Manager  
Real Star, LLC  
Email: therealkingollaid@gmail.com  
Phone: 313-978-4305



## For Immediate Release

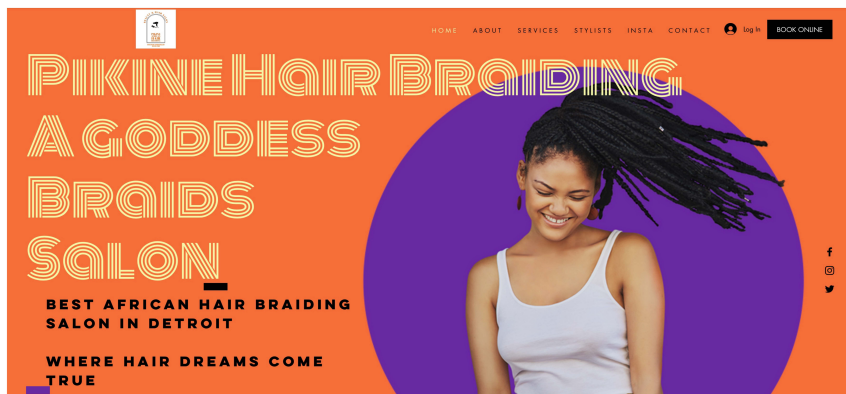
Gnilane Karlie  
info@pikinehairbraiding.com  
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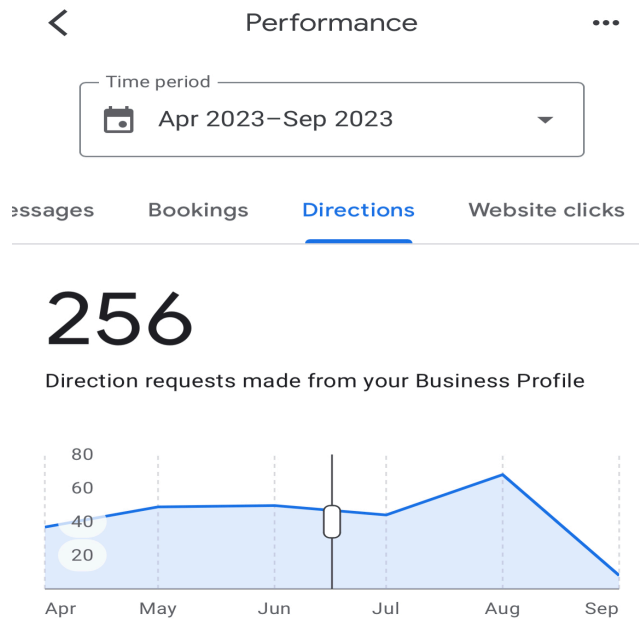
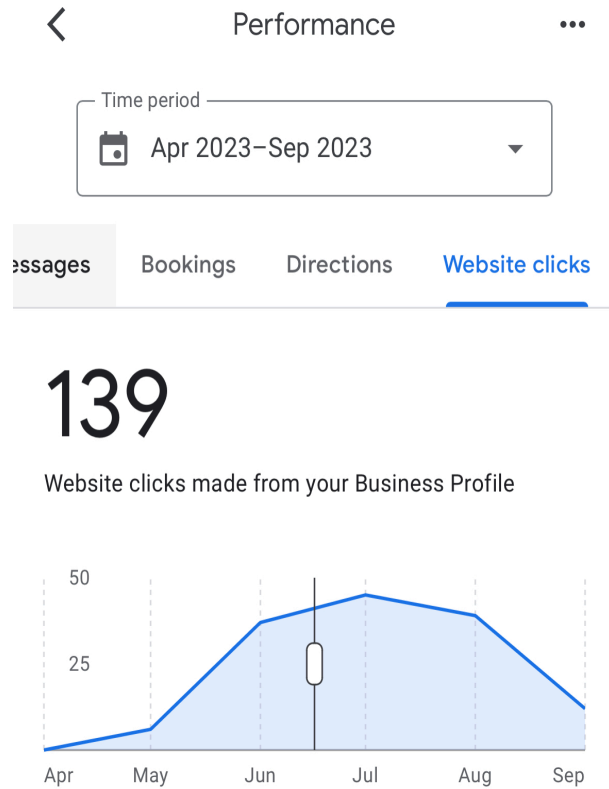
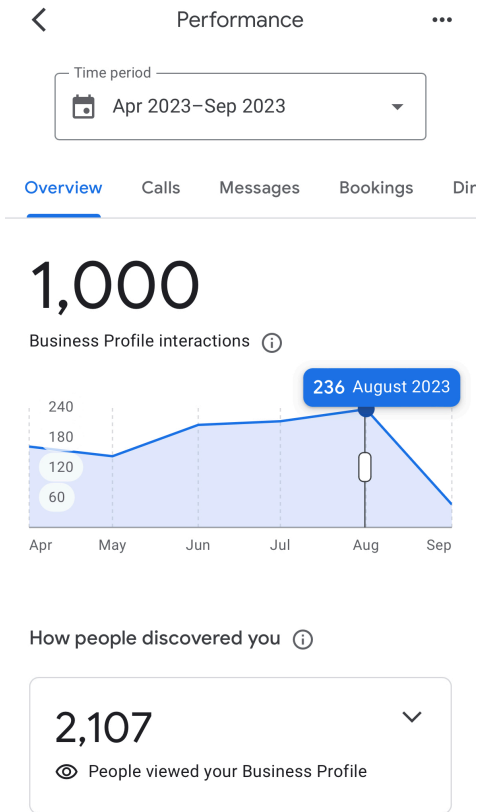
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###

