



## The Concept

In this cross-property concept, NBCU and TRESemme will partner to create original content featuring the show stylists from our premiere line up of networks and programs. This innovative approach will bring TRESemme product into the fabric of the content and to the center of the conversation among NBCU's savvy style seeking audience.

### Proposed Networks/Programs:

- Bravo: Fashion Show and Double Exposure
- Oxygen: Tori and Dean
- MUN2: The Look
- NBC: Community
- Telemundo: Levante

Together these stylists will become the *TRESemme Style Team*, offering up daily doses of beauty advice, tricks to the trade, and those important tips to help arm even the savviest style seeker with all the advice she needs to make the right decisions EVERY DAY.

Thanks to TRESemme and NBCU, our female audiences will now have the unique opportunity to watch, learn, and even interact with these talented experts.

## The Execution

This program will consist of multiple phases; each designed to engage with the target audience through original episodic content, including long-form online programming, audience interactivity, social networking, and content distribution.

In each phase, the original content episodes will also be cut down to air weekly in consistent commercial pods during targeted programs across the participating NBCU networks.

By running the custom content in consistent programming and consistent pods, the episodes will become a short-form on-air series, enhancing the entertainment experience of the programs in which they are running.

Each on-air spot will also serve as promotion for the longer-form series running online.

## The Setting

To enhance and promote TRESemme's "reason to believe", we will bring these NBCU show stylists together in a customized environment: the *TRESemme Home Salon*. Essentially, we will bring the salon...into the home!

This environment will be a fashionable blend all of the things that you would expect to find at your favorite salon, but within a setting that features the EVERY DAY comforts and familiarity of home. This setting will become the centerpiece to the campaign, with all of the episodes featuring the studio in some way.



## **The Program**

### **Phase 1: Program Kick Off/Promotion Meet The Stylists**

To generate buzz and promotion for the program, we will kick off the TRESemme/NBCU partnership both on-air and online. Phase 1 will have two approaches, with the first spot featuring the *individual stylists* and the second spot featuring *The Team* of stylists together.

#### ***Individual Stylists***

Through a series of custom spots, we will feature each of the individual stylists that will make up our TRESemme Style Team. This approach is designed to develop a connection between the stylists and the show audiences, establish the stylist's credibility, and associate the stylist with the overall program.

These custom spots will introduce the stylists; who they are, the shows they work on, and take audiences into their domain. Spots could include behind the scenes footage of their work with the stars/subjects on their shows, complete with those rare "never been seen" moments that our audiences love to watch.

Each stylist will also offer a personal testimonial about their excitement to be part of the TRESemme Style Team and introduce some of the details of the program. As each stylist shares details about the program, they will encourage audiences to go online to learn more about how they can get involved; submit their questions, share their tips, tell their stories, etc.

#### **Proposed Execution:**

- These promotional spots/bios will live online, with cut-down spots airing in the targeted shows featuring the stylist.
- To effectively cover all of the key messaging points, we recommend that the on-air spots be :60's.

#### ***The Team***

We will develop a custom spot that features all of the stylists together, in the TRESemme Home Salon, designed to promote the new TRESemme Style Team Show and encourage audiences to go online to learn more.

The stylists will introduce the types of things that audiences can expect over the coming months from the show ("What we will be talking about...") and the different types of segments that will be featured; style tips, special events, behind the scenes, in studio makeovers, hitting the streets, hair challenges, etc.

The message will be clear... "*This your TRESemme Style Team!*"

#### **Proposed Execution:**

- These promotional spots will live online, with cut-down spots airing in the targeted shows featuring the stylist and within varied programming across the network that effectively reaches the W21-27 target audience.
- To effectively cover all of the key messaging points, we recommend that the on-air spots be :60's.

The sum of these two approaches will maximize targeted reach and frequency to help effectively promote the program.



**Phase 2: *Show Launch***  
**TRESemme Style Team Show**

Through a series of long-form episodes, the TRESemme Style Team will cover a variety of topics, delivering a wide range of content relevant and entertaining for the audiences of each participating network.

In each episode, the TRESemme Style Team will introduce the hottest fashion trends, explore a variety of different beauty topics, and interact with our audiences. Segments will include studio demonstrations, Q and A from audiences, model makeovers, behind the scenes footage, social networking elements, and on the street stylist challenges.

- Note: Working closely with TRESemme, we will design the on the street elements to effectively complement the TRESemme “challenge” advertising strategy.

Proposed Execution:

- Long-form episodes of the program will live online, with the content refreshed on a monthly basis.
- In the :60 on-air cut-down versions, we will pair the relevant content featuring an individual stylist to their corresponding network.
- Spots will air in both targeted shows featuring the stylist, but also in varied programming across the network that effectively reaches the W21-27 target audience.
- We believe the on-air content should to be refreshed on a weekly basis.