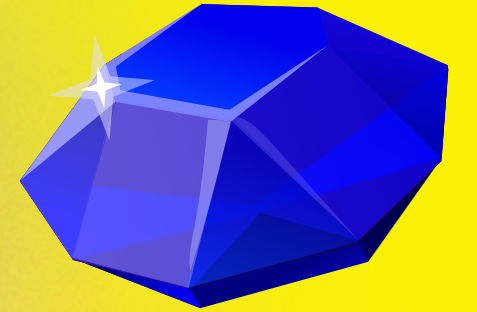


Winter 2022



# STUDS

## MARKETING CAMPAIGN PITCH ONE

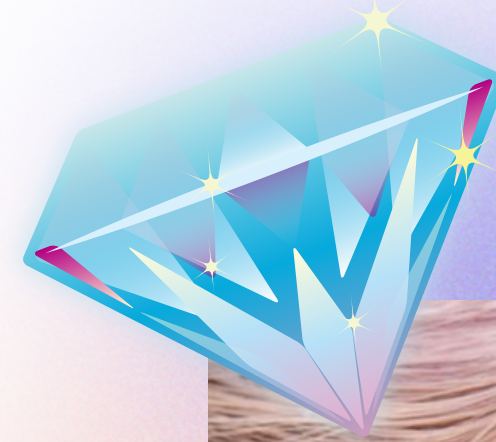
Presentation By Heather Harpole, Morgan Miranda, Brianna Minor, and Kaylee Adams



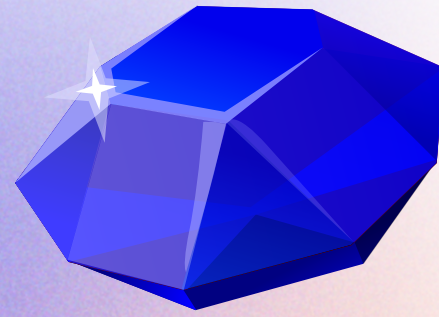
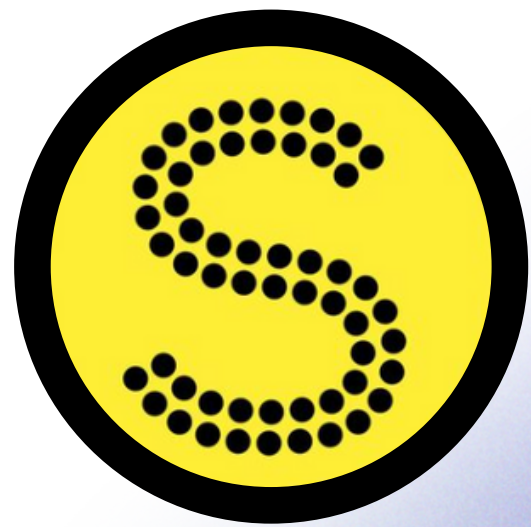


# INTRODUCTION

Our group will be analyzing Studs. We will be providing information on the brand's origin and marketing strategies in hopes to develop a successful marketing campaign pitch that distinguishes Studs against their competitors as a more age inclusive and comfortable environment for individuals to express themselves artistically.







# PITCH ONE

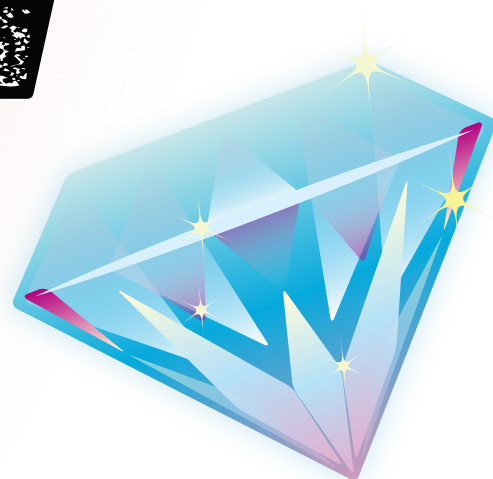
- Company Overview
- Situational Analysis
- SWOT Analysis
- Objective
- KPI Measurements
- Positioning Strategy and Statement





# STUDS

## COMPANY OVERVIEW

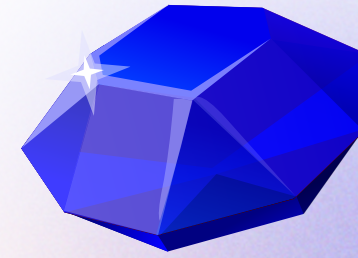




# HISTORY

## ***E-Commerce and Brick and Mortar Store***

- Startup funded in 2019 with \$3 million by Anna Harmon and Lisa Bubbers
- Specializes in quirky earrings
- Harmon wanted to develop a piercing parlor that provides safe service as a tattoo parlor would but mimic a similar vibe to Claire's
- Stores and piercing studios in New York, California, Texas, Massachusetts, and Florida.
- Studs employees are certified piercers and have extensive training
- The brand believes in no labels and emphasizes the use of needles rather than piercing guns that their competitors use.







# HISTORY

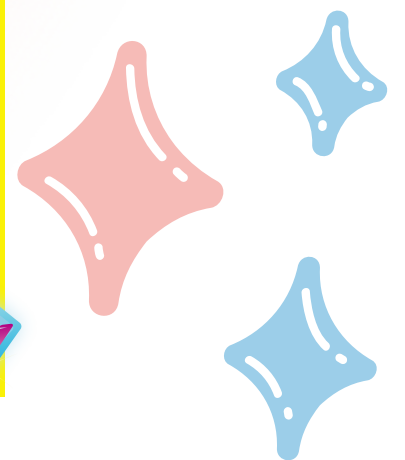
- The happy work environment, photo booth, selfie mirrors, and neon decor adds to the brand as not only a piercing studio but a “fashion-forward” company (Fast Company)
- Appointments for piercings can be made on their website
- Customers can expect above quality service and jewelry for “A hole new you” (Studs)
- Piercers provide customers with water to create a welcoming environment and help pick out jewelry
- There are endless earring combinations and unique options for piercings
- Whereas, at tattoo parlors or Claire’s, oftentimes the options are limited.
- The piercers explain the process to customers to truly make them happy to be there and not scared of potential risks



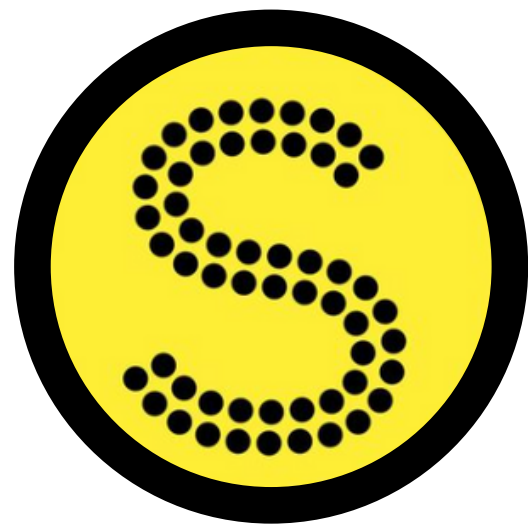


# CURRENT MISSION

*"Studs' mission is to empower bold self-expression and inclusive community through earscaping with safe and healthy ear piercings and the best curated destination of earrings. Our company vision is to create a global earscaping phenomenon and build a business that's here to last" (Studs).*







# **CURRENT POSITIONING**

*Studs is a brand that “celebrates the freedom to live without labels and to not be confined to one prescribed identity determined by someone other than yourself” (Studs).*

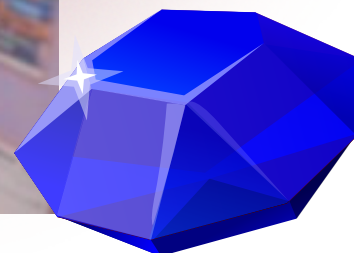




# STUDS

## **SITUATIONAL ANALYSIS**

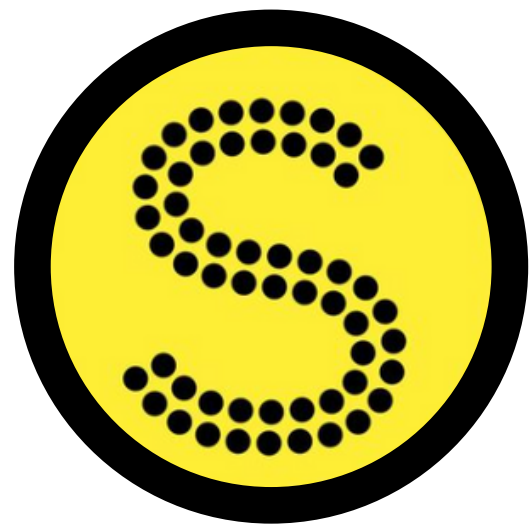




# CHALLENGES

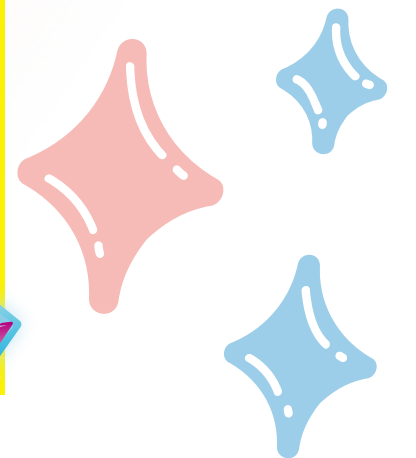
- As a niche brand, the company should expand on their demographic by marketing a safe space for customer's of any age (not just Gen Z and Millennials)
- Needs a better communication method for expressing why piercing safety is necessary (create more informative social posts and graphics for branding)
- Many think of their first piercing experience at Claire's because of how the brand targets younger kids
- Studs has the opportunity to reach children through their parents to be more inclusive towards kids
- As a progressive brand, they have the opportunity to market towards not just women but all genders/nonbinary
- Studs also has similar branding to the company, Starface, a pimple patch company
- In order to compete with brands even if they are not in their direct competition, Studs should develop a more unique logo and branding
- Studs has the opportunity collaborate with celebrity influencers, parents, and children such as The Kardashians if they widen their demographic to be more age inclusive





# **CURRENT TARGET MARKET**

*The brand currently targets Generation Z and Millennial customers who feel empowered by the artistic way of self-expression. Studs mainly appeals to ages 14 – 25. The customer trusts Studs with the safety of their piercing. They love being creative and spending time with friends. These are aspirational consumers with a “seek style and status.” Studs customers want to stand out by the way they look and their creative style. These individuals like to explore new brands, new places, and new hang-out spots. Overall, they are good natured and soft hearted, they are accepting to all.*







# CURRENT TARGET AUDIENCE



***ADAM MITCHELL, 21***

**GRAPHIC DESIGNER: LOS ANGELES**

Adam enjoys showcasing his artist taste through styling. As a creatively driven individual, Adam loves designing and taking photos for his social media. He adores going to the bar and club with friends and flexing his party outfits.



***SUSIE HARRIS, 17***

**STUDENT: AUSTIN**

Susie loves creating art in her free time and putting together fashion looks when she is not in high school. She is always on trend as a big fan of TikTok and posting on Instagram. She collects jewelry to show off her piercings.

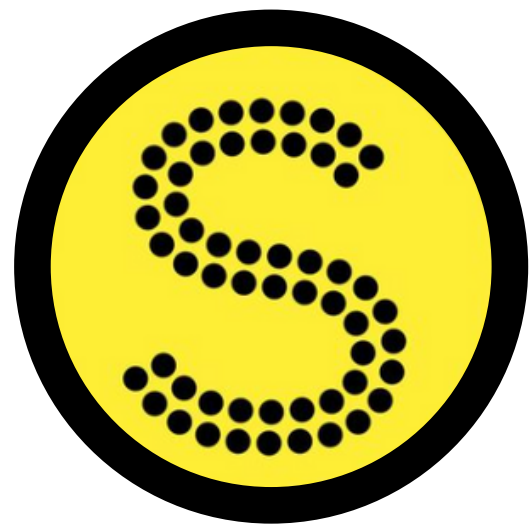


***LOLA CLARK, 27***

**PRODUCT DEVELOPER: NEW YORK CITY**

Lola is a stylist on the side while working for Kate Spade as an assistant fashion designer. They enjoy attending fashion shows, visiting art galleries, and getting coffee with friends to discuss the latest industry trends.





# CAMPAIGN TARGET MARKET

*For our new target customer, we'd like to keep that same psychographics that Studs currently targets but change the demographics. As mentioned above, Studs currently targets Generation Z and Millennials; ages 14 through 25. We would like to change that by making Studs a safe place for all ages. Studs should appeal to more younger audiences rather than just those age ranges. Many kids under the age of 14 still want to get their ears pierced, and most go to Claire's for that. We would like to start targeting that younger audience through their parents, and market that Studs is a safer place for piercings.*





# CAMPAIN TARGET AUDIENCE



***STELLA SMITH, 6***

**STUDENT: MIAMI**

As an elementary school student, Stella loves wearing fun accessories and going on play dates with friends. She enjoys playing with dolls and dressing up. Her mom dresses her in the hippest clothing to stay ahead of the trends.



***ELLIS JAIME, 38***

**EVENT PLANNER: VEGAS**

As a parent of a young daughter, Ellis loves spending time with her family and styling her daughter. She is a freelance event planner who always is ahead of the trends and plans children's birthday parties and weddings.



***EDDY RIOS, 20***

**MICRO-INFLUENCER: CHICAGO**

As an up-and-coming influencer, Eddy loves sharing his personal style with his followers on Instagram and TikTok. Eddy is a Gen Z trendsetter who expresses his thoughts on fashion and lifestyle on his podcast.



## ***STRENGTHS***

- High quality and affordable jewelry
- Customer loyalty
- Engaging and Immersive retail experience
- Maintain relevance

## ***WEAKNESSES***

- Only have one core customer (Gen Z)
- Low SEO
- Minimal locations

## ***OPPORTUNITIES***

- More locations
- Improve e-commerce engagement and traffic
- Appeal to a different demographic

## ***THREATS***

- COVID-19
- Supply chain Issues
- Well established competitors like Claire's



# **SWOT ANALYSIS**





# SWOT ACTIONABLE INSIGHTS

## Audience



Diversify the demographic to not only appeal to Gen Z but also appeal to younger and older generations.

## Brand Awareness



Strengthen brand Image and Integrate more Influencer content to create more awareness.

## E-Commerce



Increase e-commerce usage and sales on e-commerce platforms. Plans to promote social commerce usage as well.



## **New Target Market**

Target towards consumers of all ages, specifically those who are younger and are interested in piercing culture.

## **Education of Consumers**

Because of the shift towards those of a younger generation we want Studs consumers to understand the process and safety of body modifications.

## **Increase Brand Awareness**

We want consumers to know why Studs should be the go-to for ear piercing needs. By incorporating influencers into our plan we will gain more awareness.