**About Pikine African Hair Braiding:**

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## Appendix E: Graphic Images of research or campaign results



WIX Pikine Hair Braiding Explore Help Hire a Professional Upgrade Search for tools, apps, help & more...

## Benchmarks

Find out how you're doing compared to sites like yours. [Learn more](#)

### Key stats comparison

You're compared to [Beauty Care](#) sites in [Worldwide](#). [Change Category](#)

Traffic	Your stats	Better than
Unique visitors	39	7%
Avg. session duration	5min 12sec	76%
Bounce rate	47%	68%
Returning visitors	10%	49%
Organic search	75%	84%
Social	0%	0%

Stats are relevant for the last 30 days: Aug 7 - Sep 5

### Competition radar

This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.

**Take Action**  
An active online community can double your traffic, build trust and engage your customers.  
[Add a Forum](#)

Time period: Apr 2023 - Sep 2023

Overview Calls Messages Bookings Directions Website clicks

## How people discovered you

### 2,080

People viewed your Business Profile

#### Platform and device breakdown

Platform and devices that people used to find your profile

- 1,611 • 77%  
Google Search - mobile
- 309 • 15%  
Google Maps - mobile
- 136 • 7%  
Google Search - desktop
- 24 • 1%  
Google Maps - desktop

### 38

Searches showed your Business Profile in the search results

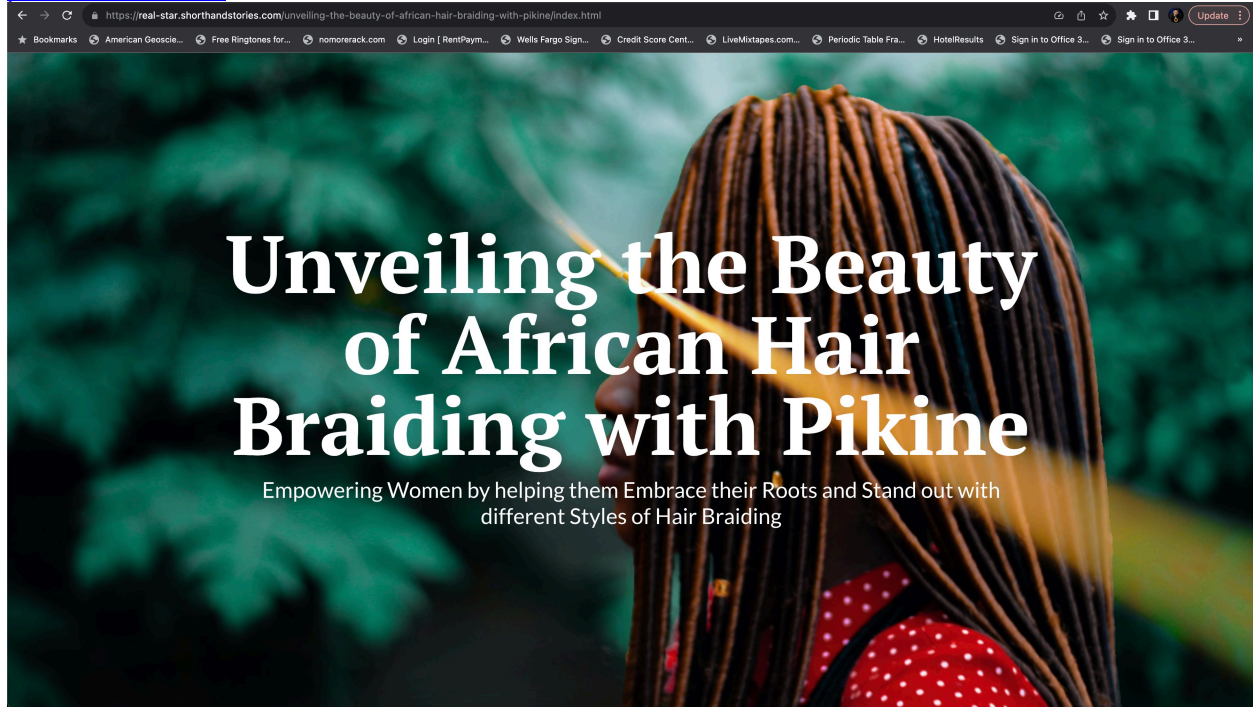
#### Searches breakdown

Search terms that showed your Business Profile in the search results

- pikine african hair braiding 21
- african hair braiding 17
- 24 hour african hair braiding < 15
- 24 hour braid shop near me < 15
- 24 hour braiding salon < 15

Appendix F:  
Article (Screenshot with URL)

URL: <https://real-star.shorthandstories.com/unveiling-the-beauty-of-african-hair-braiding-with-pikine/index.html>



Appendix G:  
Crisis Plan

**Crisis Communication Plan for Pikine African Hair Braiding**

**I. Executive Summary**

- a. **Purpose:** This document outlines a crisis communication plan for Pikine African Hair Braiding, aiming to manage and mitigate potential reputation-damaging situations effectively. It should be read by the crisis communication team, key stakeholders, and anyone involved in managing communication during a crisis. It details the strategies, team structure, stakeholders, facilities, survival kit, employee Media Policy, Messaging/Crisis Communication Channels, and Social Media Management necessary to effectively handle and communicate during a crisis. It is intended for the crisis communication team and should be used as a reference during crises.
- b. **Development:** This plan was developed through a comprehensive analysis of internal and external sources, including the book "Reputation Management 4th Edition" by John Doorley and Helio Fred Garcia, along with a collaborative effort with the owner of Pikine African Hair Braiding, online research on crisis communication strategies, research on crisis communication best practices, and an analysis of the specific needs and challenges faced by the salon.
- c. **Overview:** The plan is structured into sections that address different aspects of crisis communication, including team composition, stakeholder identification, and preparedness measures, each serving a specific purpose in crisis management and communication.

