

DECEMBER, 2019

An Eikonic

Edition of Barbering

A Pitch Deck by



Who We Are



Nikola McKinven
Project Manager



Kaycelyn Galvan
Creative Director



Sheldon DeSousa
Marketing Strategist





THE PURPOSE

The Barber Stylist

Eikonic's Driver for Success



Research Findings

WHAT WE HAVE LEARNED



Ontario's First

accredited barbering school

Brand Positioning

Needs Refinement

Unique Curriculum

Ready, Set, Go.





No one knows about
THE LICENSE



Objectives

50%

BRAND AWARENESS

THROUGHOUT THE
4 WEEK CAMPAIGN

1-2 Students

FOR SPRING ENROLLMENT

BY THE END OF SPRING
ENROLLMENT

2 Clients

PER STUDENT

THROUGHOUT THE
4-WEEK CAMPAIGN

Target Sketch



"I believe we should be taught to question authority"

Artistic

Individualistic

Passionate

Social

Age: 22

Work: Full time student / full time work (management for retail)

Family: Living at home with parents.

Location: Mississauga, Ontario

- contemplating to take a year off, but wants to build an entrepreneurial lifestyle
- interested in doing something that will allow him to express his creativity
- creative mind and values creative freedom, enjoys social environment - feels the need to be personally and socially accepted
- experience helps build confidence in their personal journeys





ARTISTIC



OUTGOING



CREATIVE



Consumer Insights

THEY TRIED TO CONFORM

They believe being able to do what you love makes
life relevant.





Target's Perceptions

They don't know.



Core Brand Values

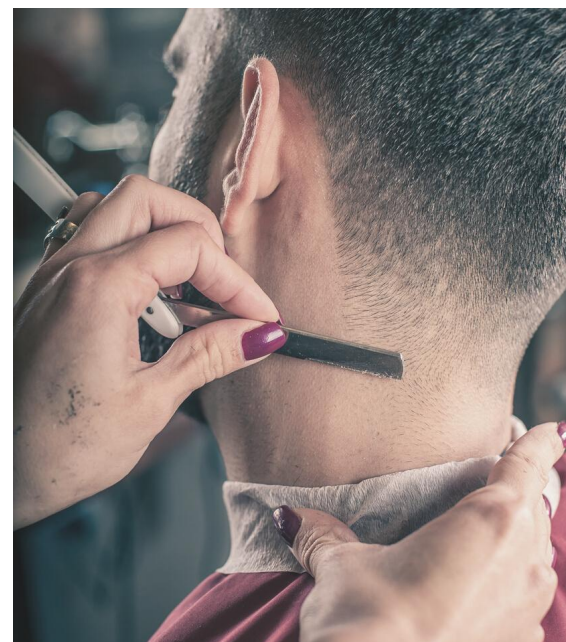


Authenticity



Education

Trust



Innovation

Professionalism





Brand Archetype

THE CREATOR

Eikonic is is a visionary, non-conformist and authentic

The academy **does not conform** to any standards,
they create them



POSITIONING STATEMENT

*Eikonic Academy is a Legitimate
Ontario Hair School that
rewards the Barber–Stylist with
a Trade License.*

Key Message

Only licensed accredited
academy in all of Ontario



Tone

Entrepreneur lifestyle,
creative, inspiring, genuine.



