



Digital Skills for Personal and Professional Growth

BMSW4008

Student Name: Samariteanca Alina Drosu

Student ID: 2234625

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Task 1

Introduction

Brand storytelling is a popular concept that is useful for brands that want to create a unique identity, engage customers, and differentiate themselves from similar companies. It triggers emotions and builds some sort of story that allows brands to embody and communicate their values and form good relationships with the consumer. Throughout the discussion, the way these factors work for brand new beauty salon company '**Glamour Beauty Salon**' will be evaluated.

Main body

In the given sphere of beauty salons, to create a unique selling proposition, it is not enough to have filmmakers choose valuable products. **Glamour Beauty Salon** can leverage a powerful tool: storytelling. Here, the focus is on oral as well as written narratives of services where storytelling is the ability to tell or write the right stories, or in the case of theatre, the acting out of such stories that create a feeling of community with the viewers.

This is something that intrigues human beings. They are always interested in the stories that are told and data can enlighten but stories support. As for the stories, those at Glamour Beauty Salon should reflect what the target consumer demographic craves: confidence with the help of looks, or a sense of control over their lives via the means of skincare and other procedures. Every single story that a stylist composes should solidify into the essence of such a salon.

The basic premise in crafting this story is to establish the primary concept of what Glamour is. Some of them are: is it promoting freedom as evidenced by the participants wearing fabrics that required them to wear heavy makeup, or it focuses on aspects such as the client feeling more confident after a fresh look which may or may not be related to their physical appearance? It focuses on the sequence of events a client goes through from a state of disbelief about the bold change of creating a new hairstyle to moving confidently in the streets after a makeover at Glamour.

There are several storytelling techniques that a company can use for proceeding to follow the structure of the classic "Hero's Journey" (Aimé, 2023). In this case, the client is the hero who is trying to become better, while Glamour Beauty Salon serves as a mentor figure. This may be observed in a case where a client is persuaded to drop her old hairstyle that she deemed dangerous for her and embrace a new one as a sign of power.

Thus, one can state that embracing is involved in establishing an emotional link that is intrinsic to successful storytelling. Self-acceptance, accepting one's individuality and the celebration of beauty can be elements interwoven to overarching themes of Glamour's narratives. Picture a narrative in which a CEO recruits a client after years of feeling unattractive as described by society. This creates a sense of privacy in the audience and triggers an emotional reaction in them.

Authenticity is paramount and for stories to succeed in capturing hearts, they must be real, as in the cases of business organisations (O'Brien and Gallagher, 2021). This can be employed by Glamour Beauty Salon because customers will be more inclined to believe real clients and their experiences. Speaking of this aspect, it should be noted that such openness builds trust in the recipients and viewers can easily identify themselves with the characters in their pursuits.

According to the perception of Kang *et al.*, (2020), storytelling extends beyond words. Here are the points which suggest that Glamour Beauty Salon can use visuals to augment the story: The ordinary clients' stories, experiences, or the way they post their new pictures on social media after availing the services also enhance the brand value and amity.

Bumble and Bumble (B&B), a chain of hair salons catering to beauty-conscious consumers sure does more than styled hair and bright locks (Bumbleandbumble, 2024). They have found their niche in the beauty segment that has little to do with actual beauty, but a lot to do with relatable and engaging storytelling – something that resonates with the core consumer group – young urban workers with wanderlust.

Whereas most salons shy away from overly corporate and bland creative, B&B's marketing materials are brimming with character. It is hard to ignore their presence on the web, especially since their Instagram feeds are full of stylish visuals. From comical guides with crazy-styled hairdressers with amazing hair colours to clips of stylish hair salons in urban settings, B&B captures a lifestyle that seems ahead but attainable.

Brand storytelling does not only involve beauty but beauty as a part of the story. The personalities and expertise of B&B's stylists make the brand seem more personal and less about a robotic business making people beautiful. Captions allow viewers to follow the stylist's brief tips and tricks for different hair types and occasions, amusing mishaps with their own hairdo and enthusiasm for giving a client a new appearance. This lets their audience see not only the hairdressers behind these creative jobs but also people like themselves.