**II. Crisis Communication Team**

- a. **Team Composition:** The crisis communication team for Pikine African Hair Braiding includes:
  - **Chairperson:** Kiki (Salon Manager)
  - **Public Relations Manager:** Abdoulaye Diallo
  - **Social Media Coordinator:** Abdoulaye Diallo
  - **Legal Advisor:** Mr. Anthony Wayne Khan (Attorney)
  - **Customer Relations Manager:** Kiki
  - **CEO:** Gnilane Karlie (Owner)
- b. **Organization:** The team is organized with the Chairperson Kiki as the leader responsible for overall coordination. Each member has specific roles and responsibilities in crisis communication. Kiki will lead the team and coordinate all communication efforts. Abdoulaye Diallo will handle all media interactions, oversee online communication, and assist in media outreach. Mr. Anthony Wayne Khan will provide guidance on legal matters. Kiki will address customer concerns. Gnilane Karlie will ensure internal communication. Effective record-keeping and documentation are essential during a crisis. All communication, both internal and external, should be documented. This includes media interactions, social media posts, emails, and messages. The public relations manager should be responsible for maintaining this documentation to ensure accuracy and transparency. Before any crisis occurs, the crisis

communication team will conduct regular training sessions and mock drills to ensure all team members are well-prepared for their roles. This will include media training, scenario simulations, and the review of communication protocols.

- c. **Training Needs:** Media training is critical for the spokesperson or media relations manager. They should be well-versed in handling media inquiries, conducting interviews, and staying composed in high-pressure situations. Media training should be an ongoing process to keep these key team members prepared for any crisis. Each team member should undergo training in crisis communication, media relations, social media management, and relevant legal regulations. All employees should be trained on how to respond to inquiries from customers or the media during a crisis. They should know whom to contact and what information they can share. Additionally, employees should be made aware of the crisis communication plan and their roles within it. Training needs have been identified as follows:

- **Public Speaking:** Public Relations Manager
- **Media Handling:** Social Media Coordinator, Public Relations Manager
- **Crisis Management Procedures:** All team members

<b>Name of Team Member</b>	<b>Position Within the Company</b>	<b>Role on the Crisis Communication Team (Title &amp; Brief Description of the Role)</b>	<b>Training that Needs to be Completed by this Team Member (e.g., Media, Public Speaking, Employee Policy, Technology, etc.)</b>
<b>Kiki</b>	<b>Chairperson, Salon Manager, Customer Relations Manager</b>	Kiki will lead the team and coordinate all communication efforts.	should be trained on how to respond to inquiries from customers or the media during a crisis, conducting interviews, and staying composed in high-pressure situations.
<b>Abdoulaye Diallo</b>	<b>Public Relations Manager, Social Media Coordinator</b>	Diallo will handle all media interactions, oversee online communication, and assist in media outreach.	Will learn how to be well-versed in handling media inquiries, conducting interviews, and staying composed in high-pressure situations.

