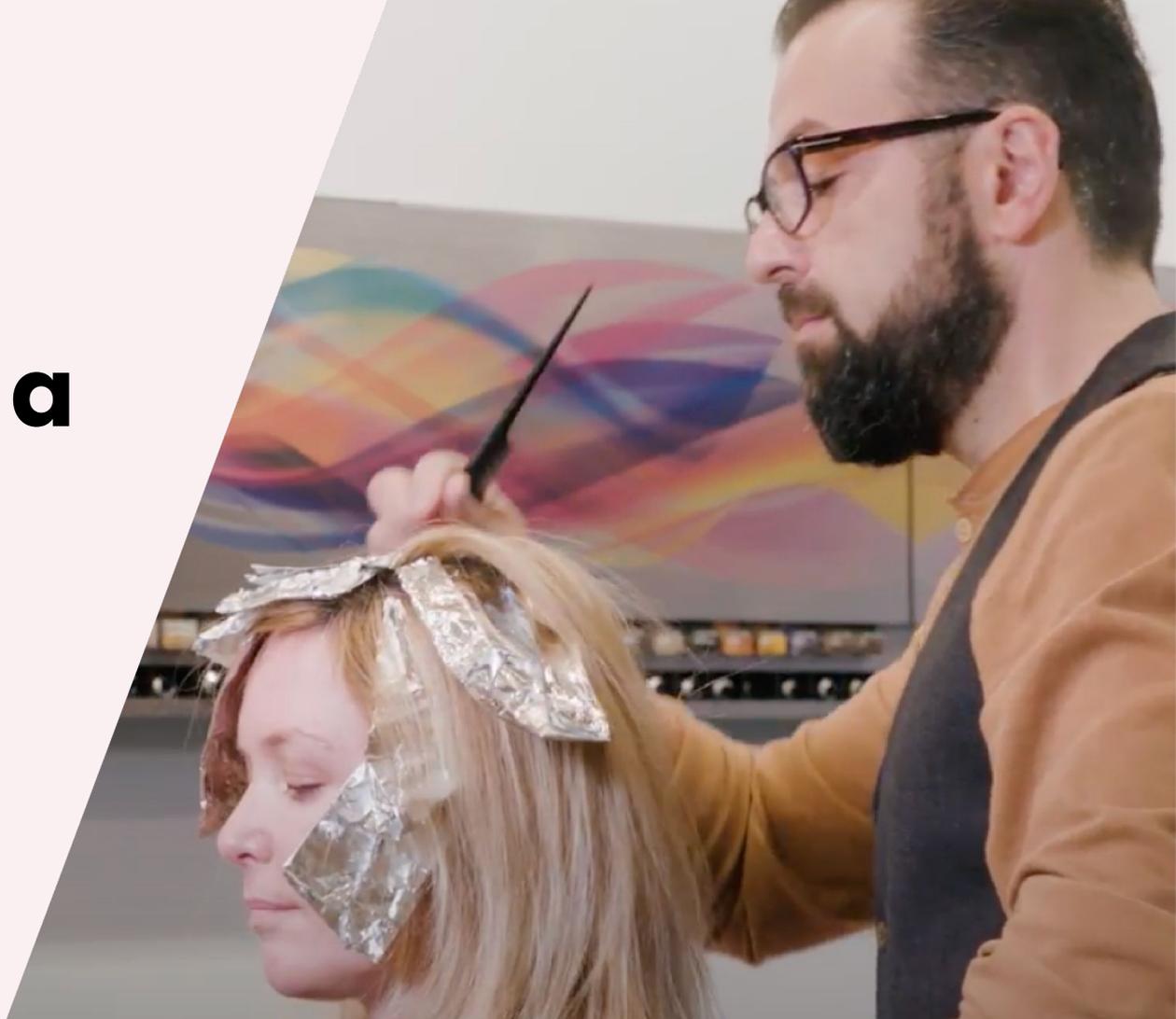


# The root of a good idea



# Brand overview



# Disrupting the hair biz with a “pop-in” color bar



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In 2019, George Nikollaj founded Dynfly based on a new twist on the hair salon. He identified the fact that women didn't want to spend high dollar and hours in the chair to simply have their roots dyed, but they felt like they were cheating on their stylists if they did anything else. And heaven forbid they should do it themselves!

He launched Dynfly, a “pop in - pop out” color bar. Awareness began to grow, but very slowly. One by one, he added locations.