B&B is not only through beautiful models with perfectly posed clothes, but real people as well. Their current reference involves interactive campaigns. Speaking of their products and

services, their “HairGoals” hashtag fosters a community of people who can share photographs of their B&B-created hairdos, familiarising potential customers with the atmosphere at the salon. The perceived openness from the brand in listening and responding helps engender trust and a sense of loyalty.

The fact that the information is supported by numerous sources and provided by a reputable brand strengthens it even more (Ibáñez-Sánchez *et al.*, 2022). Contrary to what one might expect, the situation in B&B is not sophisticated and serious; actually, the characters are not very PC and joke a lot, even making fun of themselves. Their advertising incorporates a hair styling ‘tragedy’ when it comes to selling their products so that the audience does not feel patronised and can appreciate the humorous side of things. This works well with their target clients; the clients would always prefer a brand that appears natural.

Therefore, B&B has created a fan base who feels a part of the brand by continually eating at the restaurant. They are not simply setting foot into a salon but a world of fun, stopping breaking the bank, and embracing the quirkiness of each person’s personality. As shown B&B cross the beauty salon service line to arrive at the heart and soul of the brand through engaging and smart stories.

Conclusion

Based on the above discussion, it can be stated that B&B is one of the most reputed beauty salon companies in the world. B&B has been quite dedicated to managing its customer care activities effectively. The company has also been quite serious in portraying its image in the market.

Reference list

Aimé, I., (2023). The dynamic construction of brand storytelling. *Journal of Strategic Marketing*, 31(7), pp.1243-1262.

Bumbleandbumble (2024) *Bumble and Bumble., Bumble and bumble.* Available at: <https://www.bumbleandbumble.com/> (Accessed: 18 June 2024).

Ibáñez-Sánchez, S., Flavián, M., Casaló, L.V. and Belanche, D., (2022). Influencers and brands successful collaborations: A mutual reinforcement to promote products and services on social media. *Journal of Marketing Communications*, 28(5), pp.469-486.

Kang, J.A., Hong, S. and Hubbard, G.T., (2020). The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention. *Journal of Consumer Behaviour*, 19(1), pp.47-56.

O'Brien, J. and Gallagher, D., (2021). *Truth Be Told: How Authentic Marketing and Communications Wins in the Purposeful Age.* Kogan Page Publishers.

Task 2

<https://youtu.be/30cjomI8lic?si=4iuSnCnIWueJ-v6e>

Task 3

Questionnaire for the market research analysis

10 questions have been developed in the questionnaire to collect information from several individuals. The questions have been mentioned below -

1. How often do you visit a beauty salon?

- Once a week
- Once a month
- Every few months
- Never

2. What services are mostly used at the salon?

- Haircut & styling
- Manicure & pedicure
- Waxing & hair removal
- Facials and skincare treatments.

3. What factors influence the choice of a beauty salon?

- Price
- Quality of service
- Staff friendliness
- Availability of services

4. How much are you willing to spend on a single visit to a beauty salon?

- Less than £20.
- £20 to £50
- £50 to £100
- More than £100.

5. Which additional services would you like to see in a new beauty salon?

- Spa treatments
- Make tutorials & application
- Health and wellness consultation
- Advanced skincare treatments

6. What is the preferred time for the beauty salon appointments?

- Morning

- Day
- Afternoon
- Evening

7. Additional features that you want to experience at a beauty salon?

- Free WiFi & mobile charging
- Complimentary beverages and snacks
- Loyalty programs & discounts
- Relaxation lounge

8. What method is preferred for booking appointments?

- Walk-in
- Mobile app
- Phone call
- Booking through website

9. Preferred method of payment at a beauty salon?

- Cash
- Credit/ debit card
- UPI payments (PayPal, Apple Pay, Google Wallet)
- All of these

10. How often do you purchase beauty products from a salon?

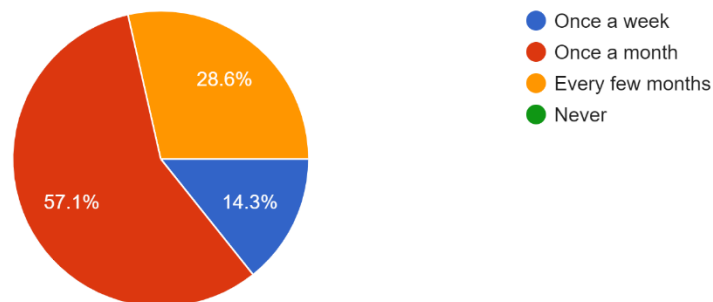
- Always
- Sometimes
- Not very frequently
- Never

Analysis of the chosen questions and their responses

Analysis of Question 1

How often do you visit a beauty salon?

