Skill Launch: May 2019
Case Study: November 2019

Kenra Professional / Henkel

Kenra Color

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Case Study –
Kenra Professional / Henkel

Problem

When stylists are behind the chair and mixing color formulations, it is incredibly messy to look up traditional paper mixing instructions. Also, it is challenging for new stylists, who are just learning the color line, to remember all the color conversion formulations they need.

Opportunity

To offer hair stylists a natural, hands-free way to learn about Kenra Color and get instant usable information about color mixing using only their voice, so they can focus on delivering high-quality service.

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Solution

The Kenra Color Skill provides stylists a valuable hands-free tool to assist them in the color conversation process providing information and help with application instructions, processing times, providing product knowledge and information, and offers interactive mixing instructions.

Go-To-Market

Approach

Full digital campaign

YouTube Video: Creating the desire for needing an Alexa in the salon while also talking about the skill organically.

Instagram : Launched educational videos on main feed and animated Giphy Story Stickers to help assist and modernize the storytelling.

ANIMATED GIFS

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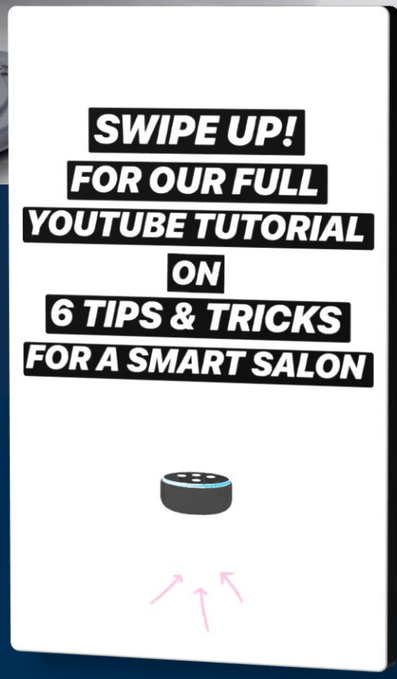
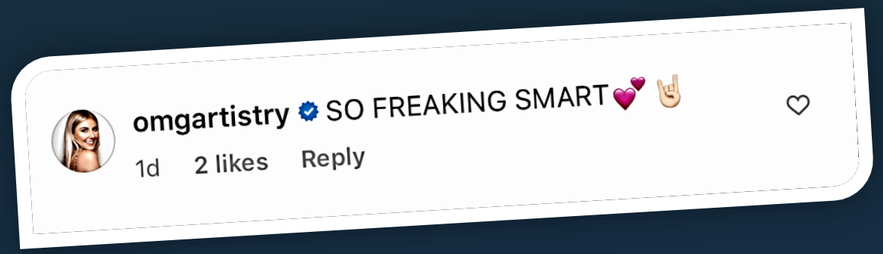
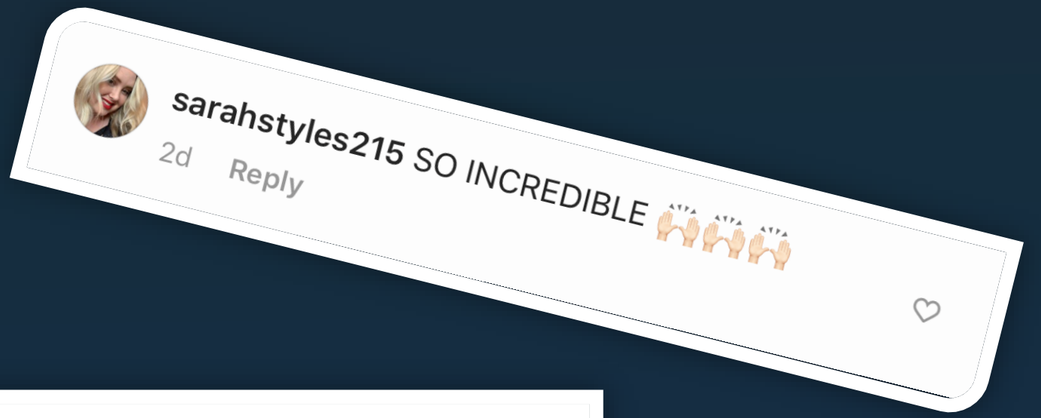


