All things Hair

CASE STUDY 04

STRATEGY PROPOSAL · 2023

Every hair type, found first time

A brand, content and website review for Unilever's hair platform, with a three-year plan.

TEAM	MY ROLE	STATUS
SW · SR · MA	[Your part]	Strategy proposal



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Lots of expertise, hard to find.

01

The site is a pile, not a path

Long articles and broad filters leave readers to dig for what fits their hair.

02

The words push people away

"Frizzy" reads as a fault, and "natural" lumps every textured type together.

03

The pictures don't match the claim

Casting and imagery don't yet show every texture the brand says it serves.

100K

views for a beard video made for textured hair.

Its counterpart for straighter hair did noticeably less. The audience is asking for specific, inclusive content.

SOURCE: ALL THINGS HAIR PLATFORM DATA, AS CITED IN THE ORIGINAL REVIEW



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PART TWO

What we recommended

Quick wins first, then content, the website and a plan to grow into.

Three fixes for month one.

A hair-type quiz on the homepage

Readers sort themselves in a few taps, then land on content made for them.

Kinder, sharper filter names

"Dry", not "frizzy". Wavy, curly, coily and kinky, not one "natural" bucket.

Shorter reads, clearly timed

Trim existing articles, add a reading time, and track how long people stay.

From "where do I start?" to "that's me."

STEP 1

Land

Homepage opens on the quiz, not a wall of articles.

→

STEP 2

Type

Pick texture by picture: straight, wavy, curly, coily, kinky. Then a concern.

→

STEP 3

Your hub

Short articles and video for that type, with an expert or editor as guide.

→

STEP 4

Shop

Products from partner brands, matched to the type, under each article.

FILTER KEEPS THE SAME WORDS

Straight | Wavy | Curly | **Coily** | Kinky | Dry | Covered hair

Solve a real problem, then show it.



The science

Why a problem happens and how to fix it.



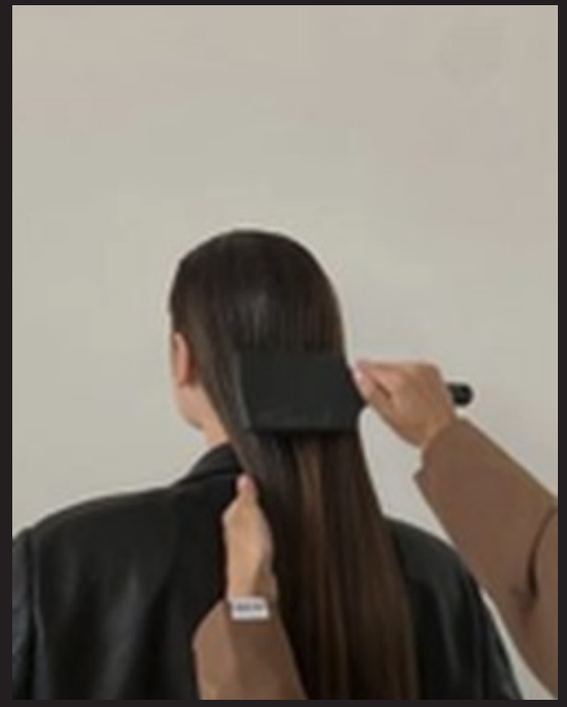
Real stories

Readers share problems and fixes; the best are featured.



Overlooked needs

Covered hair, hair loss, a parent learning a child's texture.