7 responses

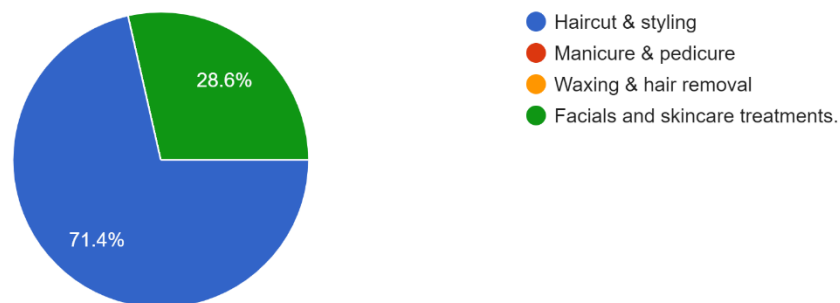


The above pie chart shows that most of the respondents (57.1%) are said to have visited a beauty salon once a month or once in a few months. 28.6% of the observations have mentioned that they go to a beauty salon every few months while 14.3% of the observations have stated that they go to a beauty salon once a week.

Analysis of Question 2

What services are mostly used at the salon?

7 responses

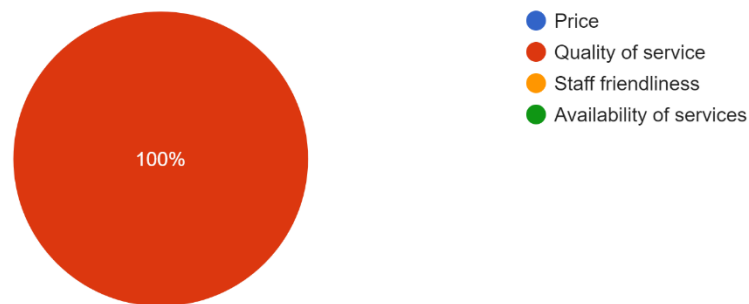


Most customers (71.4%) have responded that they go to a beauty salon for haircutting and styling. Rest of the participants (28.6%) have stated that they would like to do facials and other skincare treatments in the salon.

Analysis of Question 3

What factors influence the choice of a beauty salon?

7 responses

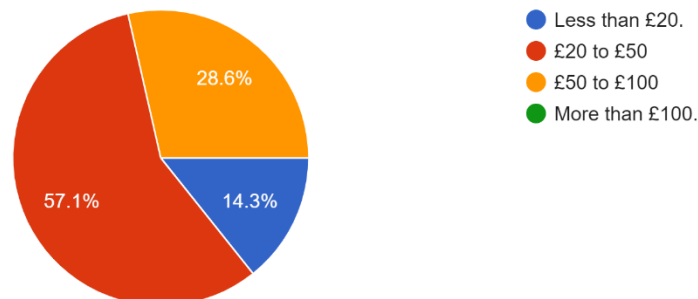


The common response by the customers is that they chose a beauty salon based on the quality of services they would get. It is the main feature that attracts the customers in the salon effectively.

Analysis of Question 4

How much are you willing to spend on a single visit to a beauty salon?