# **COMMUNICATION AND PROMOTIONAL OBJECTIVES**





**KPIs**

**Generate New Users**

**Increase Units Per  
Transaction**

**Increase Customer  
Conversation Rate**





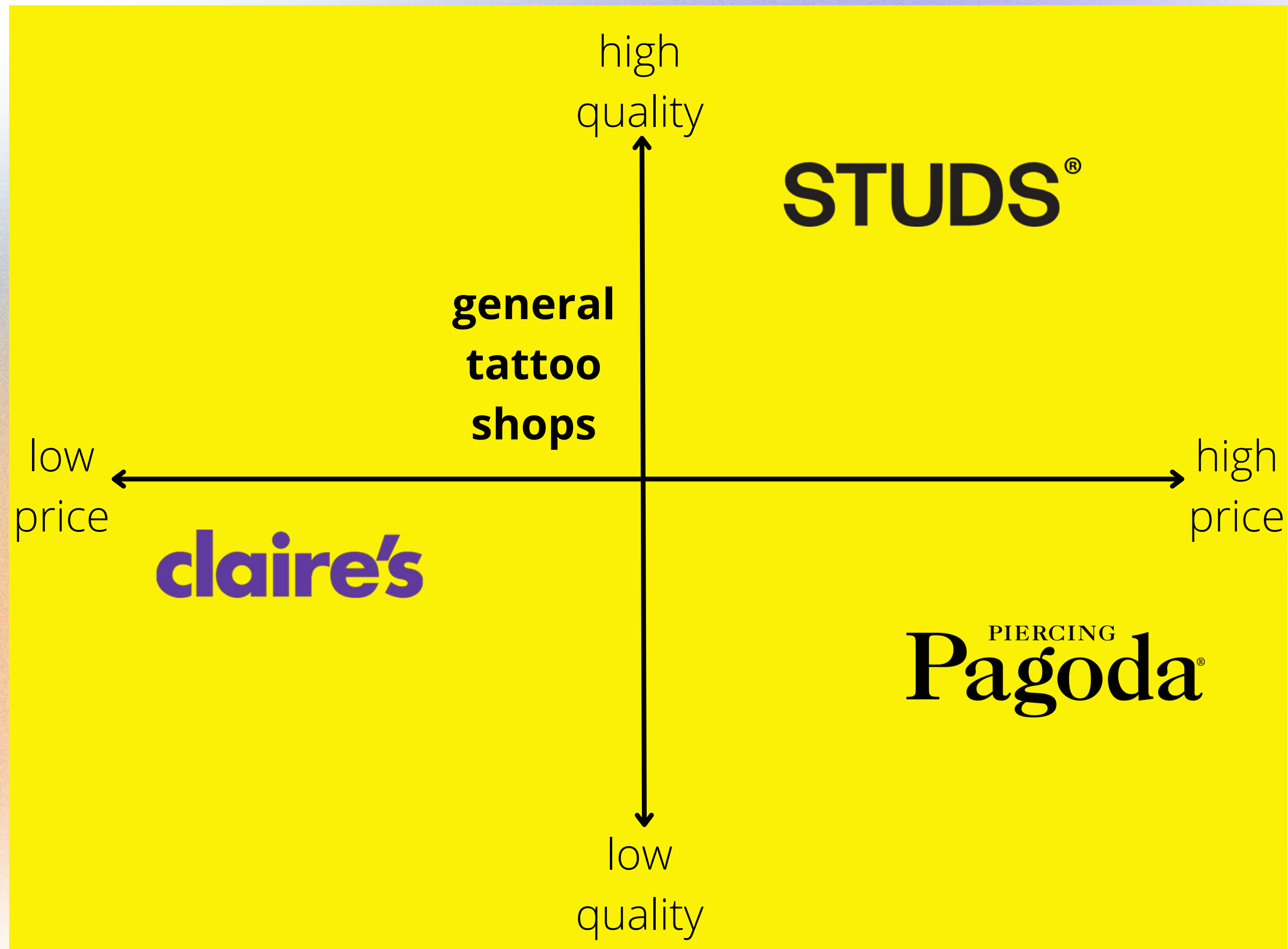
# STUDS

**NEW POSITIONING  
STRATEGY + STATEMENT**





# POSITIONING MAP







# COMPETITORS

## CLAIRE'S

- Located worldwide
- Customers believe there is an average to below-average quality
- Use of piercing guns
- No privacy in store

### Social Channels

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok

## BANTER BY PIERCING PAGODA

- Located through the United States
- Most customers are generally unsatisfied with their piercings
- Use needles to pierce
- No privacy in mall

### Social Channels

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok

## TATTOO SHOPS

- Located worldwide
- Quality and satisfaction based on specific piercer (results may vary)
- Use needles to pierce
- Usually privacy

Not all piercers who work in tattoo shops use every social media platform. You need to be careful and do research beforehand.





# **POSITIONING STATEMENT**

*To customers of all ages, Studs is the New York-based piercing and jewelry studio that provides a stress-free and safe ear piercing experience and the ability to express yourself in a risk free way.*







# SOURCES

“About Us.” Studs. <https://studs.com/pages/about-us>. Accessed 12 Jan. 2022.

Chong, Dale. “Meet Studs: The NYC-based jewelry retailer reimagining the piercing experience.” Fashion United. 19 Nov. 2019, <https://fashionunited.uk/news/fashion/meet-studs-the-nyc-based-jewelry-retailer-reimagining-the-piercing-experience/2019112046285>. Accessed 12 Jan. 2022.

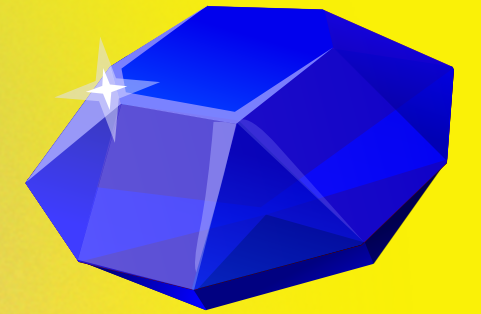
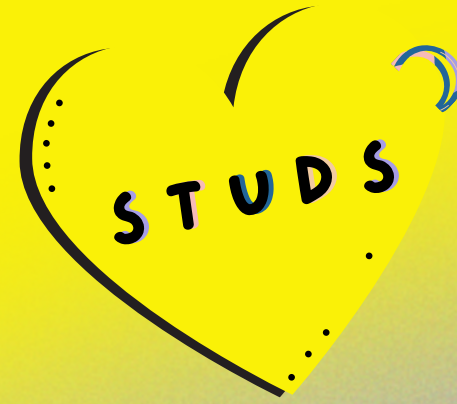
Hoshikawa, Karina. “I Tried Studs (The Popular Piercing Studio ALL Over Instagram)”. Refinery 29. 26 Jan. 2021, <https://www.refinery29.com/en-us/studs-ear-piercing-review>. Accessed 12 Jan. 2022.

Smith, Lilly. “I got pierced at Studs, the startup that wants to be Claire’s for Gen Z.” Fast Company. 19 Nov. 2019, <https://www.fastcompany.com/90433286/i-got-pierced-at-studs-the-startup-that-wants-to-be-claires-for-gen-z>. Accessed 12 Jan. 2022.

“Studs Launches New Ear Piercing and Jewelry Retail Experience, Offering Modern Solution to a Fragmented Industry.” Business Wire. 19 Nov. 2019, <https://www.businesswire.com/news/home/20191119005257/en/Studs-Launches-New-Ear-Piercing-and-Jewelry-Retail-Experience-Offering-a-Modern-Solution-to-a-Fragmented-Industry>. Accessed 12 Jan. 2022.



Winter 2022

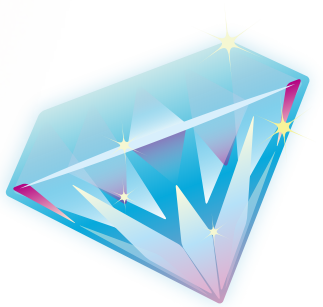


# STUDS

## MARKETING CAMPAIGN PITCH TWO



Presentation By Heather Harpole, Morgan Miranda, Brianna Minor, and Kaylee Adams





## A close-up photograph of a person's ear with multiple gold piercings. The piercings include a large hoop earring, a small snake ring, a cluster of green gemstones, a row of three diamonds, a small heart, a chain with a green oval gemstone, and a small heart-shaped diamond stud.



## **Project:** *Integrated Marketing Communications*

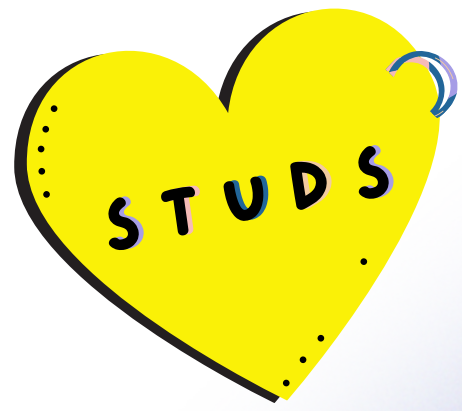
**Purpose:** *Provide a safe place in the piercing market for individuals of all backgrounds to express themselves artistically through body art*

**Actions:** Make customers excited to get pierced and continue adding to their earscape collection

**Communication + Message Theme:** Age inclusion and diversity to show style comfortably through ear piercings

**Communication Methods:** *Traditional and New Media promotional strategies*





# TARGET CUSTOMER SEGMENTS



## **TODDLERS + YOUNG CHILDREN**

**2-7**

Elementary school students can be targeted through their parents. Kids want to have fun ways to show their style through accessories and dressing up! Their parents are accepting and enjoy keeping their kids on the latest trends.



## **PRE-TEENS + GEN Z**

**8-22**

Primarily early teens and early 20s. Individuals are students, creatives, and have on-the-go lifestyles. They love staying on trend and expressing themselves artistically through what they wear and businesses they support



## **MILLENNIALS + PARENTS**

**23-35**

Younger parents who support their kids through inclusion and diversity. They are progressive and allow their children to make decisions for themselves and express themselves unapologetically.

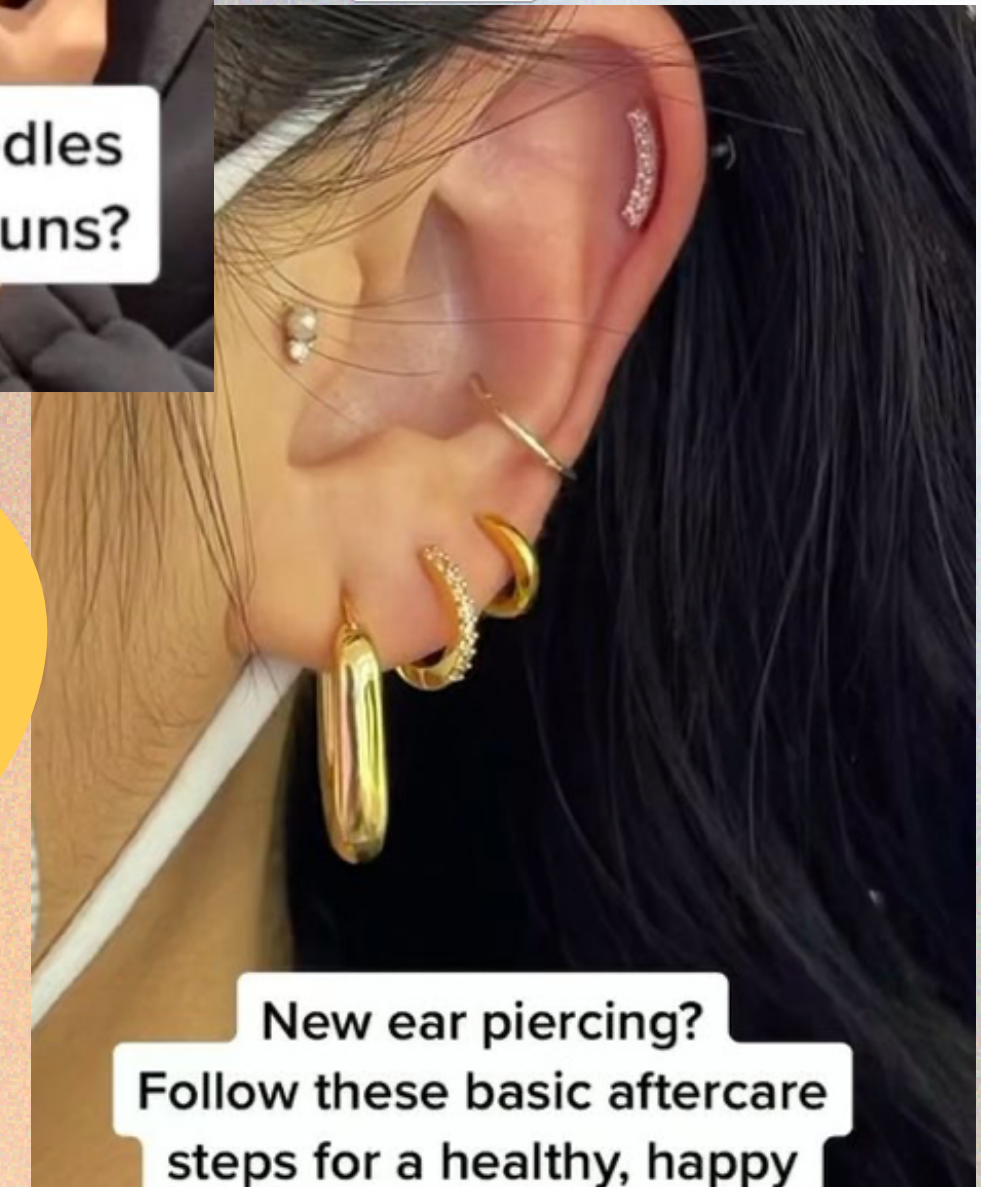
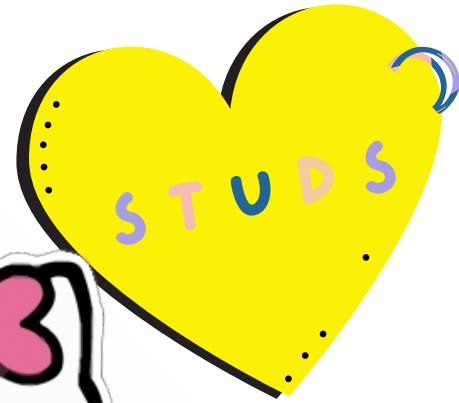
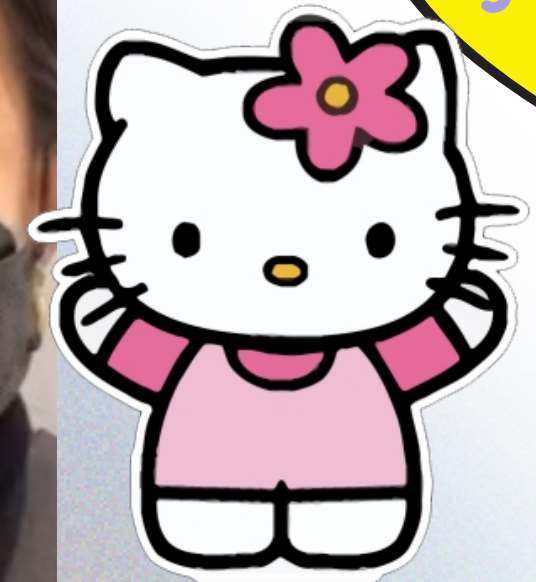


# MESSAGE STRATEGY

In this campaign, we want to promote age inclusivity when it comes to piercing at Studs. We also want to spark a conversation about the importance of safe and comfortable piercings. We will be getting this message across through billboards, magazines, social media, blogs, and especially our Hello Kitty collaboration. More young consumers will pay attention with the use of Hello Kitty in our message strategy.



Why pierce with needles instead of piercing guns?



