

VIDEO INTERVIEW

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**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

Connect with *Beauty Launchpad's* audience by including your brand among industry experts.

Facilitate intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

CHOOSE YOUR PREFERRED METHOD OF EDUCATING THE INDUSTRY:

- Sponsor provides an industry expert to participate in a 5-minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

WHO YOU REACH

Qualified Hair Salon Professionals across multiple media channels.

- 50,000 Magazine Subscribers
- 18,500 Newsletter Subscribers
- 21,000 Dedicated E-blast Subscribers
- 9,000 Registered Website Users
- 19,500 Monthly Website Visitors
- 903,000+ Social Media followers

THE PROGRAM

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

DIRECT LEADS & REPORTING

- Anyone who selects "Watch" to see the videocast will generate a lead
- Daily updated leads report for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

MATERIAL NEEDED

Logo (300 dpi) & Company Name to be listed.
Please include name and title of speaker(s).

HOME > COLOR

[VIDEO] Be Bold with Color in 2024

Mar 11th, 2024 | By [Gabby Bach](#) | From [DeveloPlus](#)



THIS VIDEO IS SPONSORED BY: **DeveloPlus**

As spring and summer approach, your clients are likely going to want to make bold hair moves. Vivid colors are just the way to do so, allowing for ultimate expression and plenty of ways to get creative with your client's final hair look.

*Must book at least 8 weeks before run date.
Material is due 4 weeks before run date.*