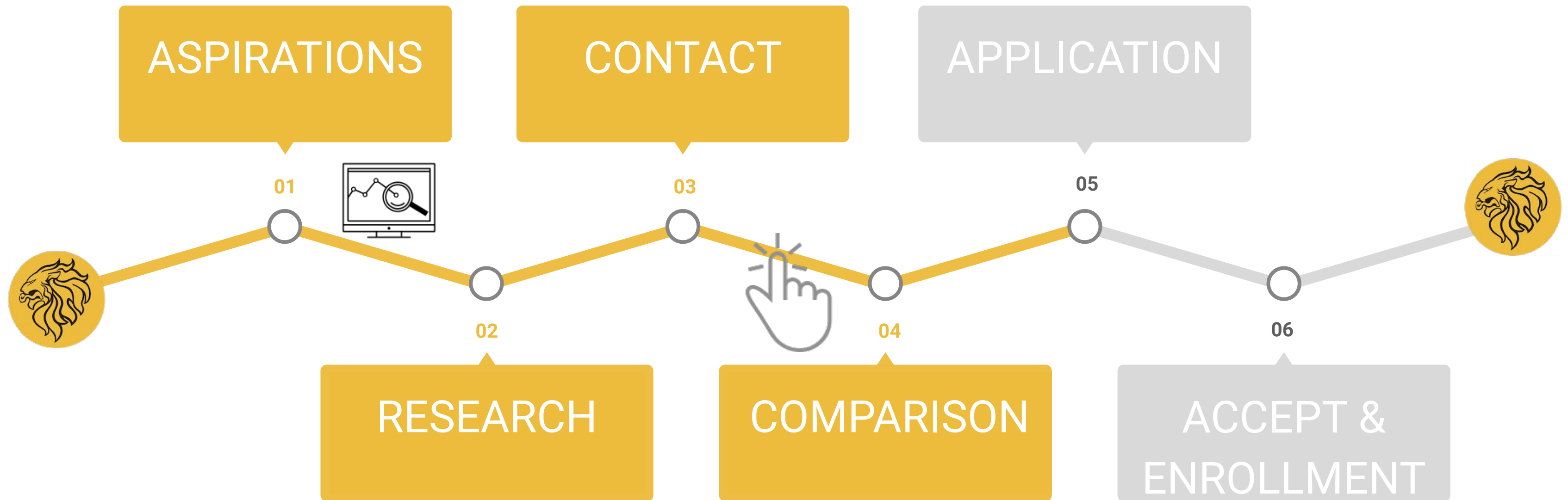
Support Claims

Experienced faculty,
unique curriculum,
creative playground.



The Aspiring Barber-Stylist

From lead to enrollment.





An Eikonic Edition of Barbering

The Barber-Stylist





Find your #EikonicMoment

That moment when YOU realize

"This is about to change MY life."



OOH Advertising

Bus

Shelters



Direct Mail

Promotional email - database

REFER A FRIEND!



**Bring a friend to EIKONIC and find your
#EikonicMoment!**

**You'll both get a FREE haircut on us when they register at the
store!**

For more information visit our website, contact us or visit us!
www.eikonicacademy.com
720 Burnhamthorpe Rd W - Unit #3, Mississauga, ON L5C 3G1
(905) 461 - 3035

SEE YOU SOON!



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Promotional mail piece - front

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The BARBER STYLIST.
An Eikonic Edition of
Barbering.

Ontario's first accredited hair
and barber school located in the
Greater Toronto Area of
Mississauga!

Find Your
#EikonicMoment



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 **Eikonic Academy of Barbering and Beauty**
Sponsored · 

Ditch messy text-only spreadsheets for something flexible, beautiful, and (dare we say it) fun.






BECOME A BARBER IN ONTARIO
Earn your Ontario Hairstyling Diploma with a Barbering Specialist.