New ear piercing?  
Follow these basic aftercare  
steps for a healthy, happy



# CAMPAIGN STYLE GUIDE

## COLOR PALETTE



## SLOGAN

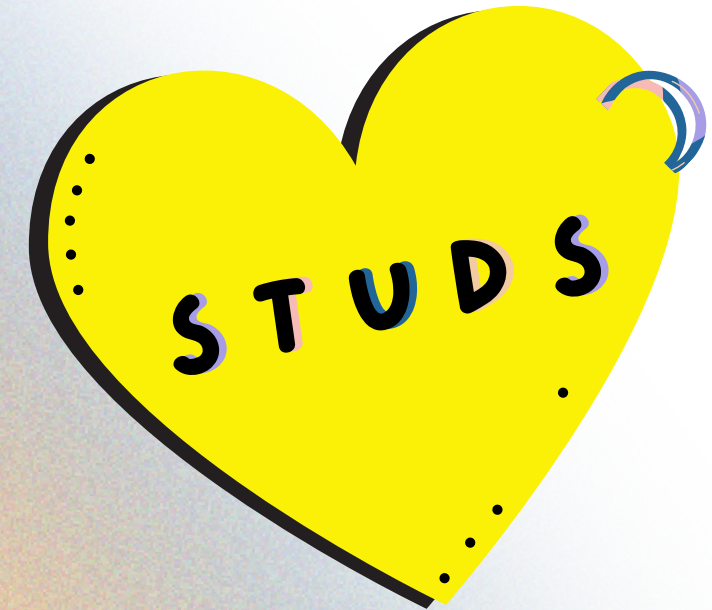
*Forget the stress of  
piercings, feel comfortable  
and confident with Studs!*



## VISUALS



## LOGO

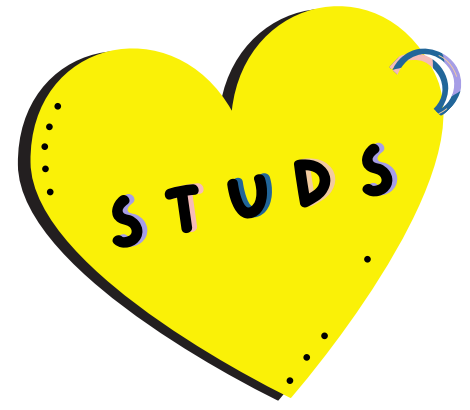


## FONTS

**GAGALIN**

*TT Commons Pro*





# CAMPAIGN IMAGE

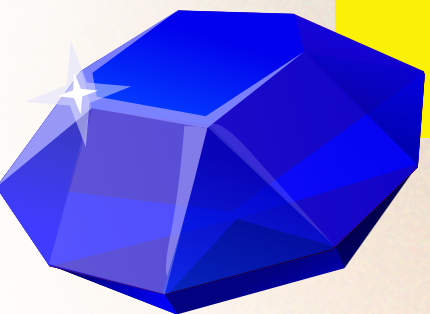


## ***INCLUSIVITY + COMFORTABILITY***

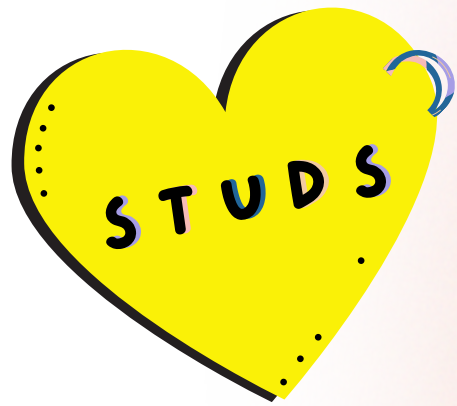
This campaign strives to communicate age, gender, demographic, and ethnicity inclusion + diversity with no limits. In addition to diversity, this campaign will promote comfortability for customers in a stress-free environment that Studs embodies. The goal is to educate Studs' customers on the necessity for safety protocols during a piercing procedure and help clients prepare mentally and physically in the easiest ways possible!

## ***MARKET DIFFERENTIATION***

This campaign will help Studs separate itself from competitors because it will educate and show customers that the brand cares about their feelings. Many competitors do not properly inform customers of the risks behind using guns, while Studs will ensure safety and a positive experience for everyone wanting a piercing.







# **SUPPORTS: WHY STUDS?**

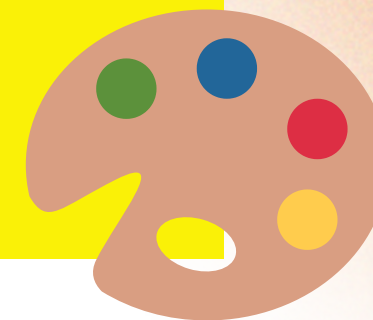
## ***SECURITY + RELIEF***

Customers should feel comfortable and have no stress when arriving at Studs!  
Employees and the overall environment should radiate positive energy and excitement!



## ***ARTISTIC EXPRESSION***

Studs supports customers of all backgrounds to express themselves through their personal style without judgment. Studs customers should expect unique and quality options for all aesthetics

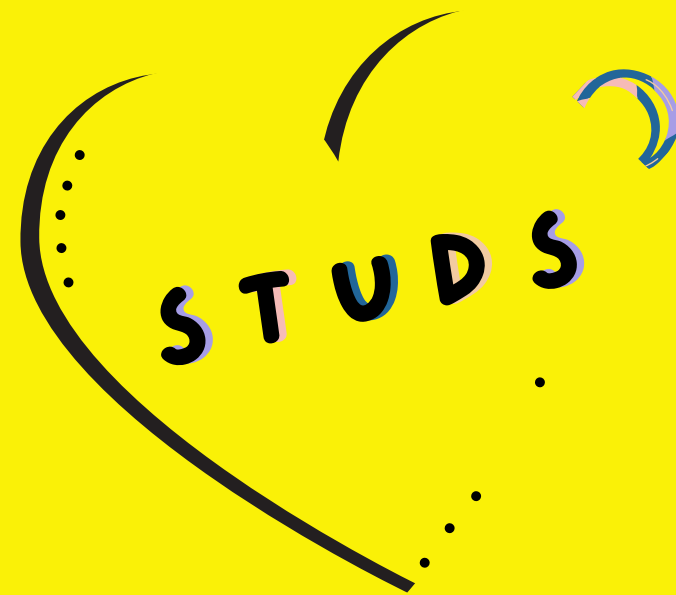


## ***DIVERSITY***

Customers and employees are diverse and accepting of all backgrounds. The brand provides diverse earring options and a supportive environment for individuals of any style or beliefs







# CAMP AIGN

## A HOLE NEW YOU WITH HELLO KITTY X STUDS

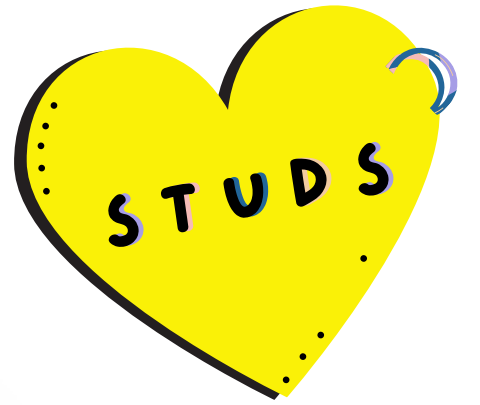
SEO:

Stress-free, safe, piercings, earscape,  
jewelry, earrings, easy





# CAMPAIGN ELEMENTS



## ***CAMPAIGN ELEMENTS***

1. Social Sites
2. Billboards + Guerilla Marketing
3. Magazine/Blog
4. Email
5. Website Landing Page
6. SMS

## ***CONSTRAINTS***

[www.studs.com/aholenewyou](http://www.studs.com/aholenewyou)  
Social Media Logos: TikTok,  
Instagram, Twitter, Facebook,  
YouTube  
2022 Studs All Rights Reserved

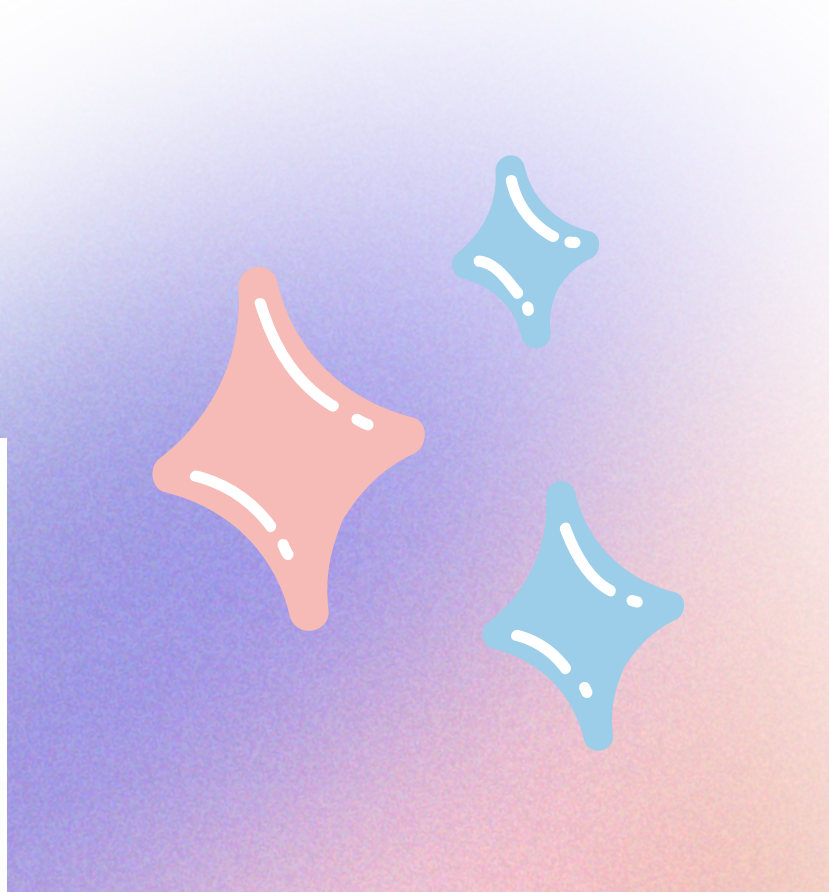
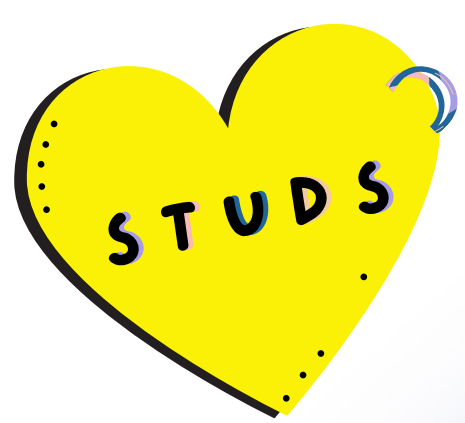


## ***BUDGET PROPOSAL***

\$500,000-\$750,000 USD





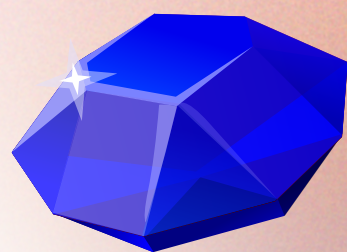
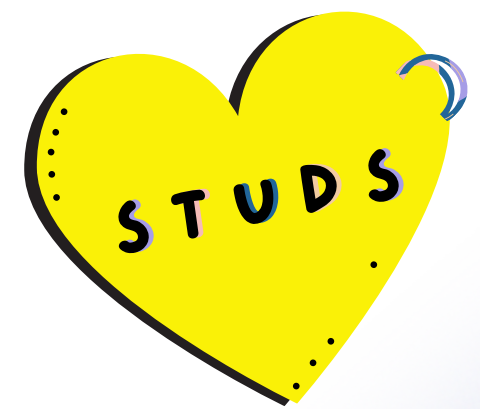


# APPEALS

**Rational** appeals will drive this campaign. Studs would like to bring awareness and knowledge about piercings and how consumers should feel safe and comfortable during their experience.

Studs uses needles and never piercing guns since guns are usually known to not be the safest way to get a piercing. Rational appeals will address the customer's fears of safety and discomfort. This campaign will position Studs as the preferred option when it comes to selecting a venue for piercings.





# EXECUTIONAL FRAMEWORK: TESTIMONIALS

This campaign will communicate **comfortability, excitement, and inclusiveness** through piercing education and artistic expression. Studs will be creating a YouTube series of customers' personal experiences at Studs. This content provides a great way gain credibility and support the campaign image of being a stress-free process.

It will also give Studs great earned media through customers sharing their reviews for free. We will be adding videos with the demonstration of the piercings, to show consumers that Studs is the best place to go to if they are seeking a safe and comfortable piercing experience.



# STUDS

2022

YOUR NEW  
FAVORITE EAR  
PIERCING SALON!

SAFE  
COMFORTABLE  
STRESS-FREE

## SUMMER TRENDS

EARSCAPING  
GLOWY SKIN  
CURTAIN BANGS

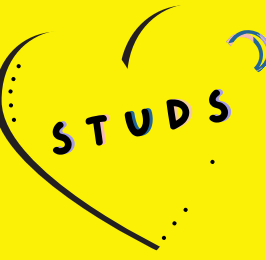
### 32

WAYS TO  
UPDATE  
YOUR LOOK

STUDS



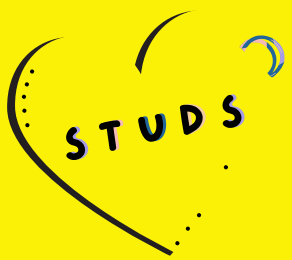
# TRADITIONAL MARKETING ELEMENTS



This is a mockup of a Studs magazine. The main goal of the magazine is to showcase Studs 2022 Summer Trends, talk about earscaping, and to remind customers the fun things Studs does!

SEO: earscaping, piercing,  
safe, comfortable, stress-free





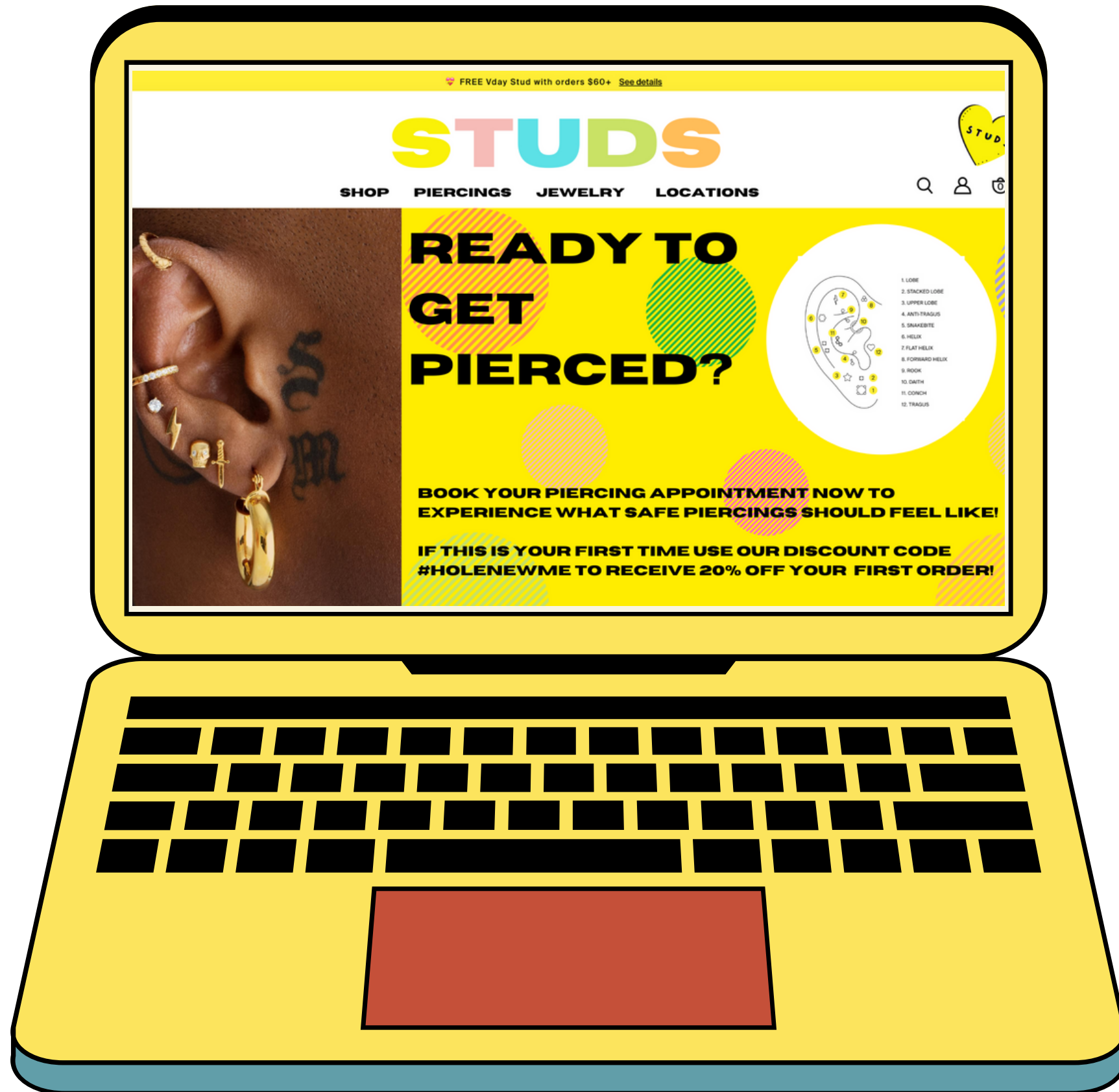
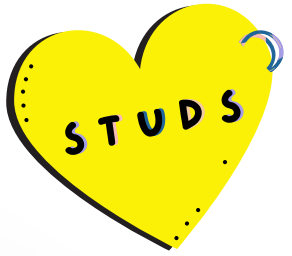
# TRADITIONAL MARKETING ELEMENTS



This is an example of a Studs billboard. You would see this billboard in the West Hollywood area which is close to their Melrose and Century City brick and mortar stores. The billboard is fun, to the point, and easy to read!



