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**Beauty Ambassador Marketing Campaign  
Brief & Guidelines**

## Company Overview

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**About us:** Seva Beauty is the pioneer of the fast-casual spa, with nationwide locations that maximize one-stop-shop convenience and price points everyone can afford. We sum this up by our mantra, Beauty to the People<sup>®</sup>.

### Campaign Name

#CampaignHashtag



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## Campaign Brief

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Campaign Goal:	The Beauty Ambassador marketing campaign's main goal is to generate brand awareness, community engagement, and foot traffic to our studios.
Campaign Message:	Seva Beauty is the go to brand for fast-casual spa where you can get beauty services and products quickly and inexpensively. Seva has a talented and experienced beauty Gurus specialized in shaping brows.

## Campaign Brief

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Key Objectives:	Brand Awareness, Engagement, In-studio Referral Sales
Channels:	Instagram
Deliverables & Timeline:	3-5 IG Stories & 5 IG Posts, post once a week for 5 weeks tagging @sevabeauty and using the campaign hashtag #

## Campaign Brief

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Target Audience:	Women Ages 25-55
Budget:	Not Applicable (Pre-paid Seva Beauty Gift Card?)
Deadlines:	March 1, 2019

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Campaign Reporting Requirements:	Analytics of each post such as # of engagements, views, link clicks and comments
Content Review Process:	Yes, we request that all content creators submit their image + caption via email (alba@sevabeauty.com) prior to posting content  Due date: Feb 1, 2019
Compensation:	Beauty Box with Brow Kit, discount code for future services and Pre-Paid Gift Card for \$20

## Campaign Deliverables

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Deliverables	IG Story, Posts and/or Video
Deadlines	A. Content Review: February 1, 2019 B. Final Review: March 1, 2019
Deliverable description:	A. Post/Video/IG Story showing you unboxing the Seva Beauty Box. Another story showing the products in the box.  B. Post/Video/IG Story using the Brow Kit and final results of application.  C. Post/Video/IG Story in the studio getting your brows shaped, lash extensions, or other beauty service.

## Campaign Deliverables



Inspiration	<p>We want to show that Seva Beauty lets you get (#morebeautylesstime) #(beautifulonabudget). // We want to show that Seva Beauty are brow experts where you can get beautiful on a budget.</p>
Post caption description	<p>Key messages:</p> <ul style="list-style-type: none"><li>• We really knows how to shape brows</li><li>• Our Gurus are talented and experienced</li><li>• Our beauty products are high quality and affordable on any budget</li></ul> <p>Branded tag &amp; hashtags: @sevabeauty #beautytothepeople, #morebeautylesstime #XXXXXXXXXX</p> <p>Links to use: <a href="http://www.sevabeauty.com">www.sevabeauty.com</a></p>



## Campaign Deliverables

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## Ambassador Do's & Don'ts



Do's:	<ul style="list-style-type: none"><li>● Do include the campaign messages in the post captions (as specified above)</li><li>● Do submit your content for review on the date indicated</li><li>● Do position the logo according to brand guidelines</li><li>● Do include the #ad/#sponsored hashtag in your post</li><li>● Do submit high quality content with adequate lighting</li></ul>
Don'ts:	<ul style="list-style-type: none"><li>● Don't include pictures/references to alcohol or drugs</li><li>● Don't use profanity or criticize Seva Beauty</li><li>● Don't compare Seva Beauty to any competitors</li><li>● Don't incorporate any other sponsored content into our campaign posts</li></ul>

## Contact Information

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Point of Contact:

Alba Figueroa  
Social Media Coordinator  
Email: [alba@sevabeauty.com](mailto:alba@sevabeauty.com)

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