<b>Anthony Wayne Khan</b>	<b>Legal Advisor, Attorney</b>	will provide guidance on legal matters.	will learn company's values and help prepare official public statements that align with the company's values and commitment to resolving the crisis.
<b>Gnilane Karlie</b>	<b>CEO, Owner</b>	will ensure internal communication.	should be trained on how to respond to inquiries from customers or the media during a crisis, conducting interviews, and staying composed in high-pressure situations.

### III. Public Groups and Stakeholders

- a. **Importance of Stakeholders:** The following groups and stakeholders are crucial to crisis communication for Pikine African Hair Braiding:
- b. **Local Media:** Local media outlets are crucial as they can impact the public's perception of the crisis. Contact information for key local media outlets and contacts including newspapers, TV, and radio, are vital for disseminating information during a crisis. These outlets include:

<b>Name of Media Outlet</b>	<b>Specific Contact Phone Number</b>	<b>E-Mail Address</b>	<b>Primary Contact Person</b>
Detroit Free Press	800-395-3300	dboucher@freepress.com	Dave Boucher
WXYZ-TV Channel 7	2488279252	cstokes@wxyz.com	Chuck Stokes
WWJ Newsradio 950	(313) 555-7890	mbrown@wwjnewsradio.com	Michael
The Detroit News	(313) 222- 2429	bnoble@detroitnews.com	Breana Noble
Associated Press	262-366-1789	cwilliams@ap.org	Corey Williams

- c. **Local Government:** Maintaining a positive relationship with local authorities, such as law enforcement and emergency services, is essential. Regular communication and coordination with these entities can aid in a faster and more effective response to crises

that require their involvement. Establishing contact with local government agencies, including the police, health services, and fire department is essential for coordinating responses to potential crises. Key government agencies like:

Name of Agency	Specific Contact Phone Number	E-Mail Address	Primary Contact Person
Detroit Police Department Twelfth Precinct	313-596-1200	None	Commander Kurt Worboys
DMC Detroit hospital Emergency Department	313-745-3000	None	Receiving
Detroit Fire Department	313-596-5180	None	Emergency Line
MiPDC (Michigan Poison and Drug Center)	1-800-222-1222 Local Dial 313-486-0078	None	Emergency Line

- d. **Other Government:** While not directly involved in hairstyling, relevant state and federal agencies may need to be informed or consulted during certain crises.
- e. **Company Stakeholders:** This includes officers, board members, employee organizations, clients, and other groups closely related to Pikine African Hair Braiding.

Name of Group/ Stakeholder	Specific Contact Phone Number	E-Mail Address	Primary Contact Person
Gnilane Karlie (Owner)	248-863-6612	GnilaneKarlie@gmail.com	Karlie
Kiki (Salon Manager)	803-404-2924	Seydy@gmail.com	Kiki
Abdoulaye Diallo	313-978-4305	therealkingollaid@gmail.com	Diallo

- f. **Other Optional Groups:** Depending on the specific crisis, additional groups like national media and trade publications need to be informed or engaged.

#### IV. Facilities and Survival Kit

- a. **Meeting Locations:** The crisis communication team will meet at the salon for crisis management. The backup meeting location during a crisis will be at the owner's house.
- b. **Survival Kit:** The following items are included in the crisis survival kit:

Item	Currently Available?	Person Responsible for Item
Crisis Manual	Yes	Abdoulaye Diallo
Crisis Communications Manual	Yes	Abdoulaye Diallo
Essential Telephone Numbers	248-863-6612; 803-404-2924; 313-978-4305; 313-596-1200; 313-745-3000; (313) 222- 2429; 1-800-222-1222 Local Dial 313-486-0078	Abdoulaye Diallo
Media List	Yes	Abdoulaye Diallo
Computers	Yes	Abdoulaye Diallo



General Office Supplies	Yes	Gnilane Karlie
Radio	Yes	Kiki
Batteries	Yes	Kiki

## V. Employee Media Policy

In the event of a crisis, the Crisis Communication Team will be activated immediately. It is crucial to have a clear activation protocol in place. The Chairperson will be responsible for initiating the team's activation, ensuring that all team members are informed, and coordinating the response efforts. The team will immediately convene at the designated primary or backup location. The Owner will oversee the response efforts, and team members will assume their predefined roles and be the spokesperson.