# LANDING PAGE



## SEO Keywords:

- Piercings
- Parlor
- Stress-free
- Safe Piercings
- Ear Piercings
- Piercings In LA

## SEO Keywords:

- Gun-free piercings
- Cute piercing parlor
- Earscape
- Earscaping

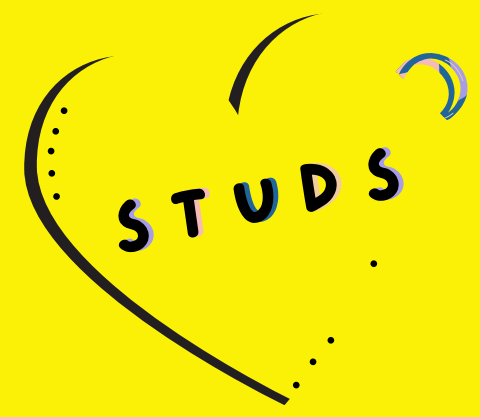
## Language

- English

## Marketplace

- United States





# INSTAGRAM

# NEW MEDIA MARKETING ELEMENTS



Caption: Enjoy Sunday Funday at Studs this weekend! We have something for everybody! Can you spot Hello Kitty?  
#studs #earscaping #familyday #helloskittyxstuds



**#AHOLENEWYOU**

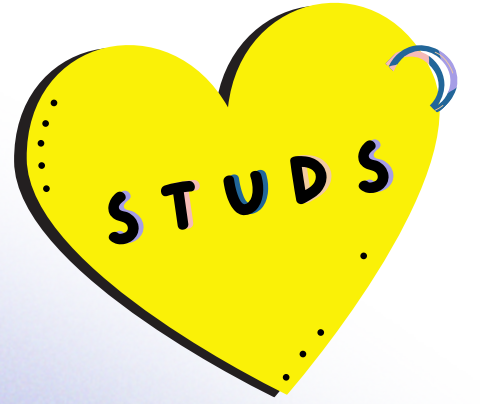
Caption: Celebrate your child's next birthday at Studs! Unless you are having party ☹️. We can travel to you for that 😊! #studs #birthdayparty #privateevents #helloskittyxstuds



Caption: POV: You just got a piercing at Studs and didn't have anxiety and everyone made you feel comfortable. #studs #earscaping #stressfree



# NEW MEDIA MARKETING ELEMENTS



## YOUTUBE

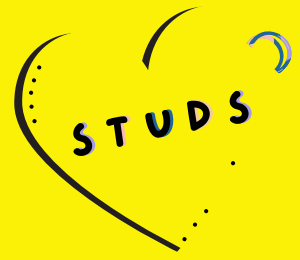


YouTuber @whereilive posts a video about her Studs experience and the jewelry she got. This is a really easy way to increase brand awareness and to continue to inform others about Studs services!

This thumbnail is for a video the Studs YouTube channel will post. They will show the behind the scenes footage with their customers to talk about safety, comfortability, and the after care for piercings!

Studs will pay Kylie Jenner to mention Studs in her latest vlog. In the video she shows Stormi getting her ears pierced for the first time and how her experience went. This video will inform others that all ages can get pierced at Studs and make parents feel comfortable!





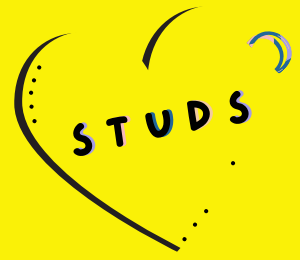
# EMAIL MARKETING

The goals of Studs Email Marketing campaign is to inform readers on the dangers of incorrect piercings, new trends, and what to expect when they enter Studs! The majority of Studs target market is Gen Z.

This generation gets easily distracted so it is crucial to keep email messages short and simple to optimize responses. Studs has a better open rate and click through rate with these types of email.





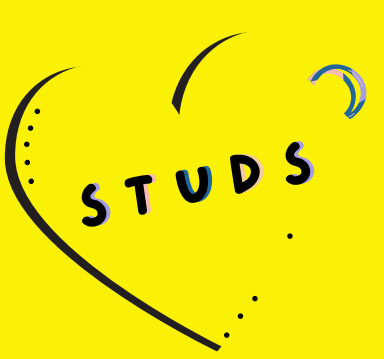


# WEB ADVERTISING



This is a Studs display ad that will be posted on Instagram. This is a fun way to get current and new customers attention and remind them to come check out Studs.





# BLOG

**Titles: "Hey Stud", "The Holey Trinity", "Becoming A Hole New You", and "Hole In One"**



## STUDS BECOMING A HOLE NEW YOU

Want to upgrade your look? We got you covered at Studs with our interactive piercing parlor experience with just 3 simple steps! We aim to make everyone feel comfortable and safe during the piercing process. How does it work?

Step 1: Come into the store and find a helpful and qualified Studs representative

Step 2: Mention your desired piercing and pick out fun and unique jewelry

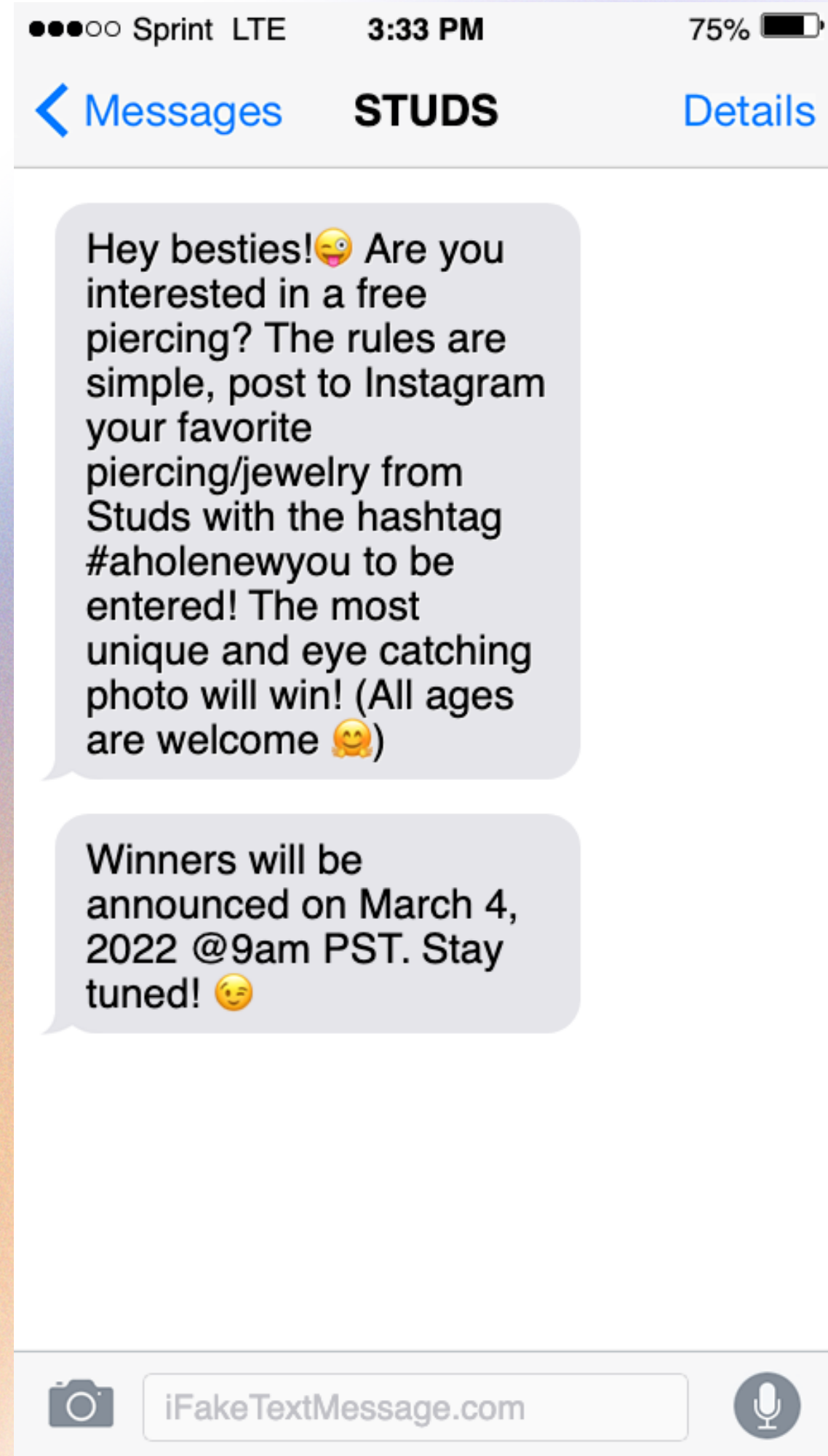
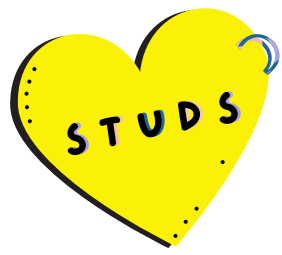
Step 3: Get paired with a professionally trained piercer and get pierced!

Step 4: That's it! Of course you're more than welcome to hang out and take lots of pictures for the Gram!

DON'T FORGET TO TAG US @studs on all social platforms!





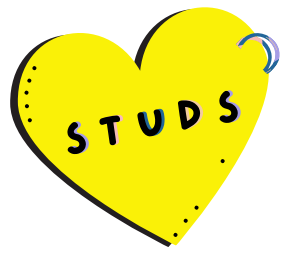


# INTERACTIVE MOBILE CAMPAIGN

An effective interactive mobile campaign for Studs would be a SMS/Social Media campaign. Studs has a high click through rate when it comes to text message marketing.

To your left is an example of Studs' #aholenewyou campaign. Customers will enter the giveaway by posting their favorite photo of piercings/jewelry from Studs with the hashtag #aholenewyou . Winners will be chosen at random. This is a great way to increase brand awareness and have all ages come together to win a fun prize!





# PRESS KIT

## Hello Kitty x Studs



# STUDS®

## Press Kit

# STUDS®

Press Contact:  
Inez Delta  
332-840-9961  
[Inez.Delta@STUDS.com](mailto:Inez.Delta@STUDS.com)

### **STUDS Announces Collaboration with Hello Kitty and Event to Promote Stress-Free Piercings for Children**

*Along with a collection of earrings designed specifically for the youth, Studs is holding a pop-up at their Los Angeles location*

NEW YORK, NY – March 31, 2022 – Studs, the New York-based piercing and jewelry studio that provides a stress-free and safe ear piercing, is collaborating with Hello Kitty and creating a safe space for children to get their ears pierced in a risk-free way. The partnership is an addition to their *A Hole New You* campaign that strives to promote a stress-free environment for people of all ages to get their ears pierced.

“Studs has always been about filling in this gap in the piercing industry,” said Anna Harman, Chief Executive Officer and Co-founder of Studs. “We are constantly trying to show that ear piercings shouldn't be scary or lead to worry. This partnership will help parents of young children and ease their minds about the risks that comes with body modifications.”

This collaboration comes at a time when fear is in everyone's minds, at Studs they want to ease any anxiety they can to make you feel more comfortable. The Hello Kitty x Studs collection will include six different studs and four dangle earrings, which all revolve around Hello Kitty.

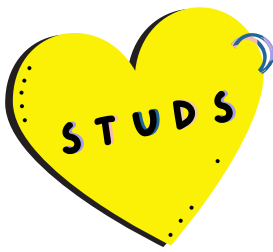
The Hello Kitty x Studs pop-up event will take place in their Melrose store on April 1, 2022. The event is free to the public but expect some lines as customers get pierced, buy jewelry, and have some fun with special guests. Special guests include Kylie Jenner and her daughter Stormi Webster. Stormi Webster, daughter to Kylie Jenner and Travis Scott is Studs' youngest brand ambassador at only four years old.

Studs has eight studios across the United States of America where customers will be able to purchase jewelry from the Hello Kitty x Studs collection, along with it being available to purchase on their website, [STUDS.com](https://STUDS.com).

### **About Studs**

Studs is an ear-piercing retailer and jewelry studio that provides a comfortable and safe piercing experience. Based in New York, but with locations in New York, California, Texas, Massachusetts, and Florida, Studs offers a wide variety of jewelry to create your perfect earscape. Studs is dedicated to a risk-free environment, unlike, tattoo parlors, and the traditional “mall piercing”. From safe needle piercings and implant-grade metals, Studs is dominating the piercing industry.





### Campaign Overview

**Problem:** How do we create a welcoming environment that parents of young children will feel safe in and let their children get their ears pierced?

**Solution:** Collaborate with Hello Kitty, a brand that children feel safe with and enjoy.

- Strategic messages:**
- Studs is a piercing studio and brand that makes you feel excited and new #AHoleNewYou
  - Studs caters to those who value self-expression, creativity, fun, individuality, and safety
  - Giveaways for those who post their favorite piercings on Instagram using the hashtag #AHoleNewYou

- Campaign elements:**
- Magazine: Creation of a magazine to talk about trends, earscaping, and other things Studs is doing
  - Billboards: Santa Monica
  - Social Media Content: Instagram and YouTube
  - Email Marketing: Informs readers on the safety of piercings, new trends, and what to expect
  - Web Advertising: Instagram display ads
  - Blog: Titles include Hey Stud, The Holey Trinity, Becoming a Hole New You, and Hole in One
  - Interactive Mobile Campaign: Utilizing text message marketing
  - The Face of the Campaign: Stormi Webster

### Photographs

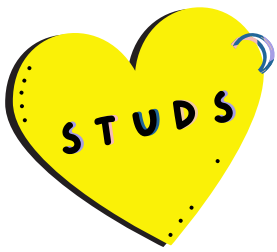


(Brand Ambassador: Stormi Webster)



PRESS  
KIT





# PRESS KIT

## Press List

### Teen Vogue:

Gisella Lemos  
Stylist and Accessories Editor  
(212) 286-2860  
[Gisella.Lemos@teenvogue.com](mailto:Gisella.Lemos@teenvogue.com)

### POPSUGAR:

India Yaffe  
Associate Editor  
(623) 583-9202  
[India.Yaffe@popsugar.com](mailto:India.Yaffe@popsugar.com)

### Girls' Life

Katherine Hammer  
Digital Director & Associate Editor  
(609) 760-4820  
[Katherine@girlslife.com](mailto:Katherine@girlslife.com)

### Mom of Two Little Girls

Carly Crawford  
Journalist  
[hello@momoftwolittlegirls.com](mailto:hello@momoftwolittlegirls.com)

### Refinery29

Bianca Nieves  
Journalist  
(888) 392-8627  
[Bianca.Nieves@refinery29.com](mailto:Bianca.Nieves@refinery29.com)

### J-14

Emily Brozyna  
Executive Editor  
(973) 647-4782

[Emily.Brozyna@j-14.com](mailto:Emily.Brozyna@j-14.com)

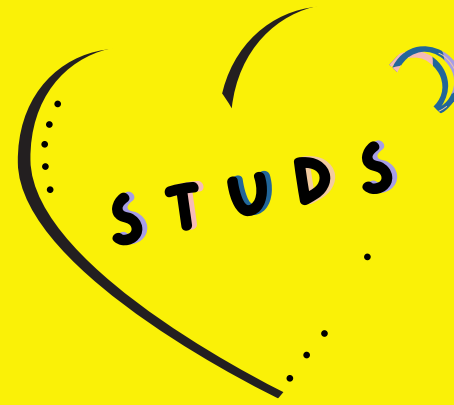
### Daily Mom Magazine

Kristen Douglas  
Editor  
(571) 229-7392  
[Kristen.Douglas@dailymom.com](mailto:Kristen.Douglas@dailymom.com)

### Hearst Magazines

Andrea Zendejas  
Senior Accessories Editor  
(760) 357-0891  
[Andrea.Zendejas@hearst.com](mailto:Andrea.Zendejas@hearst.com)





# SOURCES

“About Us.” Studs. <https://studs.com/pages/about-us>. Accessed 12 Jan. 2022.

