

LOOK *Good* *Feel* FAB

'Helping those in need feel pampered'



AURA

 HI Therapies

www.lookgoodfeelfab.com | hello@lookgoodfeelfab.com |
@LGFFUK



CAMPAIGN ACTION PACK

November 2016

Background and Context

Look Good Feel Fab is a National Campaign created by Jemma Cooper, winner of Professional Beauty's Salon of the Year South West who has teamed up with Beauty Industry Professionals and Campaign Specialists Empact Ventures (Why Not Help?!).

Problems:

- Many people across the UK that are in need aren't able to afford beauty treatments or have access to beauty treatments.
- People often feel beauty is all about looking good and forget the importance of feeling fabulous on the inside.
- **1 in 3** older people are affected by loneliness. (beafriendtoday.org.uk)
- The overall increase of older people reporting loneliness by 2030 will be around 40% (beafriendtoday.org.uk)
- The number of older people in the UK in need of care and support is expected to reach 1.7 million over the next 20 years
- 6.5 million people in the UK are carers. 1.4 million of which work over 50 hours a week unpaid (carers UK)
- There are around 300,000 beauty professionals in the UK (Habia.org). Many people that can give the gift of time.

The Solution

To contribute to address these problems, the "Look Good Feel Fab" campaign offers free beauty treatments to those most in need and their families to help them look good on the outside and feel fabulous on the inside. We are teaming up hundreds of salons and therapists to offer support to OAP services, end of life care and their families.

Throughout the month of January 2017, salons and therapists will offer a little of their time for free giving people in need a little pamper, whether that's a hand massage, a mini-makeover, a pedicure or any treatment that helps that person to feel fab. Therapists for years have been known to be more like counsellors consulting and supporting individuals everyday so as to be able to help those people that need support will be such a reward to many. There is no greater reward than giving your time.

How You Can Help

The level of involvement that a salon or beauty therapist can give is in one or more of the following:

1. **Treatment Vouchers:** this can be provided to community-based individuals and their families that are in need
2. **Home Visit Treatment:** this involves therapists visiting patients and centres for in-house pampering
3. **Run an Event:** inviting those in need and their families to a one off event in January for free pampering.
4. **Giving Talks:** This can be done by therapists in Beauty Therapy Colleges and schools around the UK to share the importance of feeling fab on the inside

Alongside this Beauty professionals will be teaming up with Colleges and Universities (offering beauty courses) to inspire the next generation of therapists to feel fab on the inside.

Campaign Marketing Pack

Thank you for agreeing to take part and support the inaugural Look Good Feel Fab campaign which is set to use the gift of your time and expertise to help hundreds of people and their families in care service providers or their homes with free treatments, making them look good on the outside and feel fab on the inside.

Your support to the campaign will ultimately help to make these people's lives a bit easier during January 2017 and make them smile all thanks to you giving a little a bit of your time to help them in some way. This campaign marketing pack is designed to help you support and promote the campaign to your local community including OAPs, care home workers, beauty schools/colleges, the public and the media.

You can help by:

- Selecting one or more of the ways to get involved in the campaign as outlined above (e.g. vouchers, in-house treatments, competitions and/or talks)
- Putting the Look Good Feel Fab logos and information on your web site (see below)
- Promoting the Look Good Feel Fab Campaign via your professional and personal social media networks (guidance/resources below)
- Sharing the campaign and the work you are doing via your e-newsletters and business networks
- Making use of our Campaign Social Media Frame (see below) to take photos of yourself and the person you've helped, and sharing it on social media encouraging other to take some time out to make someone that needs help the most to look good and feel fab

<http://www.lookgoodfeelfab.com/shop/campaign-photo-board/>

- Sharing testimonials, photos and case studies with us and on your channels to demonstrate the social impact made to people by the campaign so we can grow it further next year

If you have any other ideas of how you'd like to get involved or promote the campaign, then please do not hesitate to get in touch by emailing Jemma Cooper on hello@lookgoodfeelfab.com

Best Wishes

The Look Good Feel Fab Team

Jemma Cooper, Founder & Managing Director of Hi Therapies & JemmaCo Beautycare

Kosta Mavroulakis, Founder & CEO of Empact Ventures & Why Not Help?!

Rebecca Trim

Key Resources

Social Media Graphics

When posting about the campaign on social media sites like Facebook and Twitter, we ask that you share our social media images for the campaign to boost engagement (e.g. likes/retweets/shares).