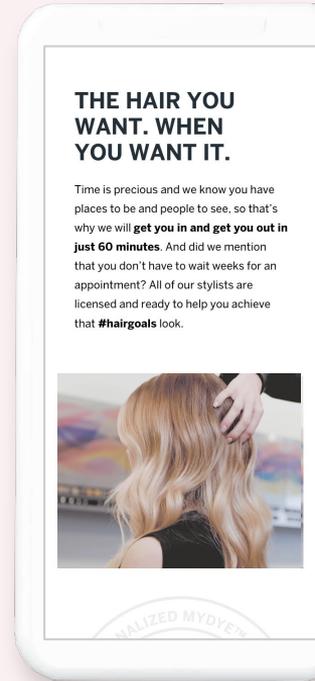
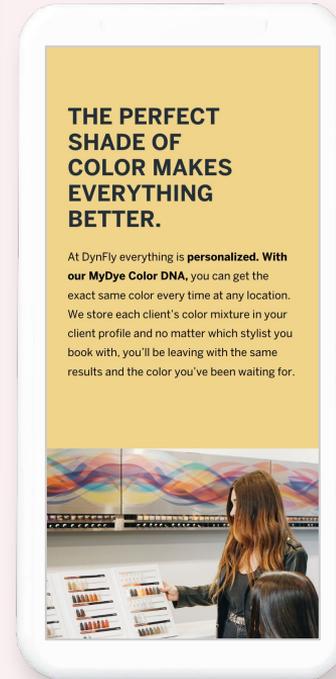
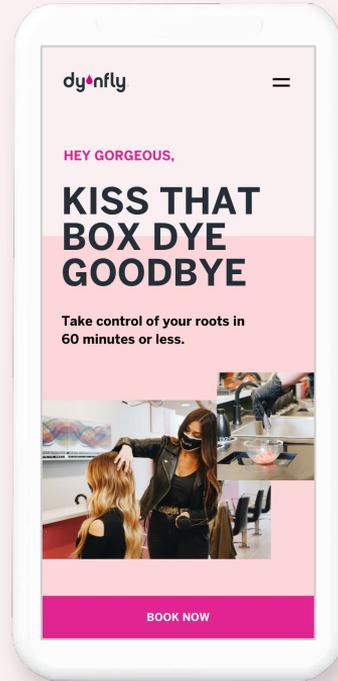
In 2020, salons were closed. Everybody's “headshot” became part of a multi-screen matrix of close-ups and our roots were showing!

# An innovative go-to-market strategy

Start-up Dynfly sensed the market void and was poised to capitalize on the opportunity.

During the pandemic, audience demographics indicated that fashion-conscious women, 25-55, were doing their roots themselves. George knew they had to be frustrated. He just had to reach them, and let them know they had an option.

With the holidays approaching, women were desperate to color their roots. They did not have many solutions that were not only convenient but also cost-efficient, and not from a box.





# The mission

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- Expand market awareness of Dynfly, its service offering and value proposition as a go-to alternative to box hair color treatment.
- Develop a campaign aimed to generate interest from qualified audiences and ultimately support sales for franchisees.

# Campaign KPIs

**Awareness:** Reach and brand impressions, engagement on ads, new website visitors

**Consideration:** New email subscribers

**Purchases:** Gift card purchase, POS sales, appointment bookings

**Creative**



# Kiss the box good-bye A creative approach

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In support of our Dynfly market awareness campaign, a variety of videos were produced to present the service offerings and value proposition of Dynfly as the go-to solution for hair color treatment, as opposed to the box-dye solution. We utilized both existing video assets and new content shots, capturing soundbites from the co-founder and models for the client experience perspective.

SSDM developed a creative vision to convey the Dynfly brand, using these key messaging points:

**Expertise:** Dynfly understands the challenges of 'Box' product application

**Convenience:** The Dynfly solution provides a no-hassle, quick turnaround time alternative

**Trust:** Our team of trained + experienced hair professionals use salon-quality products and will take the best care of your hair

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# Catering to the audience

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SSDM leveraged the customer profile analysis from the original brand market research to better identify our core target audiences. We then enhanced the targeting strategies by identifying and tailoring to two focal points: \*the pain-aware audience\* and \*the unaware audience.\*

## **The Pain Aware Audience Key Points:**

“I need a quick root touch-up.”

“Box dye is a lot of work. I always need someone to help me.”

“I don’t have time to spend hours in a salon.”

“I used box dye and it stained my bathroom.”

“I have an important event coming up and I want my hair color to be fresh.”

“My stylist is booked up for weeks.”

“Box dye is just not cutting it anymore. My grays return in just a couple of weeks.”

## **The Unaware Audience Key Points:**

Who is Dynfly?

I didn’t know this service existed

Why do I need an account in order to book an appointment?

The location is only 15 minutes away from my house

What other services do you offer?

What kind of products are being used?

# Dynfly is an easy, professional solution in a time of need

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The Dynfly campaign strategy leveraged action-based content to engage audiences. Conversion actions and engagement included scheduling appointments, subscribing to the email newsletter, and purchasing gift cards. We also monitored POS location sales during the campaign run. Campaign strategies included layering of the audiences with specific messaging during the holiday season as well as leveraging local influencer marketing to make the ultimate impact.

## **Interview of George Nikollaj**

### **Brand campaigns through Facebook and Instagram**

Formats included video, carousel ads and experience ads

### **Remarketing campaigns through Facebook and Instagram**

Carousel ads, Testimonial videos, Experience ads

### **Black Friday specific ads through Facebook and Instagram**

Formats included video, carousel, and experience ads, Black Friday email promotion

### **Cyber Monday campaign**

Video ads

### **Shannon Murphy Video** (from Mojo in the Morning)



dynfly



HEY GORGEOUS,

# KISS THAT BOX DYE GOODBYE

Take control of your roots in 60 minutes or less.



