



F M

FOUL MOUTH CREATIVE

video

BIG CAMPAIGN | \$500K+



The background of the advertisement is a close-up, vertical shot of long, dark brown hair. The hair has a natural-looking shine and is styled in a way that shows its texture and movement. The lighting is soft, highlighting the individual strands and creating a warm, golden-brown glow throughout the image.

KENRA[®]

PROFESSIONAL

THE ASK

While known + loved by midwest grannies + stylists, Kenra needed to bring modern millennial women into the brand via the **relaunch of their revamped haircare line.**





INSIGHT

Sure, proprietary peptides are cool. But at the end of the day, nobody really cares about the science behind their shampoo + conditioner. **They just want shit that works.**

IMPACT

To tell a product efficacy story in a way that is actually entertaining + engaging, we developed a campaign starring “**Hairy Godmother,**” the embodiment of the science magic that goes into every ounce of Kenra shampoo + conditioner. Across 3x unique product spots, Hairy manifested healthy, voluminous + vibrant hair with the wave of her wand (+ the help of some fauna friends).



media approach

Led by partner agency, Dysrupt

budget

\$400K

target

millennial women + pro hairstylists

platforms

Meta + TikTok

tactics

paid social video + influencers + UGC



results

29
million



IMPRESSIONS

2.8
million



**VIEWS ACROSS
META + TIKTOK**

45
thousand



**NEW PURCHASES
ACROSS ULTA + AMAZON**

hey, thanks :)