Chong, Dale. “Meet Studs: The NYC-based jewelry retailer reimagining the piercing experience.” Fashion United. 19 Nov. 2019, <https://fashionunited.uk/news/fashion/meet-studs-the-nyc-based-jewelry-retailer-reimagining-the-piercing-experience/2019112046285>. Accessed 12 Jan. 2022.

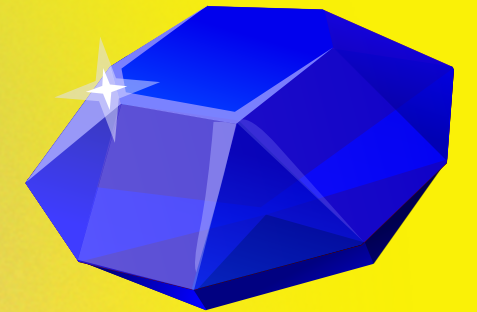
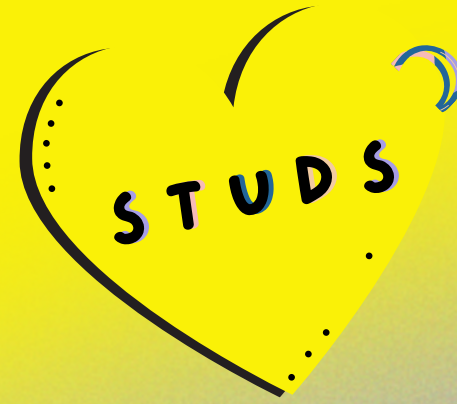
Hoshikawa, Karina. “I Tried Studs (The Popular Piercing Studio ALL Over Instagram)”. Refinery 29. 26 Jan. 2021, <https://www.refinery29.com/en-us/studs-ear-piercing-review>. Accessed 12 Jan. 2022.

Smith, Lilly. “I got pierced at Studs, the startup that wants to be Claire’s for Gen Z.” Fast Company. 19 Nov. 2019, <https://www.fastcompany.com/90433286/i-got-pierced-at-studs-the-startup-that-wants-to-be-claires-for-gen-z>. Accessed 12 Jan. 2022.

“Studs Launches New Ear Piercing and Jewelry Retail Experience, Offering Modern Solution to a Fragmented Industry.” Business Wire. 19 Nov. 2019, <https://www.businesswire.com/news/home/20191119005257/en/Studs-Launches-New-Ear-Piercing-and-Jewelry-Retail-Experience-Offering-a-Modern-Solution-to-a-Fragmented-Industry>. Accessed 12 Jan. 2022.



Winter 2022

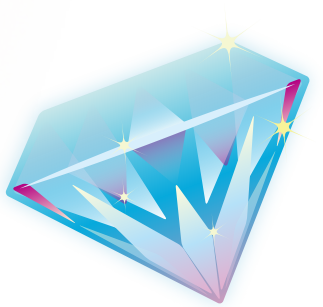


# STUDS

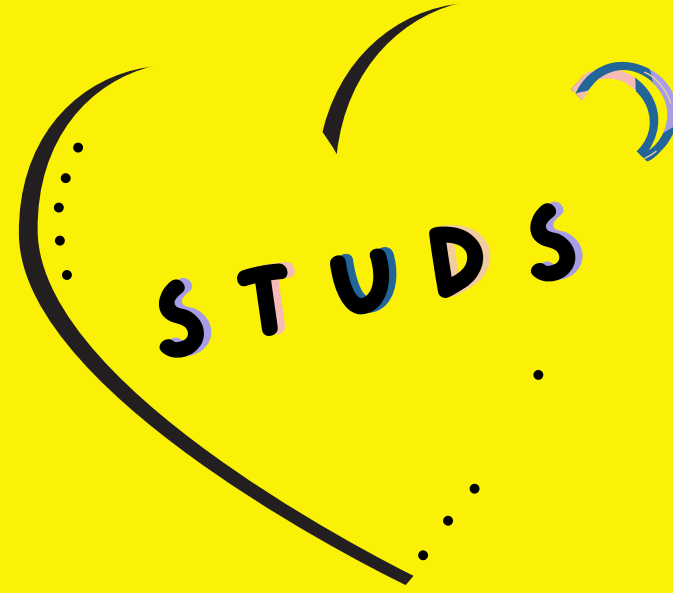
## MARKETING CAMPAIGN PITCH THREE



Presentation By Heather Harpole, Morgan Miranda, Brianna Minor, and Kaylee Adams





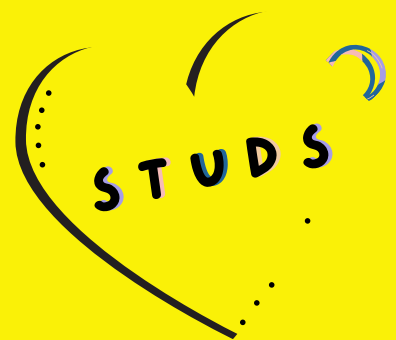


# CAMPAIGN OVERVIEW

A HOLE NEW YOU WITH  
**HELLO KITTY X STUDS**



# CAMP AIGN OVERVIEW



**Client:** Studs

**Project:** Integrated Marketing Communications

**Objective:** Cultivate a new target market, educate consumers, and increase brand awareness

**Purpose:** Provide a safe place in the piercing market for individuals of all backgrounds to express themselves artistically through body art

**Emotions:** Make customers feel comfortable, stress-free, secure, creative, passionate, unique, and want them to keep adding to their earring collection with Studs!

**Actions:** Make customers excited to get pierced and continue adding to their earscape collection

**Target Customer:** Ages 6-35, artistic, expressive individuals including young children, pre-teens, teens, Gen Z, Millennials, and parents

**Communication + Message Theme:** Age inclusion and diversity to show style comfortably through ear piercings

**Communication Methods:** Traditional and New Media promotional strategies



# STYLE GUIDE

## COLOR PALETTE



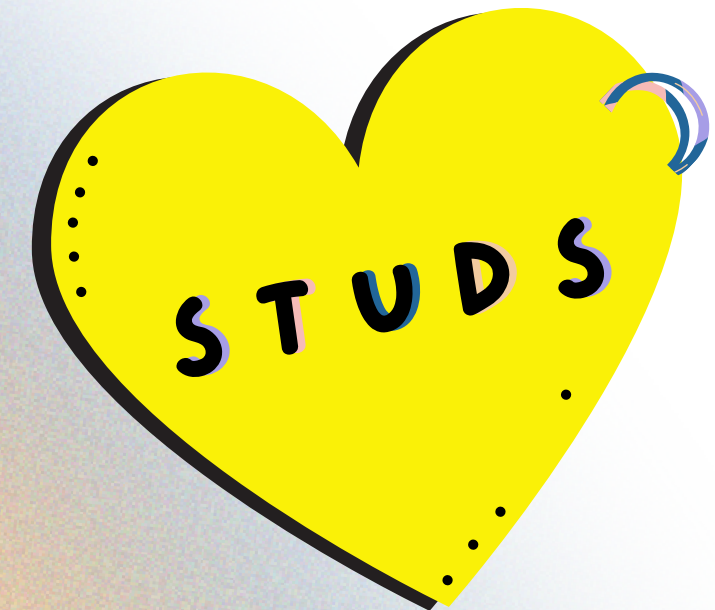
## SLOGAN

*Forget the stress of piercings, feel comfortable and confident with Studs!*



## VISUALS

## LOGO

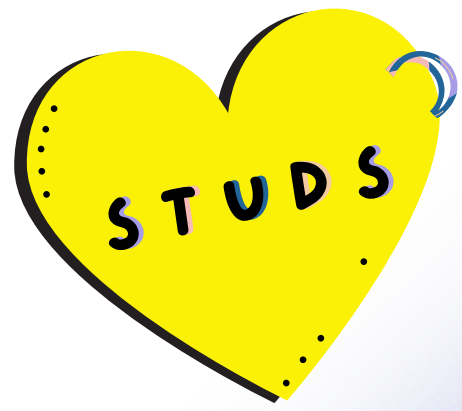


## FONTS

**GAGALIN**

*TT Commons Pro*





# TARGET CUSTOMER SEGMENTS



## **TODDLERS + YOUNG CHILDREN**

**2-7**

Elementary school students can be targeted through their parents. Kids want to have fun ways to show their style through accessories and dressing up! Their parents are accepting and enjoy keeping their kids on the latest trends.



## **PRE-TEENS + GEN Z**

**8-22**

Primarily early teens and early 20s. Individuals are students, creatives, and have on-the-go lifestyles. They love staying on trend and expressing themselves artistically through what they wear and businesses they support



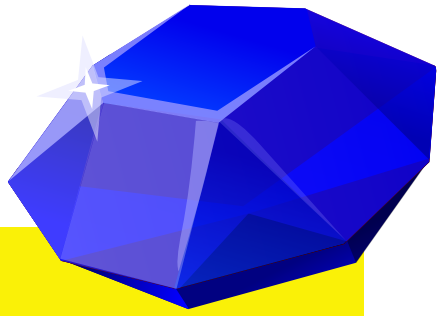
## **MILLENNIALS + PARENTS**

**23-35**

Younger parents who support their kids through inclusion and diversity. They are progressive and allow their children to make decisions for themselves and express themselves unapologetically.

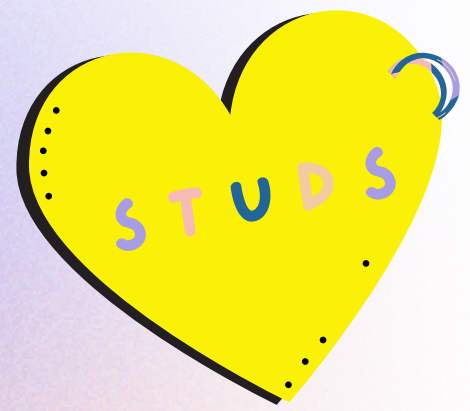


# PROBLEM + OPPORTUNITIES



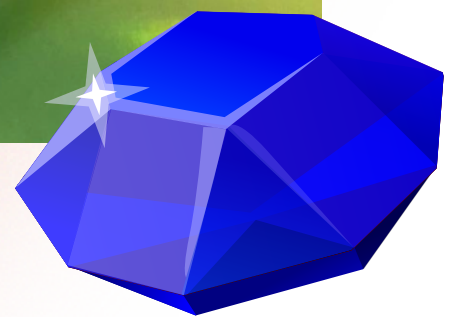
*Studs does not market to the younger generations of children that are eligible for piercings. Our team has concluded that in order for Studs to reach its full potential, the brand should begin targeting a more diverse demographic ranging from kids, teens, millennials, and parents. We would like to keep Studs' original customer psychographics but expand their horizons to collaborate with individuals of broad lifestyles. Kylie Jenner and Stormi Webster are a prime example of brand ambassadors that reach parents and Gen Z.*





# MESSAGE STRATEGY

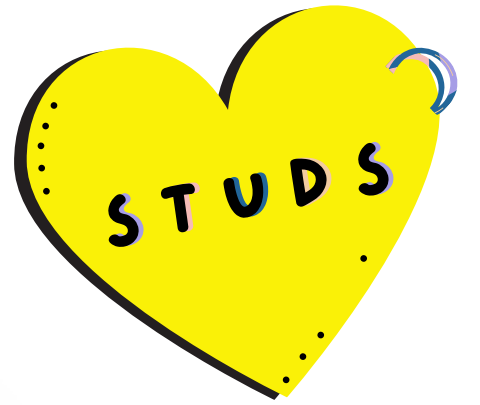
In this campaign, we want to promote age inclusivity when it comes to piercing at Studs. We also want to spark a conversation about the importance of safe and comfortable piercings. We will be getting this message across through billboards, magazines, social media, blogs, and especially our Hello Kitty collaboration. More young consumers will pay attention with the use of Hello Kitty in our message strategy.







# **CAMPAIGN ELEMENTS**



## ***CAMPAIGN ELEMENTS***

1. Social Sites
2. Billboards + Guerilla Marketing
3. Magazine/Blog
4. Email
5. Website Landing Page
6. SMS

## ***CONSTRAINTS***

[www.studs.com/aholenewyou](http://www.studs.com/aholenewyou)

Social Media Logos: TikTok,  
Instagram, Twitter, Facebook,  
YouTube

2022 Studs All Rights Reserved



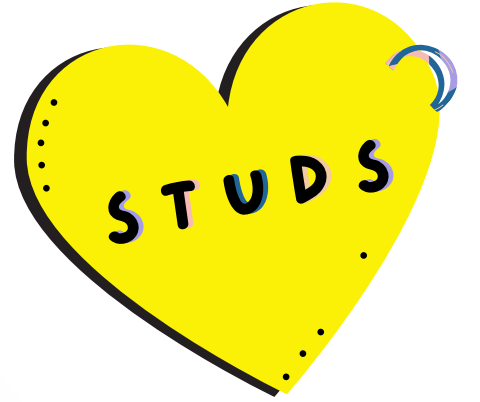
## ***BUDGET PROPOSAL***

\$500,000-\$750,000 USD





# MEANS-TO-END



## ***CAMPAIGN ATTRIBUTES***

- Hello Kitty x Studs "A Hole New You" campaign + Studs Melrose Pop-Up with Kylie Jenner, Stormi Webster, and Hello Kitty
- Promotes a stress-free environment, inclusivity, and comfortablitiy