To access our social media graphics, please click here or if you have any questions please contact becky@lookgoodfeelfab.com

Frequently Asked Questions

If you have any questions about the campaign and how it works, please email becky@lookgoodfeelfab.com

Salon Sign-up Form

If you would like to take part in the campaign to provide treatments to care home providers or patients, please click here <http://www.lookgoodfeelfab.com/beauty-salon/>

Care Home Sign-up

If you are aware of any care service providers and would like to take part in the campaign, please sign up here: <http://www.lookgoodfeelfab.com/care-service-provider/>

Team Contacts

If you would like to contact the team about anything else not mention above, please use the following details:

- Jemma Cooper (Campaign Manager): jemma@lookgoodfeelfab.com
- Rebecca Trim (Head of Social): becky@lookgoodfeelfab.com
- Kosta Mavroulakis (Head of Partnerships): kosta@empact-ventures.com

To learn more about the team, please check out our web site here www.lookgoodfeelfab.com

Social Media Handles, Templates & Web Links

Hashtag: #LGFFUK #WhyNotHelp

Facebook: @LGFFUK

Twitter: @LGFFUK

Instagram: @LGFFUK

Sponsor's twitter handles:

- @hitherapies
- @jemmacobeautycare
- @empactventures
- @whynothelp

Web links:

- Campaign Web Site: www.lookgoodfeelfab.com

Sample social media posts

Before January 2017

We encourage you to share these pre-made tweets before January 2017 to showcase your involvement and support for the campaign:

- **Salon/Therapist Tweets**
 - The #LookGoodFeelFab Campaign has launched by @JemmaCoBeautyCare @WhyNotHelp to empower #Beauty #Salons & #Therapists to give free treatments to #Care #Homes in UK in #January 2017 See (link)
 - The @(Salon) team is delighted to join #LookGoodFeelFab Campaign run by @JemmaCoBeautyCare @WhyNotHelp and will be providing free treatments to UK #CareHomes and patients in #January 2017 - See (link)
 - The @(Salon) team is looking forward to providing free treatments to @CareProvider, its patients, families and staff in #January 2017 as part of #LookGoodFeelFab Campaign run by @JemmaCoBeautyCare @WhyNotHelp - See (link)

- **Care Home Tweets**

- The @(CareProvider) team is delighted to join #LookGoodFeelFab Campaign run by @JemmaCoBeautycare @WhyNotHelp and look forward to its patients, staff and families receiving free treatments from #Beauty #Salons & #Therapists in #January 2017 - See (link)
- The @(CareProvider) team is delighted to join #LookGoodFeelFab Campaign run by @JemmaCoBeautycare @WhyNotHelp and look forward to its patients, staff and families receiving free treatments from #Beauty #Salons & #Therapists in #January 2017 - See (link)
- The @(CareProvider) team is looking forward to its patients, families and staff receiving free treatments in #January 2017 from @SalonName as part of #LookGoodFeelFab Campaign run by @JemmaCoBeautycare @WhyNotHelp - See (link)

- **Partner / Sponsor Tweets**

- The #LookGoodFeelFab Campaign has launched by @JemmaCoBeautycare @WhyNotHelp to empower #Beauty #Salons & #Therapists to give free treatments to #Care #Homes in UK in #January 2017 See (link)
- The @(Organisation) team is delighted to be supporting/sponsoring the #LookGoodFeelFab Campaign run by @JemmaCoBeautycare @WhyNotHelp and look forward to patients and families in care homes receiving free treatments from #Beauty #Salons & #Therapists in #January 2017 - See (link)

Newsletter Communications

If you would like to announce that you are taking part in the Look Good Feel Fab Campaign, please use the following:

Title: [Salon/Care Home/Partner] to Participate in Look Good Feel Fab Campaign



The [Salon / Carehome Name/ Partner] and our team have teamed up with a brand new campaign called 'Look Good Feel Fab' run by JemmaCo Beautycare and Why Not Help?!

Through the 'Look Good Feel Fab' campaign, our team will be [enter participation level e.g. giving free treatments in salon / care home / voucher provision/

supporting to get volunteers and care service providers on board] in January 2017 to those most in need including patients in care homes and their families to help them look good on the outside and feel fabulous on the inside. This might be little pamper, a hand massage, a mini-makeover, a pedicure or any treatment that helps that person to feel fab.

Therapists for years have been known to be more like counsellors consulting and supporting individuals every day so to be able to help those people that need support will be such a reward to many. There is no greater reward than giving your time.

If you would like to support the campaign, please follow @LGFFUK and @Salon/Carehomename/Partner, or visit www.lookgoodfeelfab.com for more information

Campaign Press Release

<http://www.lookgoodfeelfab.com/wp-content/uploads/2016/11/press-release.docx>

For images please access:

<http://www.lookgoodfeelfab.com/gallery/>