Find Your #EikonicMoment

eikonicacademy.com

2 Ontario's first accredited hair and barber school located in the Greater Toronto Area of Mississauga! [Learn More](#)


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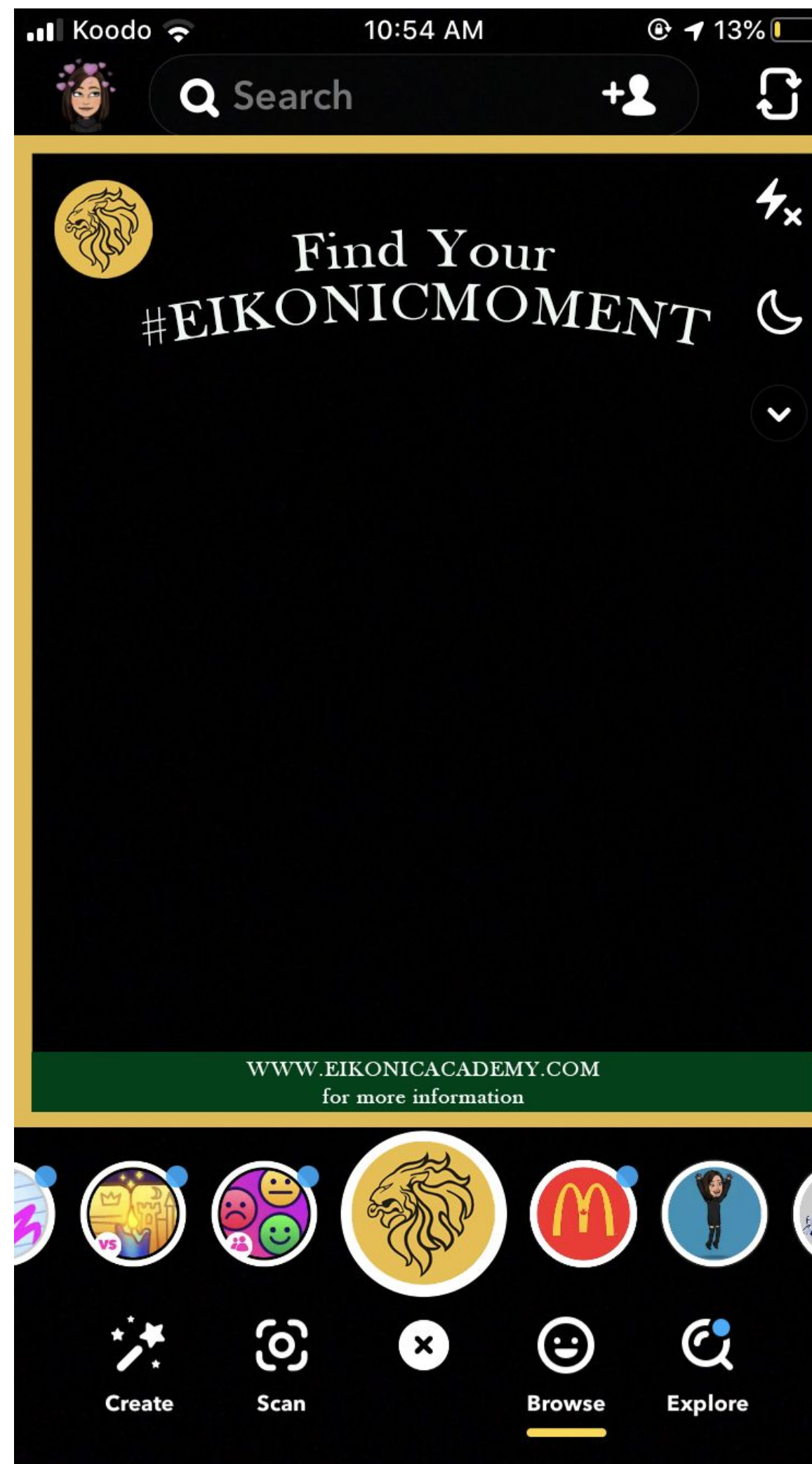
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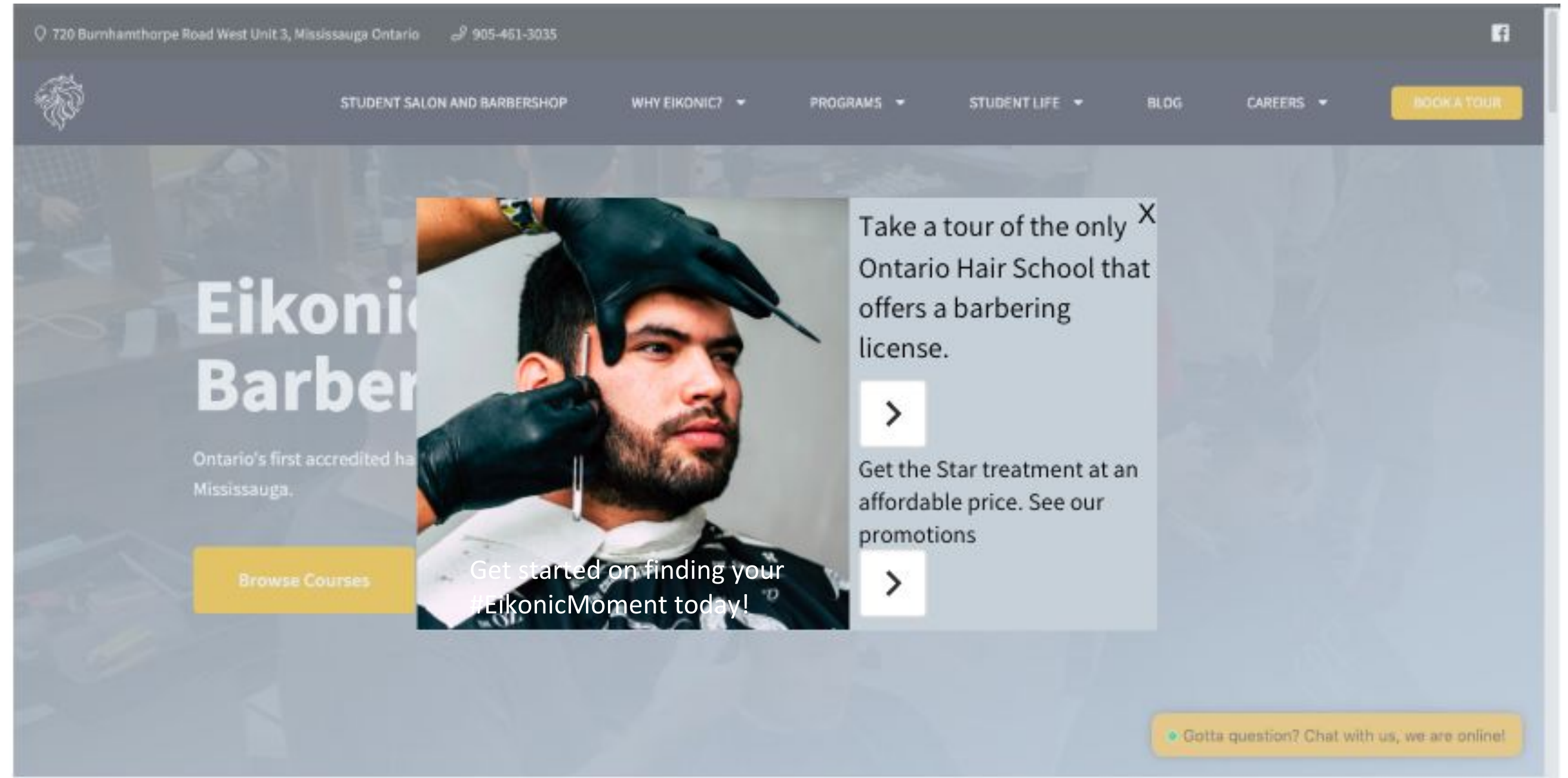
18K 1.2K SHARE SAVE ...



Website

POP UP & Downloadable PDF

- Promote Enrollment & Haircuts
- Easy Access to Curriculum



Advertising

- **Google Adword Text Ads:**
 - Academy = School, College, etc.
- **Kijiji, Groupon & Craigslist Boosted Ads:**
 - Client mentioned this worked in the future - let's boost it.

**Ontario's First Barber School | Get Your Licence
Today | Only at Eikonic Academy**

Ad www.eikonicacademy.com▼

We Bring Your Vision to Life by Giving You the Training You
Need. Find out More. We are Ontario's Only Accredited Hair
Academy. Book a Tour Today.



TIMING

JANUARY 29, 2020

OOH Ads, Social, Direct Mail & E-Mail

FEBRUARY 5, 2020

Digital Ads , Google Text Ads

FEBRUARY 19, 2020

YMCA x Eikonic

THE STARTING POINTS





Measurement & Effectiveness



Net Consumer Impressions/Consumer Response

No one knows about **The License**



Thank You