## ***CUSTOMER BENEFITS***

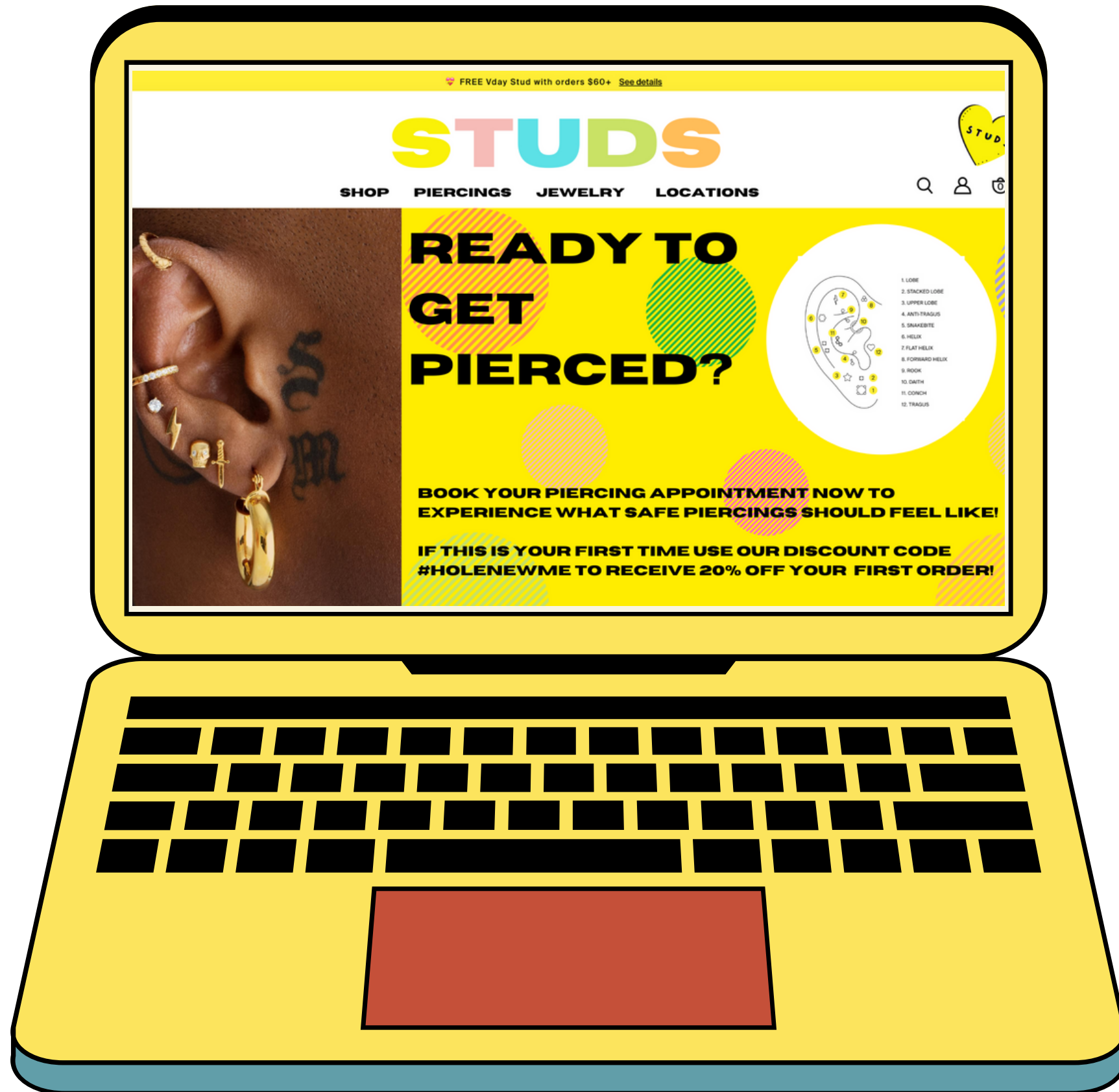
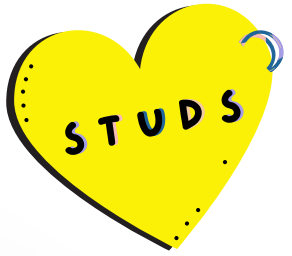
- Ease stress from piercing anxiety
- Help customers get educated on piercing safety
- Create a more exciting experience for individuals of all ages to receive piercings

## ***END STATES***

- Trust and customer loyalty
- Comfortability
- Future earring purchases after being pierced



# LANDING PAGE



## SEO Keywords:

- Piercings
- Parlor
- Stress-free
- Safe Piercings
- Ear Piercings
- Piercings In LA

## SEO Keywords:

- Gun-free piercings
- Cute piercing parlor
- Earscape
- Earscaping

## Language

- English

## Marketplace

- United States



# STUDS

2022

YOUR NEW  
FAVORITE EAR  
PIERCING SALON!

SAFE  
COMFORTABLE  
STRESS-FREE

## SUMMER TRENDS

EARSCAPING  
GLOWY SKIN  
CURTAIN BANGS

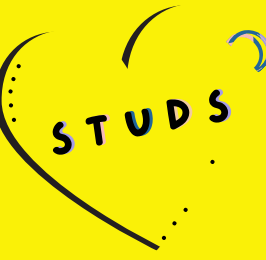
### 32

WAYS TO  
UPDATE  
YOUR LOOK

STUDS



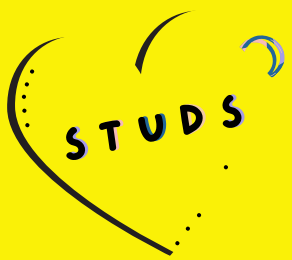
# TRADITIONAL MARKETING ELEMENTS



This is a mockup of a Studs magazine. The main goal of the magazine is to showcase Studs 2022 Summer Trends, talk about earscaping, and to remind customers the fun things Studs does!

SEO: earscaping, piercing,  
safe, comfortable, stress-free



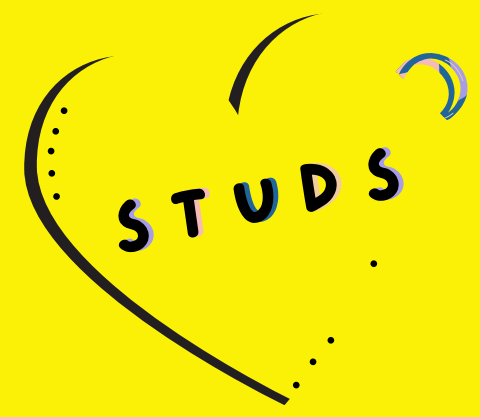


# TRADITIONAL MARKETING ELEMENTS



This is an example of a Studs billboard. You would see this billboard in the West Hollywood area which is close to their Melrose and Century City brick and mortar stores. The billboard is fun, to the point, and easy to read!





# INSTAGRAM

# NEW MEDIA MARKETING ELEMENTS



Caption: Enjoy Sunday Funday at Studs this weekend! We have something for everybody! Can you spot Hello Kitty?  
#studs #earscaping #familyday #helloskittyxstuds



**#AHOLENEWYOU**

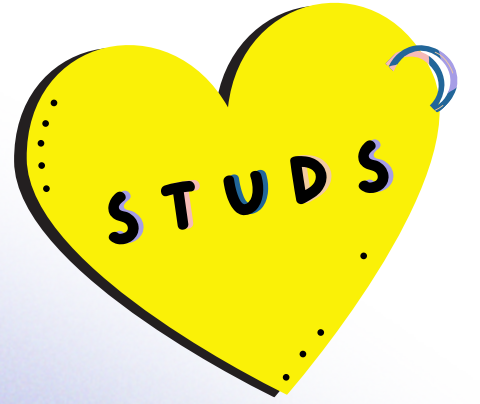
Caption: Celebrate your child's next birthday at Studs! Unless you are having party ☹️. We can travel to you for that 😊! #studs #birthdayparty #privateevents #helloskittyxstuds



Caption: POV: You just got a piercing at Studs and didn't have anxiety and everyone made you feel comfortable. #studs #earscaping #stressfree



# NEW MEDIA MARKETING ELEMENTS



## YOUTUBE

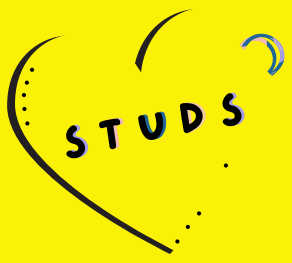


YouTuber @whereilive posts a video about her Studs experience and the jewelry she got. This is a really easy way to increase brand awareness and to continue to inform others about Studs services!

This thumbnail is for a video the Studs YouTube channel will post. They will show the behind the scenes footage with their customers to talk about safety, comfortability, and the after care for piercings!

Studs will pay Kylie Jenner to mention Studs in her latest vlog. In the video she shows Stormi getting her ears pierced for the first time and how her experience went. This video will inform others that all ages can get pierced at Studs and make parents feel comfortable!





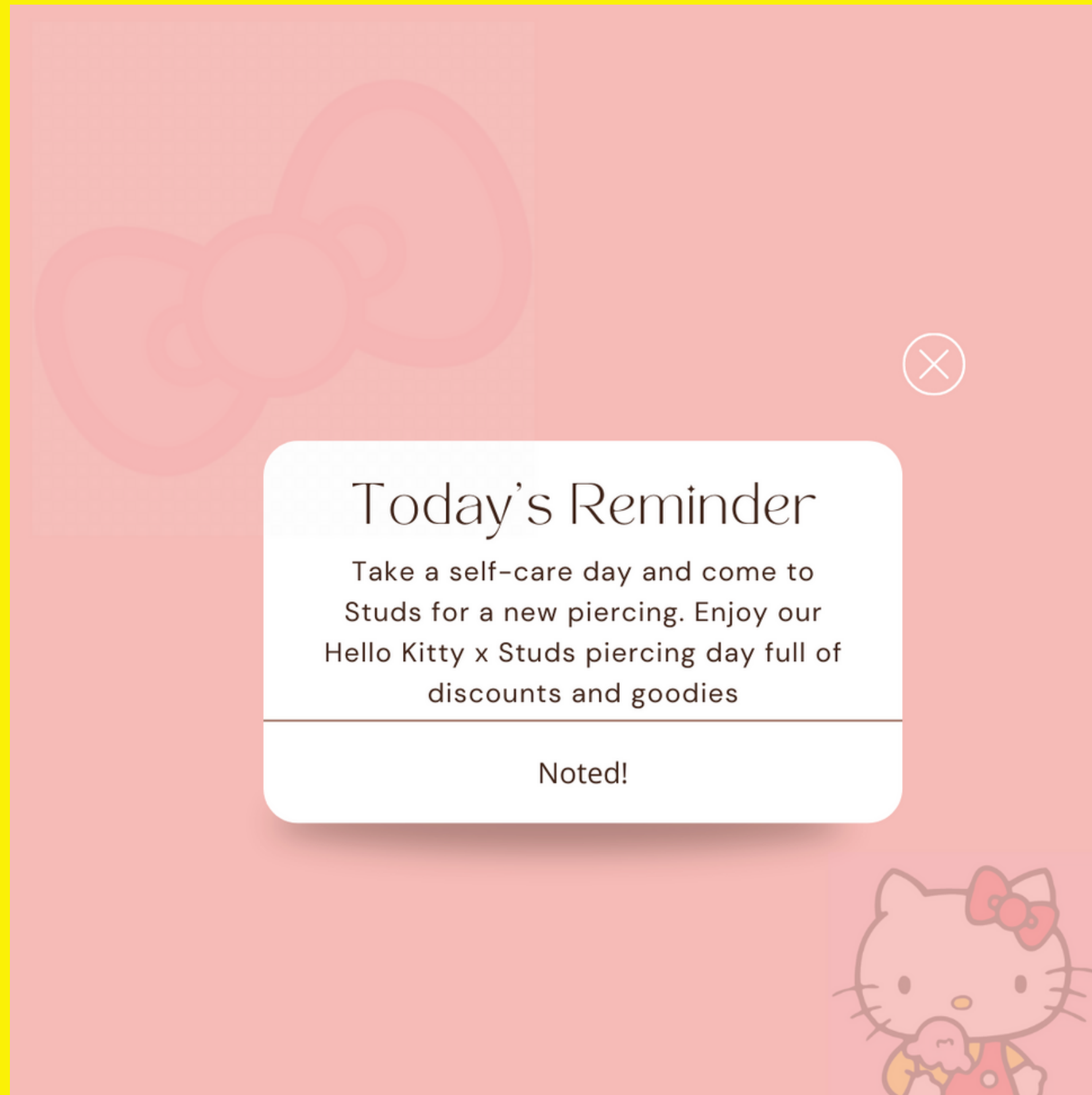
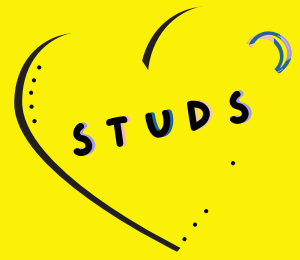
# EMAIL MARKETING

The goals of Studs Email Marketing campaign is to inform readers on the dangers of incorrect piercings, new trends, and what to expect when they enter Studs! The majority of Studs target market is Gen Z.

This generation gets easily distracted so it is crucial to keep email messages short and simple to optimize responses. Studs has a better open rate and click through rate with these types of email.



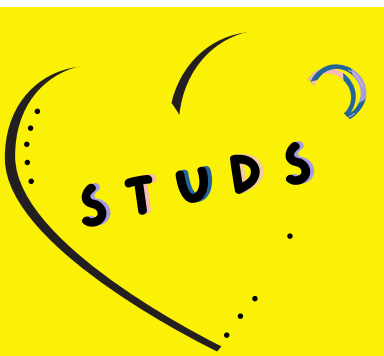




# WEB ADVERTISING

This is a Studs display ad that will be posted on Instagram. This is a fun way to get current and new customers attention and remind them to come check out Studs.





# BLOG

**Titles: "Hey Stud", "The Holey Trinity", "Becoming A Hole New You", and "Hole In One"**



## STUDS BECOMING A HOLE NEW YOU

Want to upgrade your look? We got you covered at Studs with our interactive piercing parlor experience with just 3 simple steps! We aim to make everyone feel comfortable and safe during the piercing process. How does it work?

Step 1: Come into the store and find a helpful and qualified Studs representative

Step 2: Mention your desired piercing and pick out fun and unique jewelry

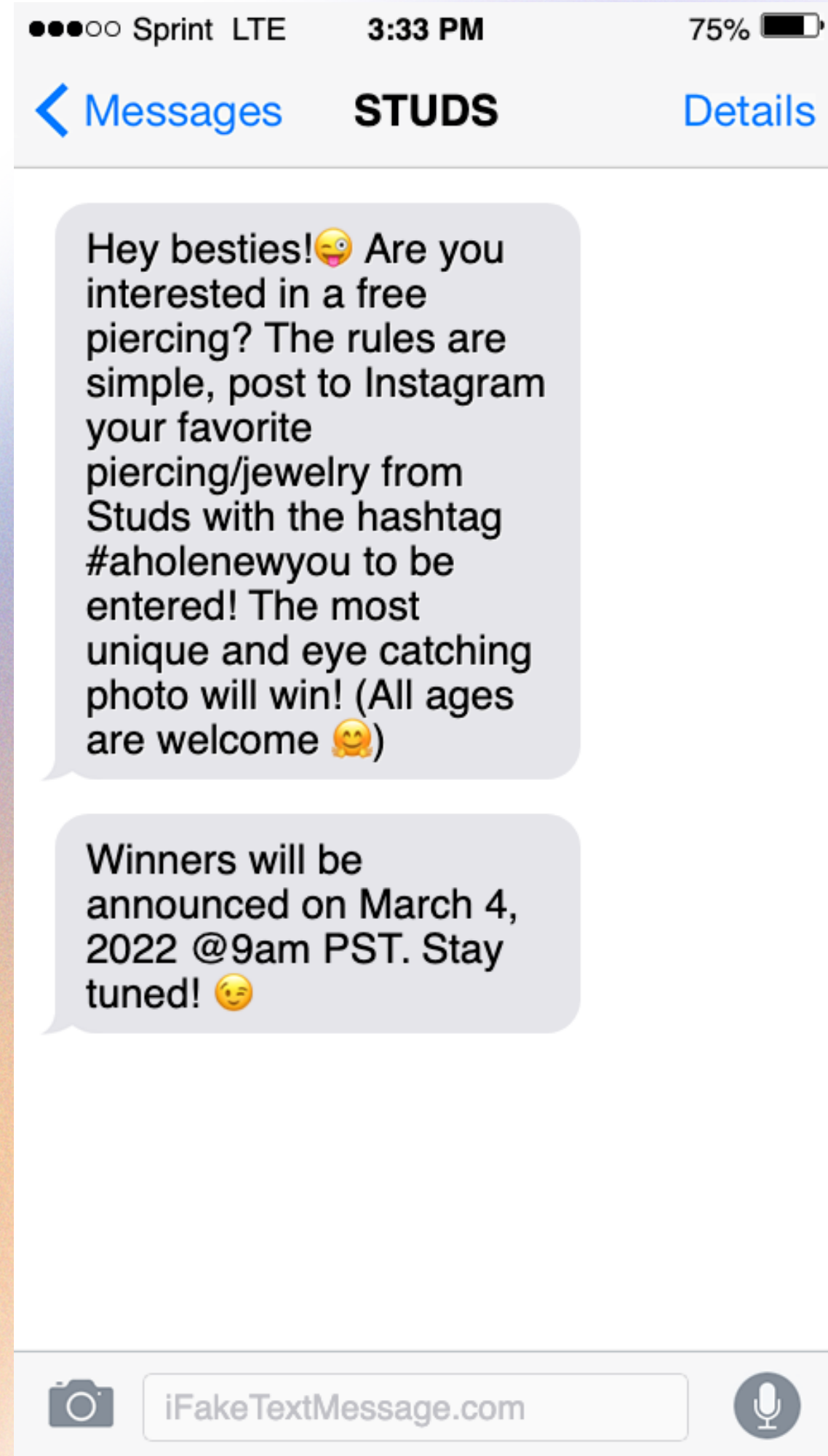
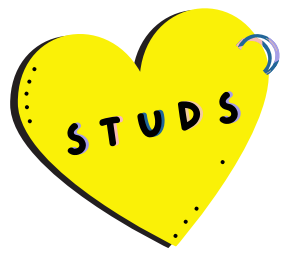
Step 3: Get paired with a professionally trained piercer and get pierced!