BOOK NOW

MacBook Pro

[Link to landing page](#)

[View landing page design mocks](#)

**dynfly**  
Sponsored

Still looking for that #hairgoals look? Turn to your new beauty BFF DynFly.

HEY GORGEOUS,

# KISS THAT BOX DYE 🙋 GOODBYE

With dynfly 

**Get The Same Color Every Time**  
In 60 Minutes Or Less [Learn More](#)

**Do Your Roots Need Some**  
Your Product Description

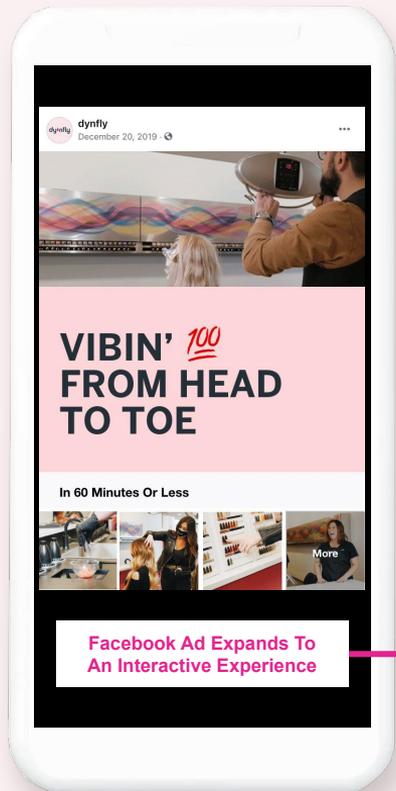
20 562 Comments 311 Shares

Like Comment Share



## Carousel Ad - Full Preview

<p>HEY GORGEOUS,</p> <h1>KISS THAT BOX DYE GOODBYE 🙌</h1> <p>With dynfly →</p>	 <p>Before</p>	 <p>After</p>	 <p>🥰</p>	 <p>Find a location at <a href="https://dynfly.com">dynfly.com</a></p>
<p>Get The Same Color Every Time</p>	<p>Do Your Roots Need Some Love?</p>	<p>Get A Personalized Color Profile</p>	<p>That Fresh Color Feeling</p>	<p>Book At One Of Our Locations</p>
<h1>A WHOLE NEW HAIR VIBE 🔥🔥🔥</h1> <p>With dynfly →</p>				
<p>In 60 Minutes Or Less</p>	<p>Go On Girl Do Your Thing!</p>	<p>Work With A Certified Colorist</p>	<p>Get A Personalized Color Profile</p>	<p>Find A Location Near You</p>



## FRESH COLOR IN A FLASH

Take control of your roots in 60 minutes or less.

BOOK NOW

### IT'S AS EASY AS 1, 2, 3



STEP 1

### BOOK YOUR APPOINTMENT

Choose your location and your service.



## STILL CURIOUS?



Check out some before & afters of our take root.



AS SEEN IN:

dbusiness FOX2

The Detroit News

### WHAT OUR GUESTS ARE SAYING



TRU BLONDE

"I've been blonde my whole life and this is by far my favorite color everrr!! Pasha nailed it!! Please let her know that I am OBSESSED!!  


- Nikki | Troy, MI



COME & VISIT AT ANY OF OUR LOCATIONS

LIVONIA  
ROCHESTER HILLS,  
ROYAL OAK  
SHELBY &  
TROY

VISIT US TODAY

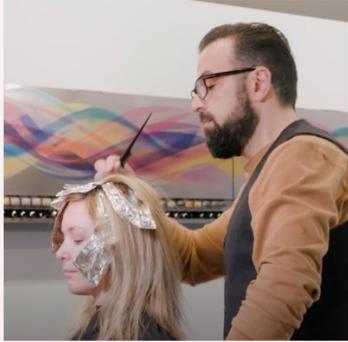


Carousel Ad - Black Friday/Cyber Monday

**BLACK  
FRIDAY  
SALE**

20% OFF GIFT CARD PURCHASES

USE CODE: **DNF20**



**CYBER  
MONDAY  
DEAL**

20% OFF GIFT CARD PURCHASES

USE CODE: **DNF20**



# The results





## **Dynfly sees industry-leading success**

33% increase in revenue in 60-days, when the salon industry was reporting an 88% decline during the same time.

**Impressions: 1,477,913**

**Engagement: 282,580**

**Website traffic: 122% increase**

**Email subscribers: 1,900+**

**Online “book now” actions: 495**

**Phone calls: 27**

**Sales: 33% increase**

**Total sales from campaign: \$129,240**

The measurable outcomes were industry-leading. Dynfly saw success when the salon industry suffered a decline. SSDM is proud to continue to work with Dynfly as they grow and continue to innovate the industry.



**SSDM**

**Ready to get started?**

(248) 368-0545 / [hello@ssdm.co](mailto:hello@ssdm.co) / [ssdm.co](https://ssdm.co)