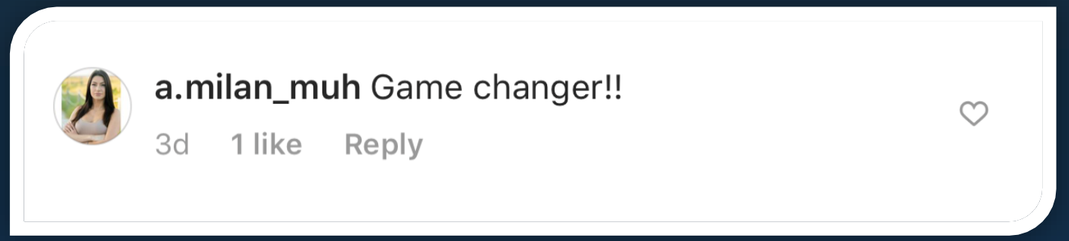
Case Study Video

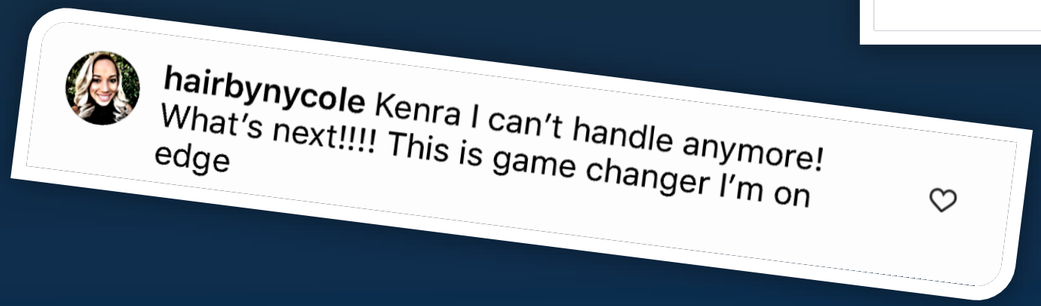
Trouble viewing the video? Paste this link into your browser.
https://youtu.be/lEpMrSE6uxk

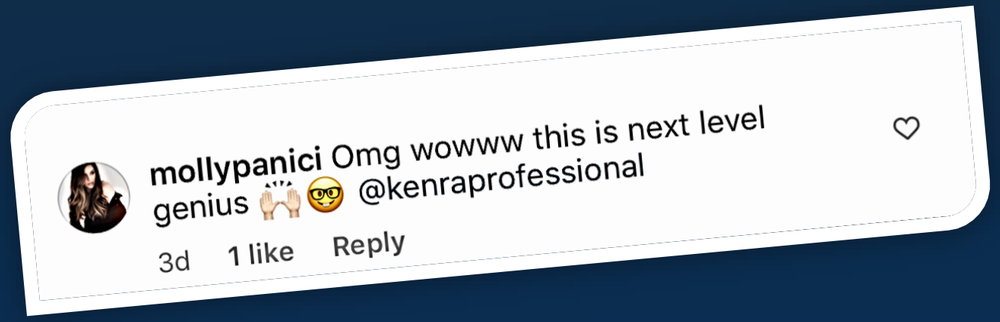
Results

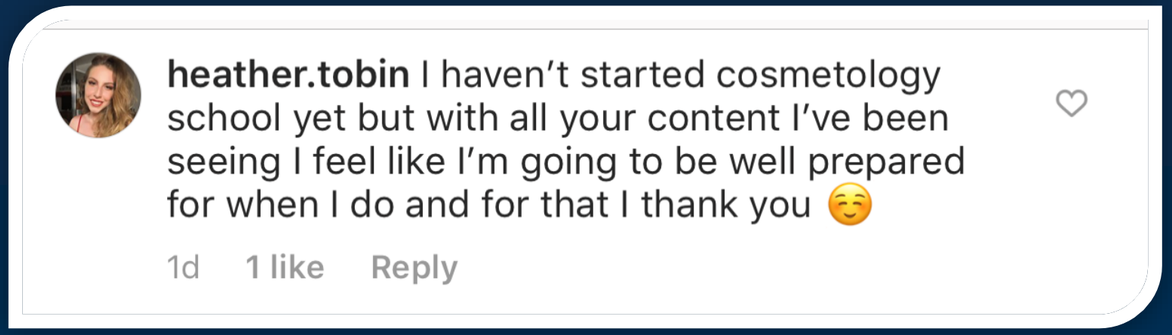

omgartistry SO FREAKING SMART💞 🤘
1d 2 likes Reply

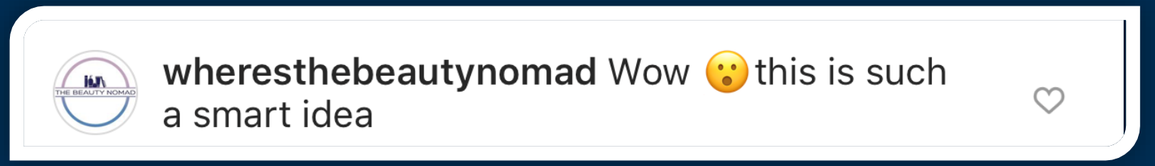

sarahstyles215 SO INCREDIBLE 🙌🙌🙌
2d Reply


a.milan_muh Game changer!!
3d 1 like Reply


hairbynycole Kenra I can't handle anymore! What's next!!!! This is game changer I'm on edge


mollypanici Omg wowww this is next level genius 🙌🤓 @kenraprofessional
3d 1 like Reply


heather.tobin I haven't started cosmetology school yet but with all your content I've been seeing I feel like I'm going to be well prepared for when I do and for that I thank you ☺️
1d 1 like Reply


wheresthebeautynomad Wow 😮 this is such a smart idea

Kenra’s Learnings

- Great for showing innovation for a brand in a stagnant non-digital industry.

- Focus on recurring needs, find reasons for clients to use the skill more frequently.

- Keep it as simple as possible, given stylists are very new to a voice-first platform.