

A
**CASE
STUDY**

Great Clips

REC
media



**WHERE BRANDS
CONNECT TO
COMMUNITY**

THE OBJECTIVE

Great Clips is a hair salon franchise with over 4,100 locations across the United States and Canada.

Their advertising objectives for this campaign were to:

- Generate demand for their services
- Create top-of-mind awareness for both loyal and new customers



THE EXECUTION

Rec Media connected Great Clips with one of Calgary's premier sporting facilities - The Calgary Soccer Centre!

In an effort to create a highly impactful campaign - we facilitated a sponsorship and naming rights opportunity between Great Clips and the Calgary Soccer Centre's "Beta Field".

The 3-year sponsorship allowed for the changing of the name of the field to "Great Clips Field"; installation of branded signage, as well as access rights for Great Clips to conduct experiential marketing solutions for 2 days per year!

THE RESULTS

This incredible sponsorship allowed Great Clips to **reach** their **target audiences** and create **top-of-mind awareness** for their brand, as well as **enhance customer experience** in a positive way through their ability to conduct **experiential** campaigns!