7 responses

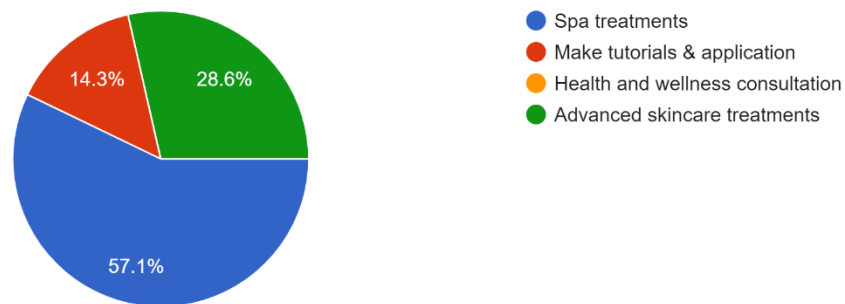


Based on the above chart, it can be stated that around 57.1% of the participants are willing to spend around 20-50 pounds. 28.6% of the respondents are willing to spend 50-100 pounds. However, only 14.3% of the participants agreed that would spend less than 20 pounds in a beauty salon.

Analysis of Question 5

Which additional services would you like to see in a new beauty salon?

7 responses

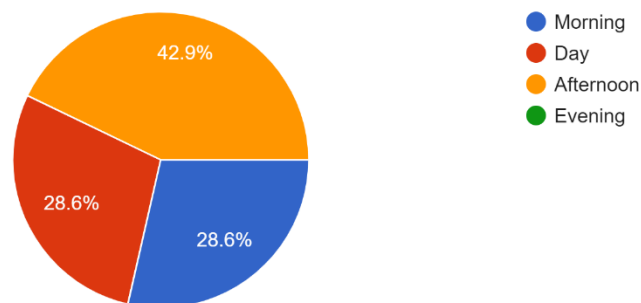


Most customers (57.1%) feel that there should be spa treatments available in a beauty salon. 28.6% of respondents have spoken in favour of advanced skincare treatments which are desired by them in a new beauty salon. Other 14.3% of respondents have preferred in making tutorials and application.

Analysis of Question 6:

What is the preferred time for the beauty salon appointments?

7 responses

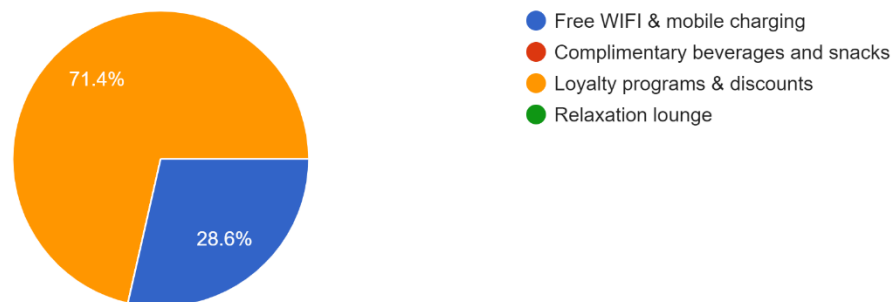


Most of the people said that they like to visit beauty salon appointments in the afternoon. However, rest of the participants answered that the preferred time for beauty salon appointments are morning and day.

Analysis of question 7:

Additional features that you want to experience at a beauty salon?

7 responses

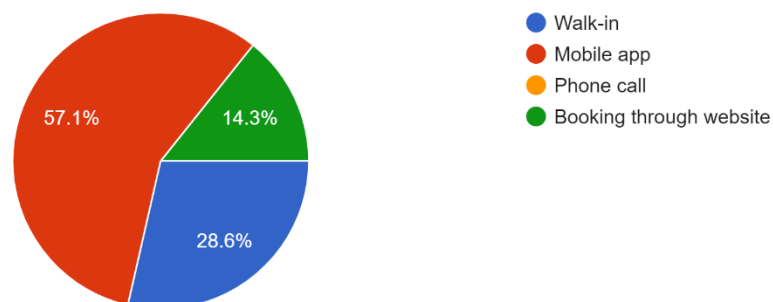


The most chosen feature that is additionally desired at the beauty salon by the customers is loyalty programs and discounts. However, 28.6% of the participants preferred free WIFI as an additional feature at the beauty salon.

Analysis of question 8:

What method is preferred for booking appointments?

