

# The Salon Project

## Case Study

Location, interests, and  
age-based brand  
awareness campaign

**THE SALON**  
PROJECT  
BY JOEL WARREN

Intro

# The Salon Project NYC by Joel Warren

## About

The Salon Project New York by Joel Warren is a salon concept that combines world-class hair and beauty services, personalized consultations, and retail products.

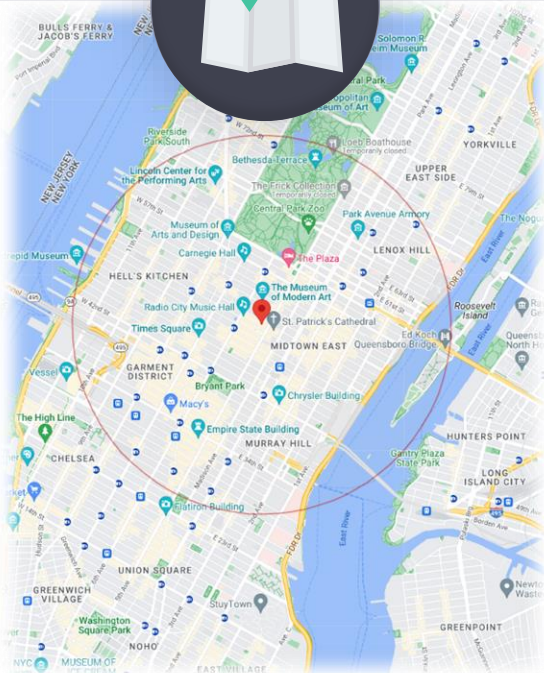
Joel Warren is a renowned hair and beauty expert who has over 30 years of experience in the industry and has worked with celebrities and magazines. He launched The Salon Project in 2017 as a partnership with Saks Fifth Avenue, aiming to redefine the beauty experience and create a modern and innovative salon.

## Campaign Goal

Reach new client base by increasing awareness of their brand around their New York city, Rockefeller center store. Using hyper local targeting and age targeting to reach their targeting audience choice.



# Campaign Audience & Targeting



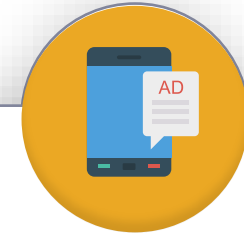
**Location**

2K around the Rockefeller Plaza  
NYC, USA.



**Budget**

\$1000



**Creative Types**

Display, GIF & Native – In App.



**Age Range**

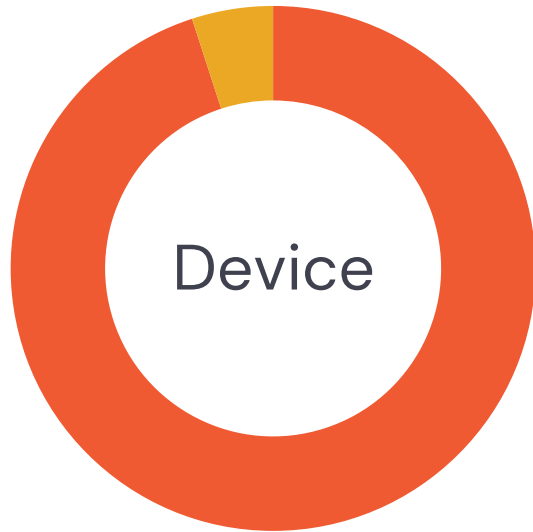
25+



**Interest**

Fashion-forward, busy professionals from the area, Beauty enthusiast, Fifth Avenue shoppers.

