

## KMR COMMUNICATIONS CASE STUDY REPRESENTING The Doux® Hair Care for Natural Curls



### SITUATION

The Doux® (thedoux.com) is a line of hair care products which launched at select Target stores in December of 2017. The line was Created by Maya Smith, an International Master Stylist and Founder of The Doux Salon in Macon, Georgia. Maya, an entrepreneur with a creative edge sought to disrupt the African American hair care aisle at retail by designing packaging that would pop off retail shelves with 90's pop culture references and bright colors. Armed with a backstory spanning two decades, an initial launch of the line in Europe which caught on in America, several versions of The Doux becoming more and more perfected, Maya finally knew the line was ready for mass retail. Target was the first major retailer to want to sell it.

KMR Communications began working a bit late in the game given media lead times are 6 months out with long lead print publications. That did not matter. KMR and The Doux leveraged the immediacy of on-line versions of the coveted long lead magazine and new even more popular websites with higher audience reach than traditional print publications.

KMR provided The Doux with day-to-day media relations support, targeted traditional print media, bloggers; many of whom had a viable social media presence, as well as podcasts promoting Maya as an entrepreneur with an inspiring story. In just 4 months of activity, KMR's efforts for The Doux have generated tremendous awareness for the brand with key media targets the client wanted to be featured in plus additional coverage in both the consumer and trade media markets.

### KMR COMMUNICATIONS MEDIA STRATEGY FOR THE DOUX

Position Maya Smith as a black, entrepreneur plus expert in curls of all types who is an advocate for the natural hair movement; a relevant topic to many online influencers and media.

360° Media Relations: Pursue all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc).

Industry trade publications were a key component of media outreach as these magazines are read by industry peers and potential retail customers.

Created hair care related content pieces and positioned Maya Smith as the go-to expert on curl management and maintenance.

## **RESULTS**

- KMR dedicated 3 months of aggressive and consistent media outreach across all relevant target categories (hair care sites, beauty magazine sites, lifestyle sites, African American bloggers, fitness/wellness targeting any media outlet covering entrepreneurships and/or beauty).
- Maintained a consistent flow of media coverage that corresponds with The Doux brand.
- Created content articles that bloggers used on curly hair tips, product reviews, giveaways and more substantial feature articles which really showcased the brand most favorably.
- Despite having to follow Target's strict criteria for how their name was to be included in press materials; i.e. the inability to lead with their name in the headline and use the product's arrival to Target as the main hook; KMR was able to adhere to Target's protocol and position Maya Smith and The Doux as a product, now available to the masses, that a credible expert and entrepreneur created to solve a common problem.

**Total Number of Media Placements in a 4-month period: 117**

### **Sample Top Media Placements:**

- **Bustle.com** – The Doux Black Hair Brand is Inspired by the '90s & Celebrates Hip Hop Culture
  - **16,364,733**
  - <https://www.bustle.com/p/the-doux-black-hair-brand-is-inspired-by-the-90s-celebrates-hip-hop-culture-8074697>
- **Refinery29.com**- This Hip Hop- Inspired Beauty Line Is Here Just in Time For The Grammys
  - **16,258,057**
  - <http://www.refinery29.com/2018/01/188968/the-doux-haircare-line-news>
- **Stylecaster.com**- Target's Best Kept Secret Is This Black-Owned, Hip-Hop Inspired Hair Brand
  - **3,804,265**
  - <http://stylecaster.com/beauty/the-doux/>
- **Blackdoctor.org**- 7 Hair Tips for Girls With Natural Curls
  - **3,596,082**
  - <https://blackdoctor.org/520124/7-hair-tips-for-girls-with-natural-curls/>
- **TheGlowUp.com**- On Target? Black Beauty
  - **3,315,000**

- <https://theglowup.theroot.com/on-target-black-beauty-1823342195>
- **Essence.com**- Black-Owned Beauty Brand 'The Doux' Blends Love of Natural Haircare and Classic Hip-Hop
  - **2,125,536**
  - <https://www.essence.com/hair/the-doux-black-owned-natural-hair-brand>
- **Naturallycurly.com** – The New 2018 Curly Hair Releases We Need ASAP
  - **2,033,790**
  - <https://www.naturallycurly.com/curlreading/products/the-new-2018-curly-hair-releases-we-need-asap>
- **Trendhunter.com**- The Doux Product Inspiration from 80s and 90s Culture
  - **1,545,656**
  - <https://www.trendhunter.com/trends/the-doux>
- **WWD.com**- Entrepreneurialism in the Multicultural Market
  - **1,487,328**<http://wwd.com/beauty-industry-news/beauty-features/entrepreneurialism-multicultural-market-11140292/>
- **Elle.com** – Maya Smith Is Putting a 90's Spin on Natural Hair Care
  - **1,113,166**
  - <http://www.elle.com/beauty/a15930484/the-doux-maya-smith/>
- **Marieclaire.com** – Finally, the \*Very Best\* Shampoos for Oily, Greasy Hair
  - **1,010,913**
  - <https://www.marieclaire.com/beauty/g18211987/best-shampoo-for-oily-hair/>
- **Latintimes.com** – Tips for Girls with Natural Curls: 4 Ways To Create The Style You Love While Keeping Hair Healthy
  - **735,000**
  - <http://www.latintimes.com/tips-girls-natural-curls-4-ways-create-style-you-love-while-keeping-hair-healthy-430655>
- **Thedieline.com**- The Doux is a Natural Hair Care Line Serving Up Some Serious Nostalgia
  - **256,982**
  - <http://www.thedieline.com/blog/2018/2/6/the-doux>
- **Blogorama.com**- Best Hair Tips for Girls with Natural Curls
  - **186,325**

- <https://www.blogarama.com/fashion-blogs/407164-queen-style-blog/24101319-calm-crazy-waves-unruly-curls-international-curl-expert-shares-tips>
- **Afropunk.com**- Indie Black Haircare Line the Doux Mixes Vintage Style with Texture Mastery
  - **155,678**
  - <http://afropunk.com/2018/01/indie-black-haircare-line-doux-mixes-vintage-style-texture-mastery/>
- **Wrestlingaddictedmommy.com**- Best Hair Tips for Girls with Natural Curls
  - **151,650**
  - <http://wrestlingaddictedmommy.com/2018/01/best-hair-tips-for-girls-with-natural-curls/>
- **Galoremag.com**- Ditch the Alcohol in Your Hair Products To Get Rid of Crunchy Curls
  - **152,782**
  - <https://galoremag.com/ditch-alcohol-in-your-hair-products-to-get-rid-of-crunchy-curls/>
- **HypeHair.com**- The Doux Hair Care Line Is Coming to Target with A Fresh New Look
  - **72,141**
  - <http://www.hypehair.com/84632/doux-hair-care-target-90s-inspired-look/>
- **Productreviewmom.com**- Best Hair Tips for Girls With Natural Curls
  - **57,196**
  - <https://www.productreviewmom.com/2018/01/best-hair-tips-for-girls-with-natural.html>
- **Brazenwoman.com**- 10 Hair Tips for Making Your Curly Hair Look Its Best
  - **43,609**
  - <http://brazenwoman.com/10-ingenuous-tips-rocking-naturally-curly-hair/>