7 responses

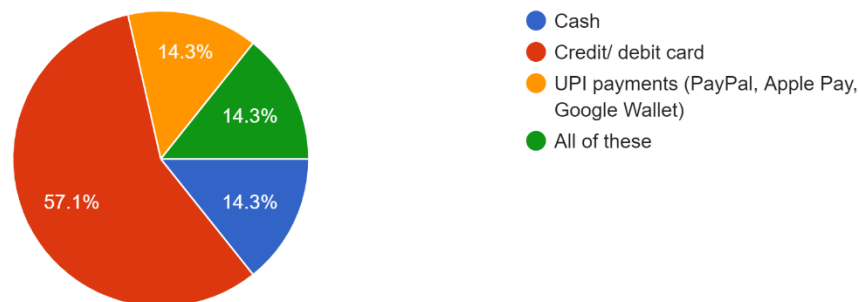


Customers have responded that most of them like to book appointments through the mobile app of the company. However, along with this, walk in and booking through appointments are another booking option for them.

Analysis of Question 9:

Preferred method of payment at a beauty salon?

7 responses

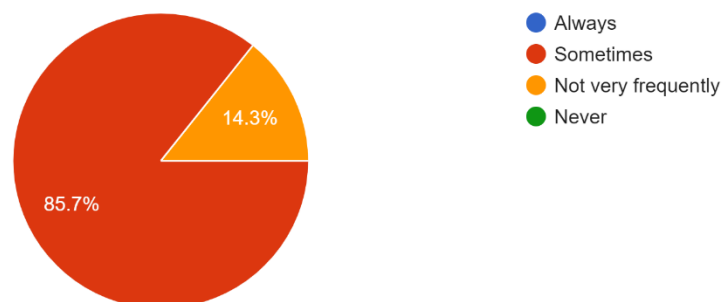


Most of the customers through the survey have mentioned that they like to pay amounts through credit or debit cards. Almost 57.1% of the respondents said that credit/ debit card is their chosen payment method.

Analysis of Question 10:

How often do you purchase beauty products from a salon?

7 responses



Based on the above chart, it can be stated that majority (85.7%) of the participants have agreed to the fact that they sometimes buy beauty products from the salon. However, a few of them (14.3%) of the participants preferred to vote for 'Not very frequently'.

Task 4



“Glamour Beauty Salon”



Visit “Glamour Beauty Salon” – the place where you receive a unique combination of exquisite services and eco-friendliness. Concerning grooming and your skincare, ensure that genuine products are used, which do not consist of toxic parts and should not be gotten rid of the style also. They offer the traditional without water options as the only low moist service offering possibilities such as the manicure/pedicure services, and vegan skin/hair products. Join our clan until you can avail our month treatment package here. But you must bear in mind that beauty should have a purpose in the best world. Come to Great Britain’s whisker and taste true luxury – we are to blame! “Glamour Beauty Salon” & More – on the way to making the world a more beautiful place through sustainable ideas and practices.



NEUTROGENA ORGANIC AND RENEWABLE FACIAL AND HAIR CARE

IT IS POSSIBLE TO LEARN ABOUT
THE NATURAL, NON-SURGICAL
BEAUTY PRODUCTS AND BEAUTY
SERVICES AT THE "GLAMOUR BEAUTY
SALON" WHICH ARE THE SERVICES
OF THE FUTURE. GETTING PAMPERED
THROUGH LUXURIOUS TOPICAL
TREATMENTS WHILE AT THE SAME
TIME TRYING TO MINIMISE HARM TO
THE ENVIRONMENT. OFFER QUALITY
SERVICES USING THE ORGANIC
ASPECTS WITHIN A CALORIFIC AND
CUSTOMER FRIENDLY ENVIRONMENT.
JOIN US IN THIS CAUSE TO BE PART
OF THE CONSERVATION OF WATER
AS YOU GET TO USE THE BEST
PRODUCTS IN ENVIRONMENTALLY-
CONSCIOUS COSMETIC. THIS IS AN
INVITATION TO UPGRADE YOUR
SALON OF TODAY AND TO MAKE IT
EASIER FOR US TO MAKE YOUR
EXPERIENCE WITH US AS SMOOTH AS
POSSIBLE.