Step 4: That's it! Of course you're more than welcome to hang out and take lots of pictures for the Gram!

DON'T FORGET TO TAG US @studs on all social platforms!





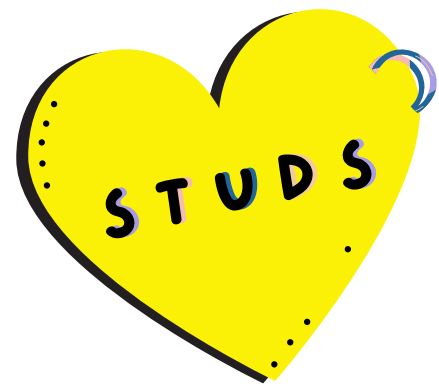


# INTERACTIVE MOBILE CAMPAIGN

An effective interactive mobile campaign for Studs would be a SMS/Social Media campaign. Studs has a high click through rate when it comes to text message marketing.

To your left is an example of Studs' #aholenewyou campaign. Customers will enter the giveaway by posting their favorite photo of piercings/jewelry from Studs with the hashtag #aholenewyou . Winners will be chosen at random. This is a great way to increase brand awareness and have all ages come together to win a fun prize!





# PR PRESS RELEASE

## Hello Kitty x Studs



# STUDS®

## Press Kit

# STUDS®

Press Contact:  
Inez Delta  
332-840-9961  
[Inez.Delta@STUDS.com](mailto:Inez.Delta@STUDS.com)

### STUDS Announces Collaboration with Hello Kitty and Event to Promote Stress-Free Piercings for Children

*Along with a collection of earrings designed specifically for the youth, Studs is holding a pop-up at their Los Angeles location*

NEW YORK, NY – March 31, 2022 – Studs, the New York-based piercing and jewelry studio that provides a stress-free and safe ear piercing, is collaborating with Hello Kitty and creating a safe space for children to get their ears pierced in a risk-free way. The partnership is an addition to their *A Hole New You* campaign that strives to promote a stress-free environment for people of all ages to get their ears pierced.

“Studs has always been about filling in this gap in the piercing industry,” said Anna Harman, Chief Executive Officer and Co-founder of Studs. “We are constantly trying to show that ear piercings shouldn't be scary or lead to worry. This partnership will help parents of young children and ease their minds about the risks that comes with body modifications.”

This collaboration comes at a time when fear is in everyone's minds, at Studs they want to ease any anxiety they can to make you feel more comfortable. The Hello Kitty x Studs collection will include six different studs and four dangle earrings, which all revolve around Hello Kitty.

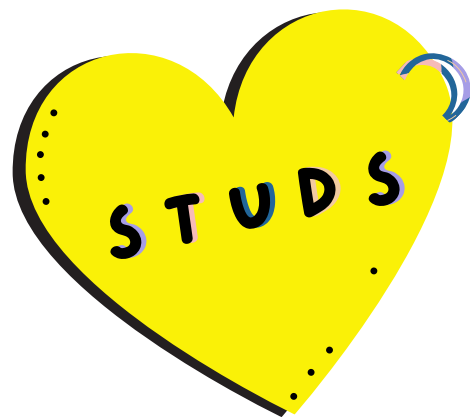
The Hello Kitty x Studs pop-up event will take place in their Melrose store on April 1, 2022. The event is free to the public but expect some lines as customers get pierced, buy jewelry, and have some fun with special guests. Special guests include Kylie Jenner and her daughter Stormi Webster. Stormi Webster, daughter to Kylie Jenner and Travis Scott is Studs' youngest brand ambassador at only four years old.

Studs has eight studios across the United States of America where customers will be able to purchase jewelry from the Hello Kitty x Studs collection, along with it being available to purchase on their website, [STUDS.com](https://STUDS.com).

### About Studs

Studs is an ear-piercing retailer and jewelry studio that provides a comfortable and safe piercing experience. Based in New York, but with locations in New York, California, Texas, Massachusetts, and Florida, Studs offers a wide variety of jewelry to create your perfect earscape. Studs is dedicated to a risk-free environment, unlike, tattoo parlors, and the traditional “mall piercing”. From safe needle piercings and implant-grade metals, Studs is dominating the piercing industry.





## Campaign Overview

**Problem:** How do we create a welcoming environment that parents of young children will feel safe in and let their children get their ears pierced?

**Solution:** Collaborate with Hello Kitty, a brand that children feel safe with and enjoy.

### Strategic messages:

- Studs is a piercing studio and brand that makes you feel excited and new #AHoleNewYou
- Studs caters to those who value self-expression, creativity, fun, individuality, and safety
- Giveaways for those who post their favorite piercings on Instagram using the hashtag #AHoleNewYou

### Campaign elements:

- Magazine: Creation of a magazine to talk about trends, earscaping, and other things Studs is doing
- Billboards: Santa Monica
- Social Media Content: Instagram and YouTube
- Email Marketing: Informs readers on the safety of piercings, new trends, and what to expect
- Web Advertising: Instagram display ads
- Blog: Titles include Hey Stud, The Holey Trinity, Becoming a Hole New You, and Hole in One
- Interactive Mobile Campaign: Utilizing text message marketing
- The Face of the Campaign: Stormi Webster

## Photographs

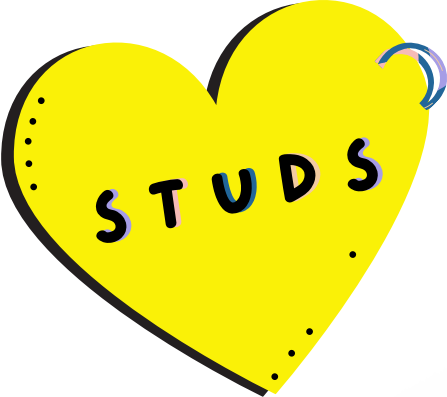


(Brand Ambassador: Stormi Webster)



# PRESS KIT





# CONTACTS

## Press List

**Teen Vogue:**  
Gisella Lemos  
Stylist and Accessories Editor  
(212) 286-2860  
[Gisella.Lemos@teenvogue.com](mailto:Gisella.Lemos@teenvogue.com)

**POPSUGAR:**  
India Yaffe  
Associate Editor  
(623) 583-9202  
[India.Yaffe@popsugar.com](mailto:India.Yaffe@popsugar.com)

**Girls' Life**  
Katherine Hammer  
Digital Director & Associate Editor  
(609) 760-4820  
[Katherine@girlslife.com](mailto:Katherine@girlslife.com)

**Mom of Two Little Girls**  
Carly Crawford  
Journalist  
[hello@momoftwolittlegirls.com](mailto:hello@momoftwolittlegirls.com)

**Refinery29**  
Bianca Nieves  
Journalist  
(888) 392-8627  
[Bianca.Nieves@refinery29.com](mailto:Bianca.Nieves@refinery29.com)

**J-14**  
Emily Brozyna  
Executive Editor  
(973) 647-4782

[Emily.Brozyna@j-14.com](mailto:Emily.Brozyna@j-14.com)

**Daily Mom Magazine**  
Kristen Douglas  
Editor  
(571) 229-7392  
[Kristen.Douglas@dailymom.com](mailto:Kristen.Douglas@dailymom.com)

**Hearst Magazines**  
Andrea Zendejas  
Senior Accessories Editor  
(760) 357-0891  
[Andrea.Zendejas@hearst.com](mailto:Andrea.Zendejas@hearst.com)





# EXPERIMENTAL MARKETING STRATEGY

## Location:

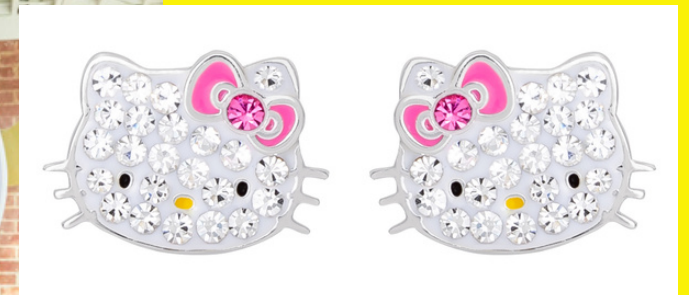
Studs Melrose

## Date and Time:

April 1st, 11 am-7 pm

## Party Elements:

Customers will be able to see **Kylie Jenner and Stormi Webster** at an exclusive Studs event. **Hello Kitty** will also make an appearance at the **Studs photo booth**. Customers can enter to win a pair of earrings or coupon by playing the **Hole of Giveaways and Coin Machine**. There will be a **live DJ**, **Alfred's** refreshments, and a **gift bag** for those that attend. The event will have kid-friendly **Hello Kitty themed decor** that makes individuals feel comfortable and excited!





# **HELLO KITTY X STUDS POP-UP EVENT**

## **SPECIAL GUESTS**



**KYLIE JENNER**

As a mom, influencer, and business woman, Kylie has an abundance of influence over parents and Gen Z individuals.



**HELLO KITTY**

Hello Kitty will make an appearance and be the star of the new Studs collection because she is timeless and appeals to the entire target demographic for the brand.



**STORMI WEBSTER**

As the daughter of Kylie Jenner, Stormi is a perfect match for a child that can represent the brand and make parents feel comfortable to trust Studs.



# HELLO KITTY X STUDS POP-UP EVENT

## PHOTO BOOTH



There will be a free photo booth for customers to take pictures in to show off their earrings/piercings for social media! Customers can use the hashtag #aholenewyou to enter to win their choice of earrings from the new collection! This will grow the brand's user-generated content. Kylie, Stormi, and Hello Kitty will also take photos with fans in the booth!



# HELLO KITTY X STUDS POP-UP EVENT

## HOLE OF GIVEAWAYS

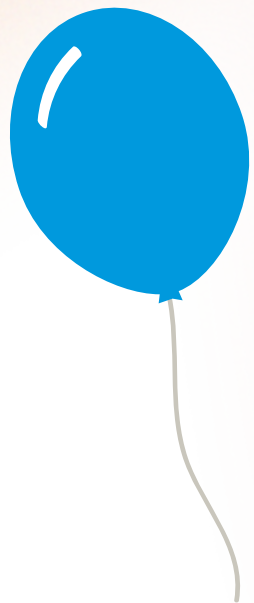
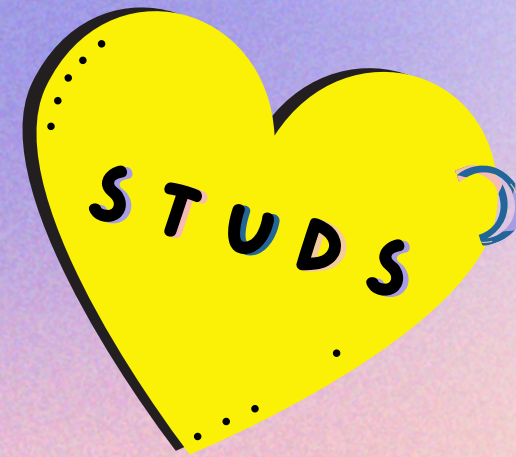


Customers will have the opportunity to play the Hole of Giveaways also known as corn hole. There will be three sets of prizes ranging from the distance of their throw. Prizes include stickers, coupons, and earrings. This is a fun way to attract more customers to the event with free offers!



# HELLO KITTY X STUDS POP-UP EVENT

## LIVE DJ



Studs will have a live DJ at the event to excite customers and bring everyone's mood up! The DJ will play kid-friendly music that still appeals to Gen Z and Millennials! This will create an ambiance of comfortability and lower customers' anxiety.



# HELLO KITTY X STUDS POP-UP EVENT

## COIN MACHINE

Each customer will get a free set of Hello Kitty earrings upon entry when they use the coin machine.

The machine will be monitored during the event to insure that customers use the machine only upon entry. This will insinuate customers to keep shopping at Studs!





# HELLO KITTY X STUDS POP-UP EVENT

## GIFT BAG



Each customer will receive a Studs tote bag as they enter the store. The tote bags will be branded for the Hello Kitty x Studs collab! By offering this free gift, customers will have a place to hold their goodies while at the event.





# HELLO KITTY X STUDS POP-UP EVENT

## ALFRED'S CATERING

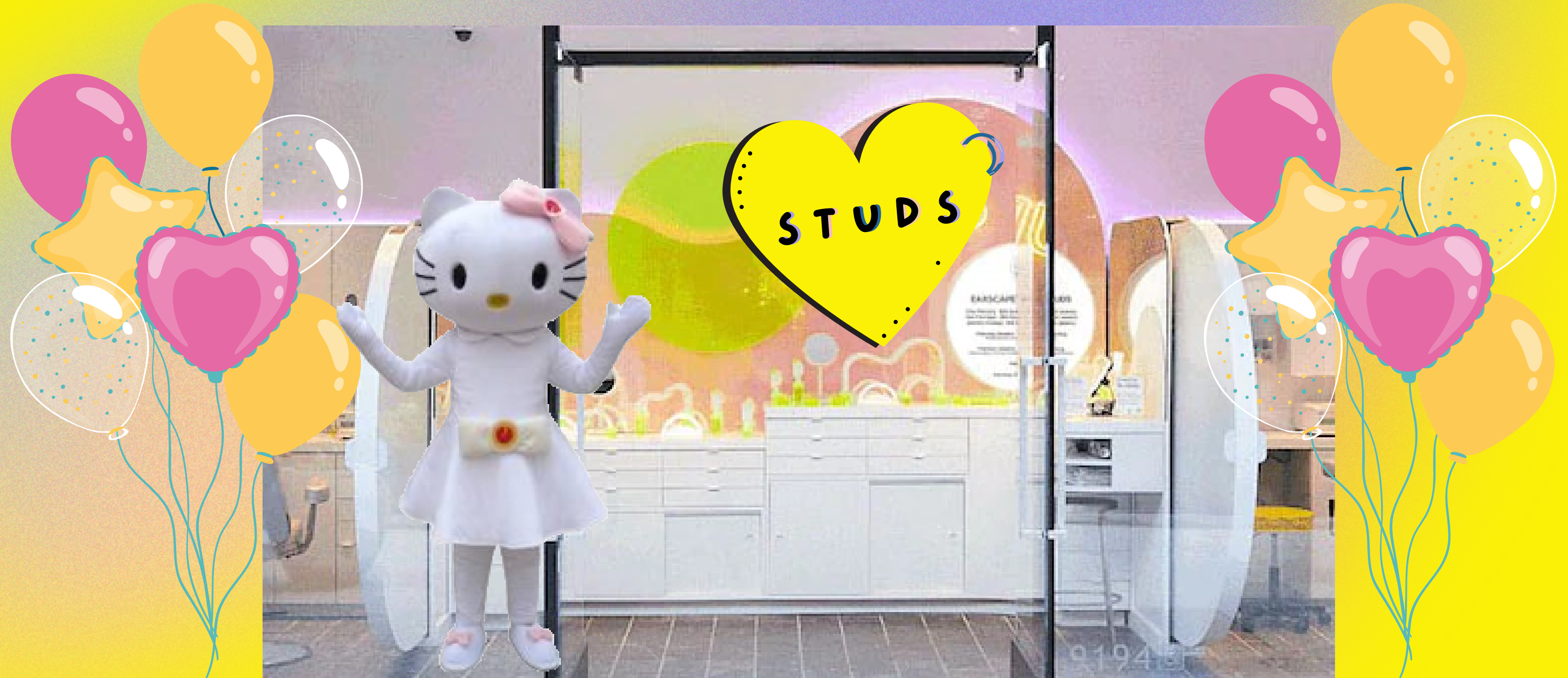
Alfred's, a coffee, tea, and pastry company on the same block as Studs will cater refreshments for the event. There will be matcha, lattes, and Hello Kitty cookies. This will insinuate customers to stop by the store and receive a free coffee in return!