- a. **Training and Drills:** Regular training sessions and crisis drills should be conducted to ensure that the Crisis Communication Team is well-prepared and can respond swiftly during a crisis. These drills will help team members become familiar with their roles and responsibilities, test communication channels, and identify areas for improvement.
- b. **Media Training:** Media training is critical for the spokesperson and media relations specialist. They should be well-versed in handling media inquiries, conducting interviews, and staying composed in high-pressure situations. Media training should be an ongoing process to keep these key team members prepared for any crisis.
- c. **Employee Training and Awareness:** All employees should be trained on how to respond to inquiries from customers or the media during a crisis. They should know whom to contact within the organization and what information they can share. Additionally, employees should be made aware of the crisis communication plan and their roles within it. All employees should say I am not qualified to speak about this situation; however, you can speak to owner.
- d. **Coordination with Local Authorities:** Maintaining a positive relationship with local authorities, such as law enforcement and emergency services, is essential. Regular communication and coordination with these entities can aid in a faster and more effective response to crises that require their involvement.
- e. **Regular Plan Review and Updates:** The Crisis Communication Plan should not remain static. It should be reviewed and updated regularly to reflect changes in the organization's structure, personnel, or operations. Additionally, it should incorporate lessons learned from previous crises to enhance preparedness for future events.

## VI. Messaging/Crisis Communication Channels

- a. **Social Media:** The primary channel for crisis communication will be social media platforms such as Facebook, Twitter, and Instagram. The Social Media Coordinator will be responsible for posting updates and responding to inquiries.
- b. **Website:** The company website will serve as a central hub for crisis-related information. The team will ensure that it is regularly updated with the latest developments and guidance.
- c. **Email:** Email communication will be used for reaching out to internal stakeholders and clients directly. The Customer Relations Manager will oversee email communications.
- d. **Traditional Media:** Media outlets identified in the Media List will be contacted through phone calls and emails, and press releases will be distributed as necessary.
- e. **Public Statements:** The crisis communication team will prepare official public statements that align with the company's values and commitment to resolving the crisis. All employees should use this statement: While we do not yet know all the details as to

how it happened and why (or who was involved, etc.), we are continuing to look into the situation and will provide updates as soon as we have more information.

## **VII. Social Media Management**

As stated above, the primary channel for crisis communication will be social media platforms such as Facebook, Twitter, and Instagram. The Social Media Coordinator will be responsible for write the messaging, monitoring the website and social media platforms, and posting updates and responding to inquiries.

- a. **Monitoring:** During a crisis, the salon will monitor its social media platforms, including Facebook, Instagram, Twitter, and Google My Business. Additionally, monitoring tools and services will be employed to assess public sentiment and track online discussions related to the crisis because continuous monitoring of the situation is vital. The team will stay updated on the crisis's development, gather information, and assess its impact. This real-time monitoring will enable the team to make informed decisions and adapt communication strategies as needed.
- b. **Communication:** Social media platforms will be used to disseminate official statements, updates, and responses to inquiries from the public. The Social Media Manager will be responsible for crafting and posting these messages. In addition, effective record-keeping and documentation are essential during a crisis. All communication, both internal and external, should be documented. This includes media interactions, social media posts, emails, and messages. The Social Media Manager should be responsible for maintaining this documentation to ensure accuracy and transparency.

This crisis communication plan provides a structured framework for Pikine African Hair Braiding to effectively manage and respond to crises and the plan is based on the principles outlined in Reputation Management 4th Edition by Doorley and Garcia (2021). It incorporates best practices and expert guidance in the field of crisis communication, ensuring that Pikine African Hair Braiding can effectively manage and respond to crises. By following this plan and continually refining it based on experience and feedback, the salon aims to safeguard its reputation, protect its stakeholders, and emerge stronger from any adverse situations. The plan is designed to equip Pikine African Hair Braiding with effective strategies and tools to handle and communicate during crises. By following this plan, the salon can mitigate damage, maintain trust, and protect its reputation in times of adversity.

## **VIII. Conclusion**

In conclusion, an effective Crisis Communication Plan is a crucial component of any organization's risk management strategy. Pikine African Hair Braiding's commitment to proactively addressing potential crises and maintaining open and transparent communication will help protect its reputation and ensure the continued trust of its clients and stakeholders. Regular training, thorough documentation, and a flexible response approach are key elements in successfully managing crises and emerging stronger on the other side.

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