Skin and hair friendly beauty treatment



If you fear that getting beautiful skin might just lead to unhealthy choices for your skin then feel free to apply for skin friendly products and services at "Glamour Beauty Salon". The above products can provide a relaxed and perfect gentle sheen on the skin. In our store, we have made it our goal to ensure that we make available for sale clothes that are environmentally friendly for men's comfortability so that people can be at ease and also be kind to our environment. Visit our company and let us be your host while experiencing excellent services in a relaxing atmosphere accompanied by the finest products. Thus, do not shy away from the kinds of beautifying the environment that are friendly to it. Visit us and pamper yourself with a relaxed nerve as we groom your nails as you leave our place without him affecting our environment negatively.

more information : www.glamour-beauty-salon.com



Head massage and many more

We are so delighted to serve you at "Glamour Beauty Salon" for instance our menu offers foot massages among other services; they are invigorating, do come and relax. Expect to have the quiet Luxury feel in the scenic environment booming with relaxation music. Savour the finest and embrace the joy with our selection of efficient and the most comforting services. We also create a platform for you to actually come and leave all the stresses of life behind and enjoy an excellent shopping experience with us. While away the time and make yourself an agreeable, lovely pleasure that is innocent happiness and the sensation of rebirth.



Get Pampered Has Never Felt So Good

Well it never has been this smooth going to 'Get Pampered'! Take the pleasure of visiting "Glamour Beauty Salon" where we aim at giving you the most luxurious image of beauty and art of conservation. We offer you the best organic skin and hair care services that may captivate you through their elegant beauty and salutary effects. He/she can select the set of services on skin or hair according to one's option. Since our setting is spa themed, which is very serene, one is very likely to get the touch of the foot massage and other procedures.

Highly skilled employees ensure the quality delivery of the services to their clients in accordance with the desire and preference of the client.

Monthly extra features and free services or book a new nail design for any celebration etc. With each product being as close to natural as possible and used in moderation and only when necessary, every service of "Glamour Beauty Salon is a delight to the skin and the community.

Schedule an appointment with us today and let us give you a taste on why you should only use the best. Your beauty, our commitment.



Explore
HAIR &
SKINCARE

Come For A Day, Stay For A Week

DO NOT LET YOURSELF FORGET ABOUT PAID STAY AT THE SANCTUARY AND VISIT THE "GLAMOUR BEAUTY SALON" - IT'S VERY LUXURIOUS AND FULLY ECOLOGICAL! THIS WALKING, TALKING, BREATHING AND EXHALEING IS DONE IN AN ENVIRONMENT OF DISCRETION, WORK-LIKE ATMOSPHERE AND CALMNESS. FROM HEAD TO TOE TREATMENT, BODY SKIN CARE, HAIR CARE, MAKE UP, ORGANIC PRODUCTS AND SERVICES, OUR COMPANY SPECIALISES IN NON-TOXIC BIODEGRADABLE SKIN AND HAIR PRODUCTS.

TO BE MORE SPECIFIC, IT IS THE IDEA OF A RETREAT TO AN ENTIRELY DIFFERENT LEVEL: A LUXURY RETREAT WHERE GUESTS CAN RELAX THEMSELVES IN A COMFORTABLE MANNER AND, AT THE SAME TIME, MAKE THE ENVIRONMENT BETTER. IT MAY ONLY TAKE AN HOUR, OR A WEEK PERHAPS, BUT OUR FRIENDLY STAFF SHALL ENSURE YOUR MAXIMUM CONTENTMENT.

MEET OUR "GLAMOUR BEAUTY SALON" AND DISCOVER WHY OUR CLIENTS VISIT OUR SPECIALISTS TO BECOME BEAUTIFUL. PAMPER YOURSELVES WITH THE BEST OF LOOKS AND TREATMENTS AND LET US SET NEW STANDARDS OF SALON SERVICES FOR YOU. DON'T WAIT UNTIL THAT MOMENT, IT'S HIGH TIME YOU BOOK YOUR BREAK AND GET STYLE WITH YOUR VALUES.

HAIR STYLING



Contact Us

Address

22/7 B, Coombe Ln,
Raynes Park
London SW20 8NE
Phone number: 020
8944 7000

Each usage of the product is the whisper of an idea. A single application of one product is a message of care. The creation made carefully and precisely now such beauty, skin and hair delivers a message of confidence in you. Due to this, confidence will create a very good platform to achieve better prospects both on a personal and professional level.