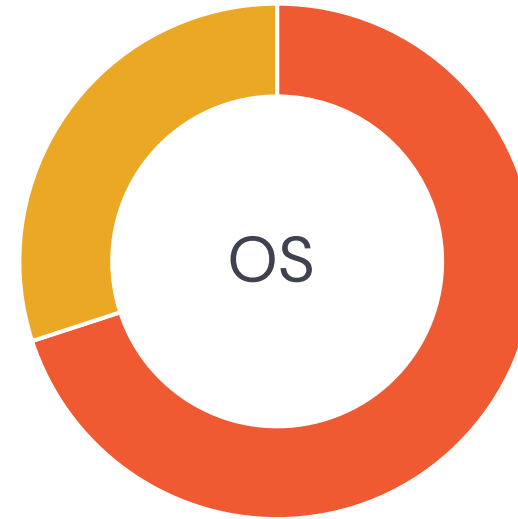
# Audience Technology Performance



Mobile: 95%



Tablet: 5%



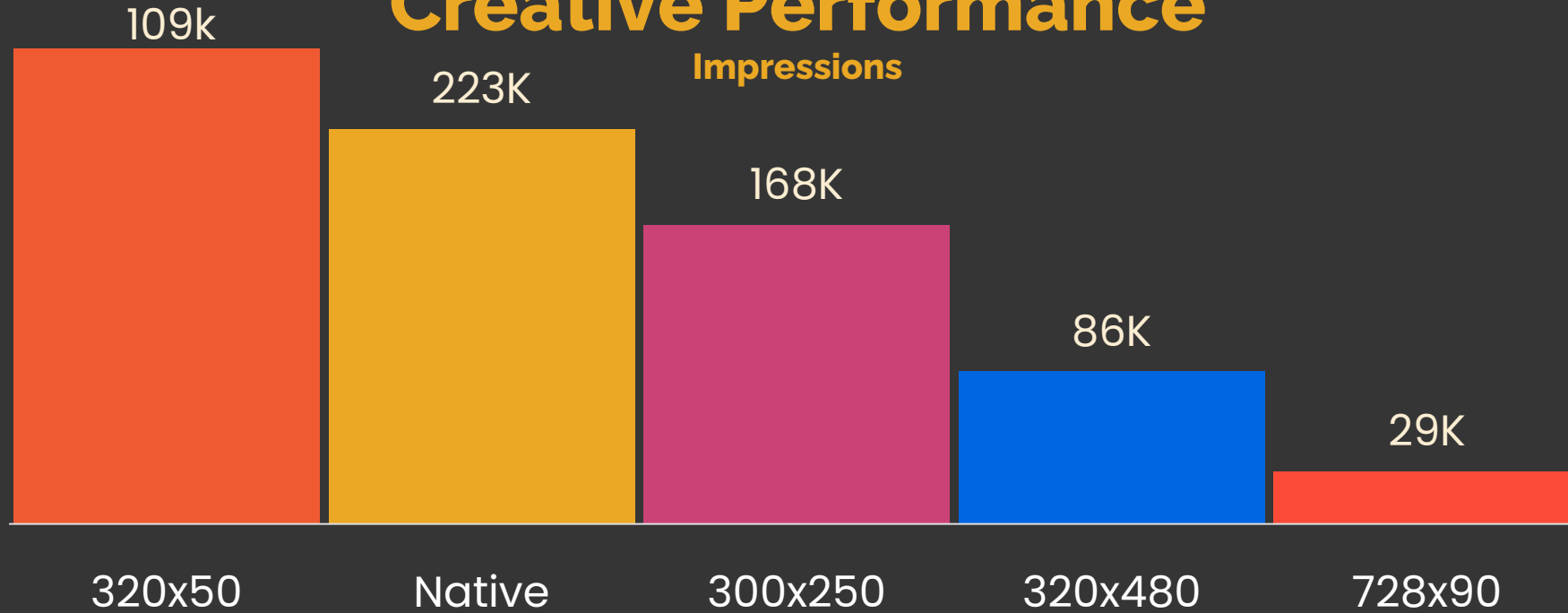
Android: 70%



iPhone: 30%

# Top Creative Sizes

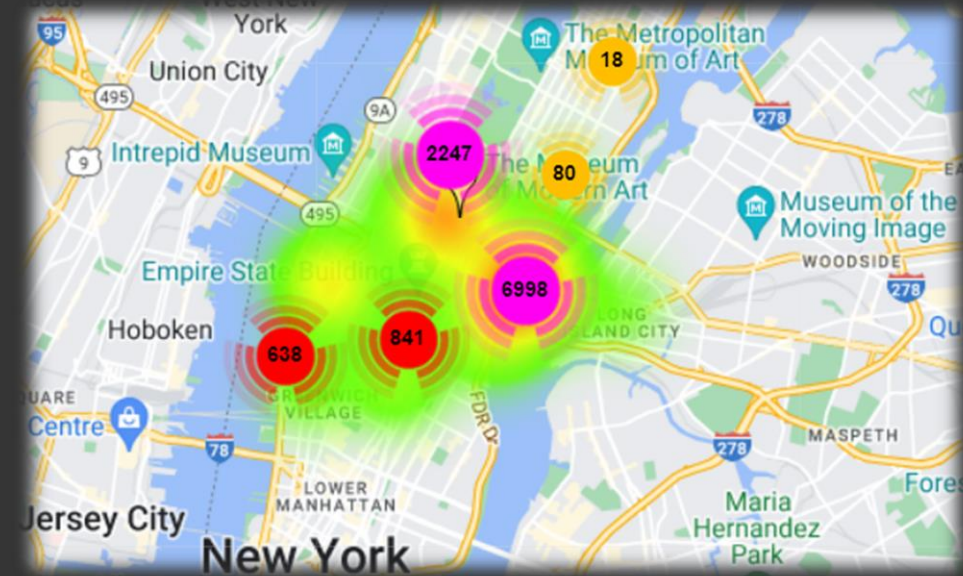
## Creative Performance



# Results

- ✓ During the campaign, the client received over 20 new clients.
- ✓ Each client spends an average of \$250. The client had **400% ROI** on this campaign.
- ✓ In this case, the client received hyper-local traffic in CPC cost of less than \$0.09.
