

2026 CONTINUITY PROGRAMS



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BEAUTY
LAUNCHPAD
Everything Beauty for Salons and Stylists

Generate long-term momentum for your brand with Continuity Programs from *Beauty Launchpad*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

IMPACT (CONVERSION) CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

This conversion-focused strategy begins with awareness ads, builds audience education and excitement and concludes with appeals for action.

FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth and prime audiences for conversions.

DOMINANCE (CONSIDERATION) CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors and encourage consideration from the audience.

Please contact Jeb to talk about how a Continuity Program can work for your brand.