# HELLO KITTY X STUDS POP-UP EVENT

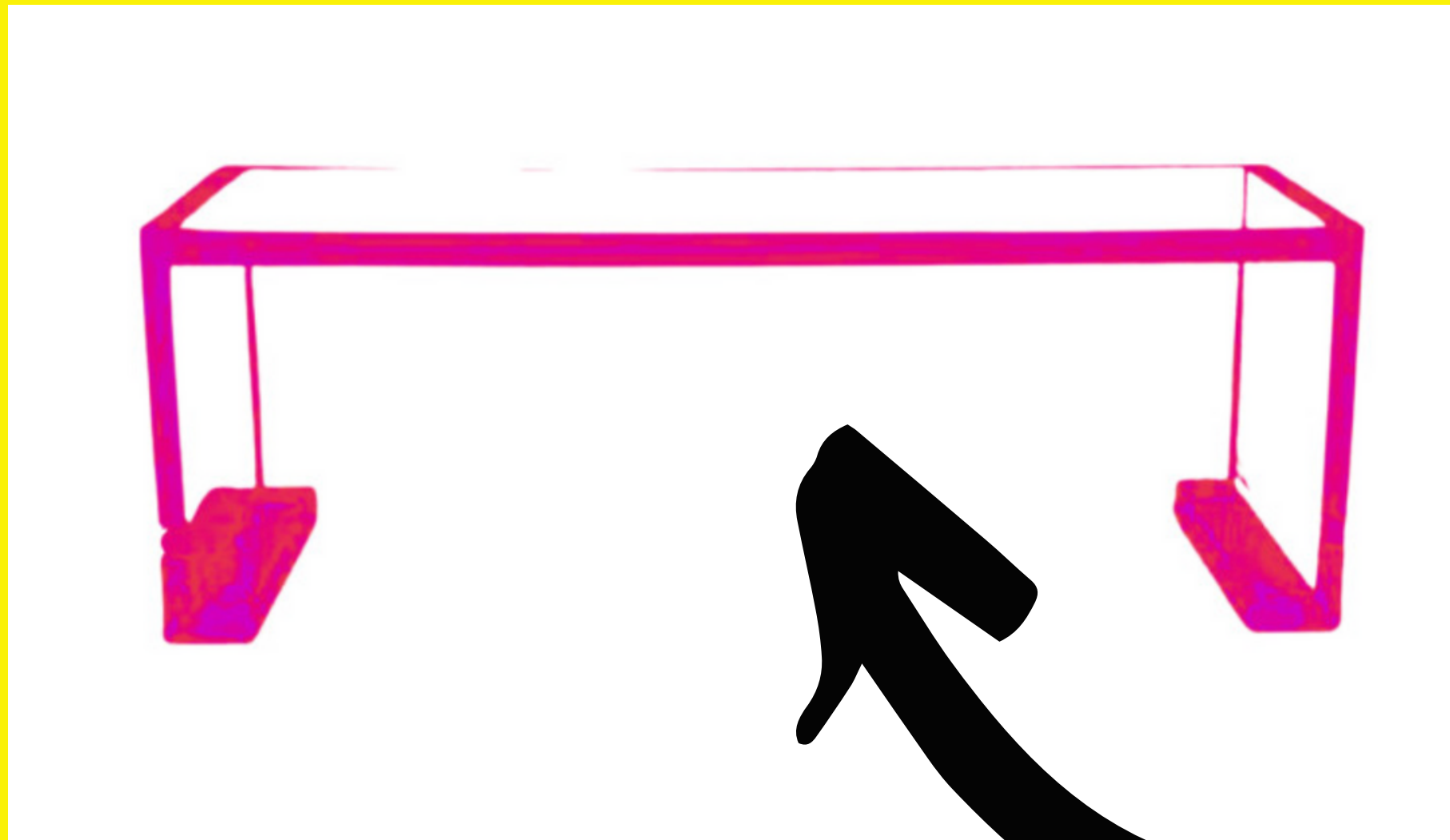
## HELLO KITTY DOOR BRANDING





# HELLO KITTY X STUDS POP-UP EVENT

## REFRESHMENTS VISUALS





# HELLO KITTY X STUDS POP-UP EVENT

## PIERCING STUDIO DECOR





# HELLO KITTY X STUDS POP-UP EVENT

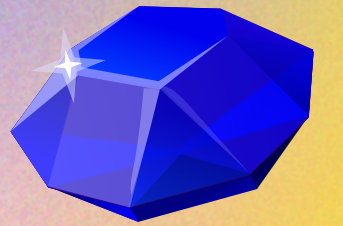
## PHOTO BOOTH DECOR





# HELLO KITTY X STUDS POP-UP EVENT

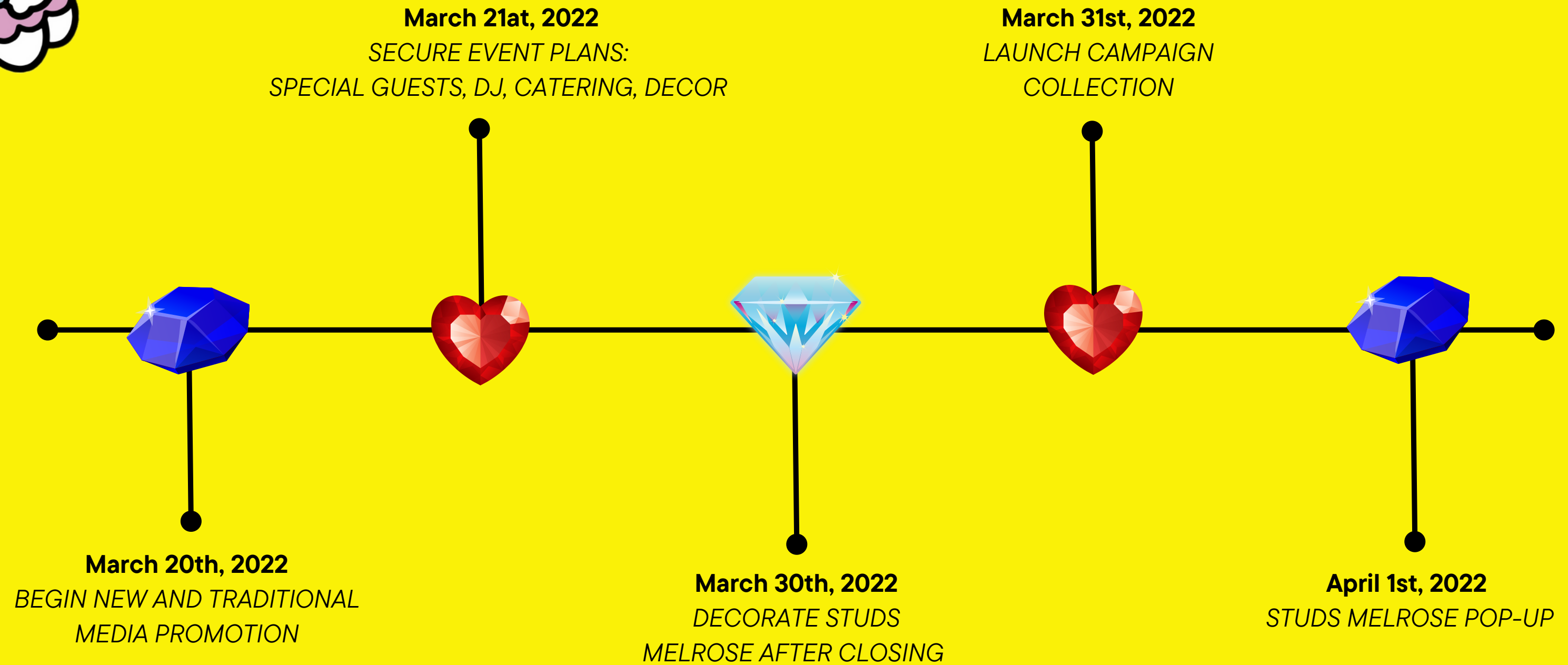
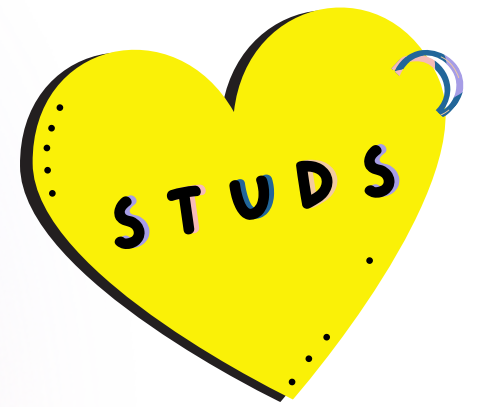
## HELLO KITTY COLLECTION DISPLAY







# TIMELINE





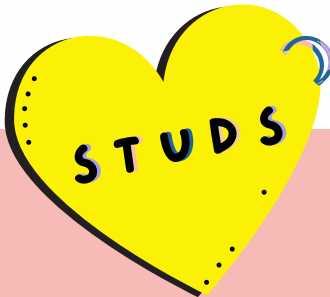
# STUDS MARKETING BUDGET

Event Marketing Details	EST. EXPENSES
-------------------------	---------------

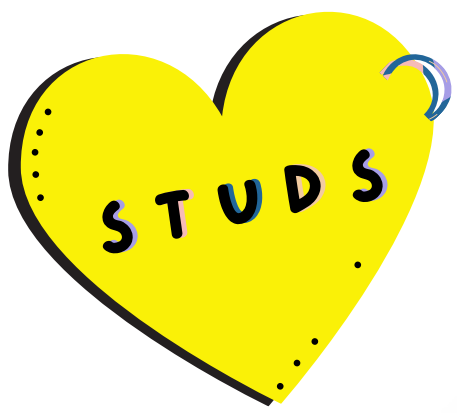
Hello Kitty Mascot Rental (2 hours)	\$400.00
Kylie Jenner & Stormi Webster Appearance	\$200,000.00
Photo Booth Rental (4 hours)	\$500.00
Live DJ	\$500.00
Gift Bags	\$200.00
Alfred's Catering	\$800.00
Food & Drink	\$150.00
Misc. Supplies	\$250.00
Total	\$202,800.00

Print and Digital Marketing Details	EST. EXPENSES
-------------------------------------	---------------

Billboard Ads (6 months, 5- 6 locations)	\$35,000.00
Social Media Marketing	\$7,500.00
Mobile Marketing (Email, SMS)	\$5,600.00
Magazine Ads (Babiekins, Poster Child, Posh Kids)	\$13,000.00
Website Landing Page Design	\$2,500.00
Total	\$63,600.00







### **CONTACT INFO:**

*Harpole, Adams, Miranda, Minor  
Marketing Group*

*Phone: 818-456-2194*

*Email: harpoleadamsmirandaminor  
@marketinggroup.com*

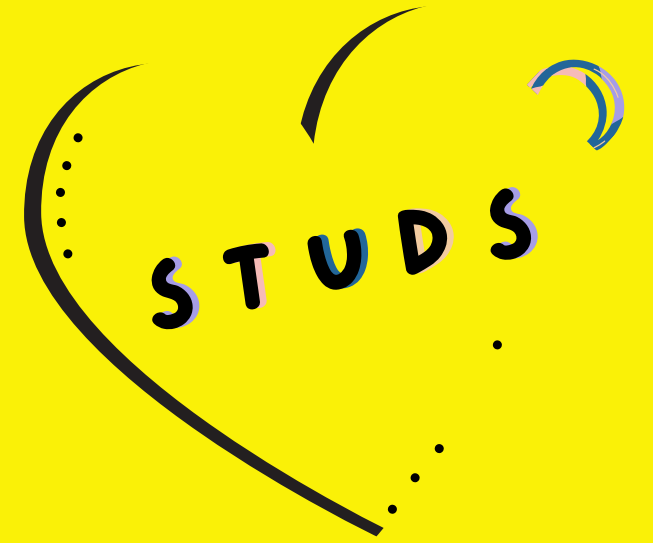
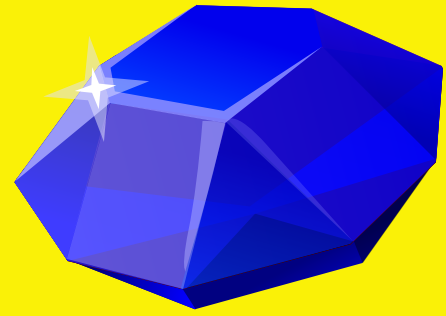


# **SUMMARY**

## **Next Steps!**

1. *Finalize production on the collection*
2. *Begin reaching out to influencers and celebrities for special appearances and social media promotion*
3. *Prepare for budget*
4. *Look forward to the campaign launch party!*

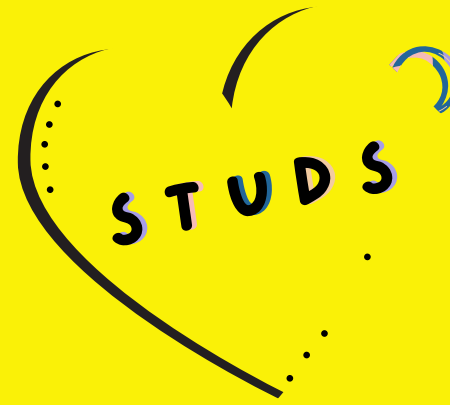




**THANK YOU!**







# SOURCES

“About Us.” Studs. <https://studs.com/pages/about-us>. Accessed 12 Jan. 2022.

Chong, Dale. “Meet Studs: The NYC-based jewelry retailer reimagining the piercing experience.” Fashion United. 19 Nov. 2019, <https://fashionunited.uk/news/fashion/meet-studs-the-nyc-based-jewelry-retailer-reimagining-the-piercing-experience/2019112046285>. Accessed 12 Jan. 2022.

Hoshikawa, Karina. “I Tried Studs (The Popular Piercing Studio ALL Over Instagram)”. Refinery 29. 26 Jan. 2021, <https://www.refinery29.com/en-us/studs-ear-piercing-review>. Accessed 12 Jan. 2022.

Smith, Lilly. “I got pierced at Studs, the startup that wants to be Claire’s for Gen Z.” Fast Company. 19 Nov. 2019, <https://www.fastcompany.com/90433286/i-got-pierced-at-studs-the-startup-that-wants-to-be-claires-for-gen-z>. Accessed 12 Jan. 2022.

“Studs Launches New Ear Piercing and Jewelry Retail Experience, Offering Modern Solution to a Fragmented Industry.” Business Wire. 19 Nov. 2019, <https://www.businesswire.com/news/home/20191119005257/en/Studs-Launches-New-Ear-Piercing-and-Jewelry-Retail-Experience-Offering-a-Modern-Solution-to-a-Fragmented-Industry>. Accessed 12 Jan. 2022.