- ✓ Retargeting data, the client was able to collect important intel for his next, branding, footfall or performance campaign.

eCPM \$1.24	eCPC \$0.09	ROI 400%
Impressions +780K	Clicks +10K	CTR 1.34%



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## Campaign Audience & Targeting



Location: 2K around the Rockefeller Plaza NYC, USA.



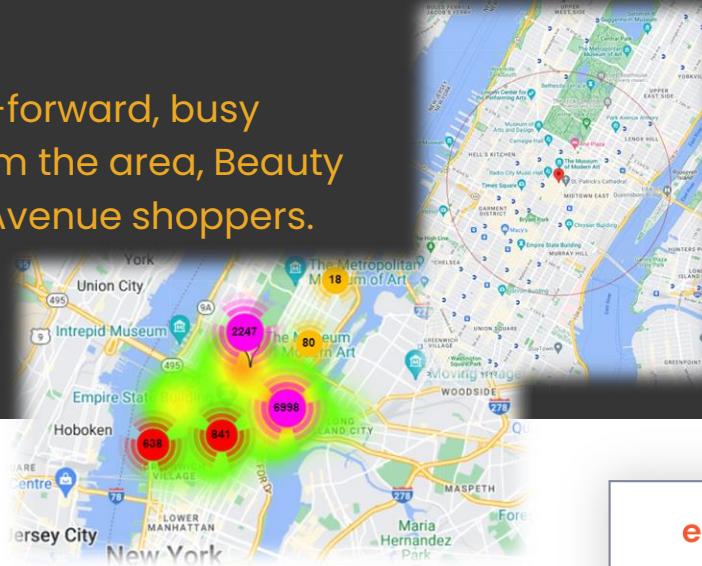
Interest: Fashion-forward, busy professionals from the area, Beauty enthusiast, Fifth Avenue shoppers.



Age Range: +25



Budget: \$1K



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