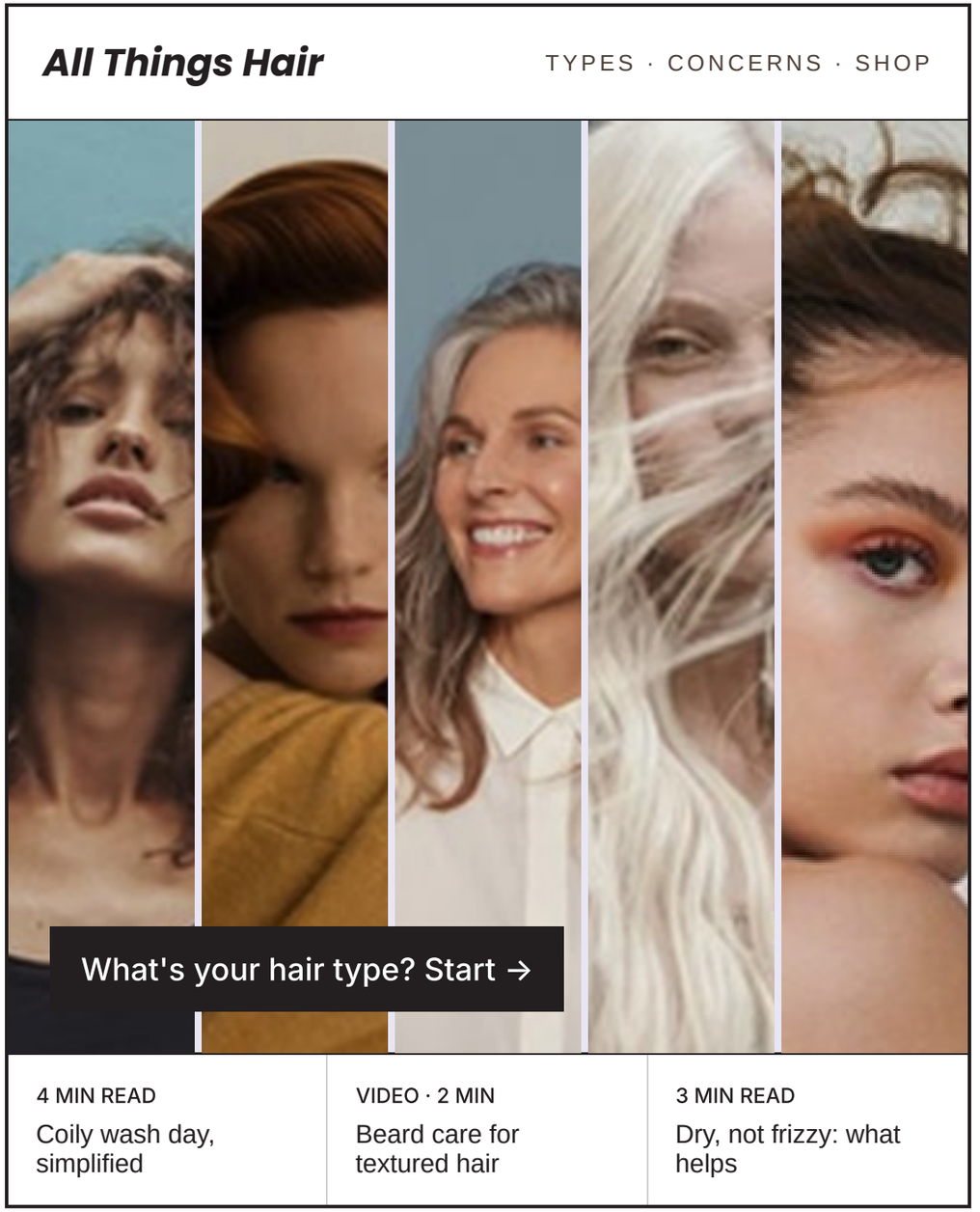


Shop the fix

Partner products linked at the end of every piece.

Less text, more showing.

01	Simpler navigation that lets readers tailor the site
02	A strong search bar and new filter keywords
03	Infographics, GIFs and video to make the science easy
04	Headlines, subheads and lists so every article skims



Fix it, grow it, lead with it.

Year one

FIX THE FOUNDATIONS

Quiz, filters and new terms. Budget moved from writers to video editors. Reading time tracked.

Year two

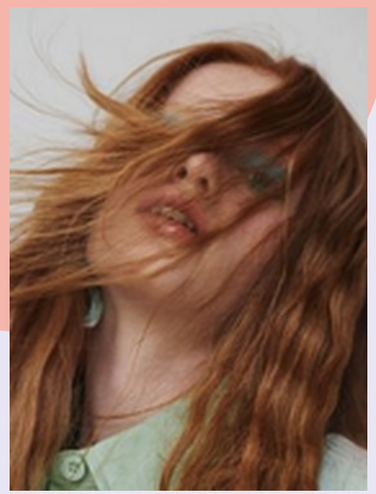
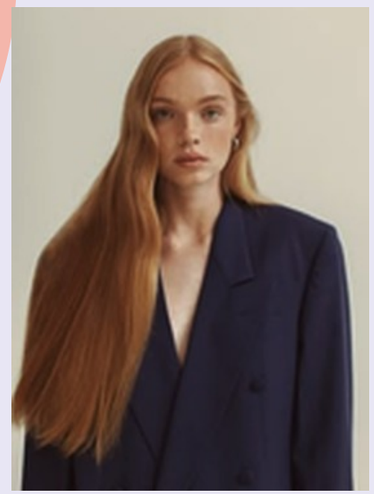
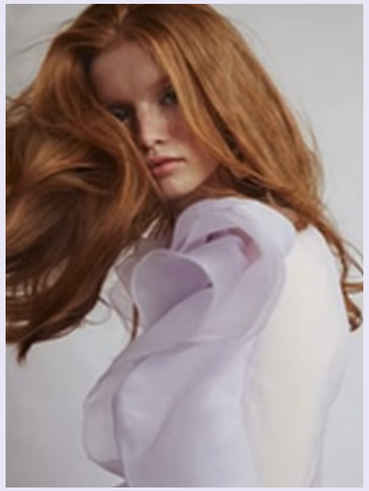
GROW THE AUDIENCE

Reader video in the mix, one consistent image style, and a rebrand that speaks to every gender.

Year three

[TO DEFINE]

The original year-three plan repeats year two word for word. Add the real year-three goals here.


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All things Hair

IN ONE LINE

Be the expert in all hair by showing all hair.

Clear types, kinder language, short useful content and casting that matches the promise.

MARCELLE ADRIANNA

[Your part, with SW and SR]

CONTACT

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