



Hair.com by L'Oréal Mane Campus Campaign Recap

PREPARED FOR

HAIR.com
BY L'OREAL

HAIR.COM MANE CAMPUS

Campaign Overview

For HDC's first ever Mane Campus campaign initiative we partnered with 19 Gen-Z college influencers across the U.S. to act as brand ambassadors and create fun back-to-school get ready with me TikTok videos.

Between July and October, the 19 influencers were divided into three tiers with various deliverables including:

- Attending a brand dinner + photoshoot in NYC
- TikTok video
- Campus gifting + email sign-ups
- Instagram stories
- Instagram/TikTok Live

Campaign Recap Video



https://www.youtube.com/shorts/qta7_24-ILs?feature=share

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TIER 1

Content Screenshots



Agathe Renou
[@agatherenou](#) / Parsons NYC
Content [here](#)




Clarke Peoples
[@claaarke](#) / Columbia University
Content [here](#)




Skye Chase
[@skyelarchase](#) / USC
Content [here](#)


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TIER 1 – COMMUNITY FEEDBACK


 **siri erwin**
YES THANK YOU SKY OH MY GOD
8-26 Reply

 **Tyla** 💕
Ooo i need to try these products
9-1 Reply

 **gemma.chao**
Been waiting for this!! 😊
8-24 ❤️ 0 Reply

 **DreamdreamDream**
THANK YOU!! I always wanted to know how you did your hair and this was super helpful
8-24 Reply

 **Monica Morton**
hair goalssssssssssssssss
8-24 Reply

 **Deandra Magana**
Okay but your hair before & after 🤔🤔🤔🤔🔥
9-1 Reply

 **Miya**
I have the Mizani leave-in conditioner and it's sauuuur good!!!!
9-2 Reply

 **Jasmine** ❤️
gorgeous hair!!!

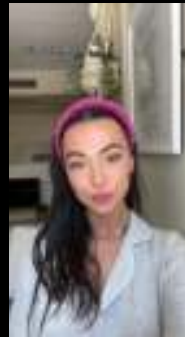
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TIER 2

Content Screenshots



Abby Wright
[@madampresidentabby](#)
University Of Georgia
TikTok Content [here](#)



Bailey Stuart
[@baileevy_nicole](#)
Biola University
TikTok Content [here](#)



Haley Sluss
[@haleysluss](#)
University of Tennessee
TikTok Content [here](#)



Hannah Lane
[@concepthannah](#)
Penn State
TikTok Content [here](#)




Keilani Napo
[@keilanihair](#)
Cal State Fullerton
TikTok Content [here](#)



Lindsinn Shi
[@lindsinn](#)
USC
TikTok Content [here](#)


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TIER 2 – COMMUNITY FEEDBACK

 **Sheren22**
Love this ❤️ I need that frizz control!
8-17 | ❤️ 1 | Reply


 **Sarah.TROUTMAN**
Obsessed with this
8-18 | ❤️ 0 | Reply

 **OLIVIA**
Okkkkk healthy hair!
8-18 | ❤️ 1 | Reply


 **Salenah Martin** ✨
Omg I need that 😍
8-28 | ❤️ 0 | Reply


 **kimberlyacevesrom**
you are literally a life saver I will definitely try these out
8-24 | ❤️ 11 | Reply


 **adrea <3**
okay definition!
8-18 | ❤️ 1 | Reply


 **Keala**
How much hair oil do you use???

8-17 | ❤️ 0 | Reply

 **Keilani - Creator**
I put on about 2-3 pumps! A little goes a long way ☺
It's important not to add too much oil to avoid hair looking greasy :)
8-18 | ❤️ 0 | Reply

 **Lauren Collins**
living for this content
7-30 | Reply

 **Hannah Ann** ✓
Love 🍷
9-8 | Reply

 **audrey** 🦋
I love this
7-30 | Reply

HAIR.COM MANE CAMPUS NYC KICKOFF DINNER



HAIR.COM MANE CAMPUS NYC PHOTOSHOOT



HAIR.COM MANE CAMPUS NYC – TIER 2 ORGANIC POSTS



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NYC – LINDSIANN'S ORGANIC YOUTUBE VIDEO



ALONE IN NYC AT 19 (reality of growing up)

340,908 views Aug 10, 2022 My last week in New York City... it has been quite the journey
...more


Video link [here](#)

Community Feedback

 **julcy nugget** 1 month ago
Girl you need a Netflix show. Such a sublime storyteller!
👍 311 🗨️ REPLY

 **nizhoi** 1 month ago
wow, nice reset this video created for me. The confidence of growth, it's so grounding. I can't wait for where your vlogs go! I luv'em 🥰
👍 🗨️ REPLY

 **Anna Xu** 1 month ago
LOVE YOUR MONOLOGUES SO MUCH. u are so articulate it's beautiful ty for sharing 🍷
👍 3 🗨️ REPLY

 **Dinsun** 1 month ago
Gurlll the hairstyle did an amazing job good lord soooooo freaking pretty.also I love you !!! You will heal !! Sending you warm hug
👍 🗨️ REPLY

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TIER 3

Content Screenshots



Lexi Jade
[@alexandria_jade](#)
University of Utah
TikTok Content [here](#)



Ally Felise
[@allyfelise](#)
Kings College
TikTok Content [here](#)



Camisha Smith
[@ivory.camisha](#)
Georgia State
TikTok Content [here](#)

HAIR.COM MANE CAMPUS CAMPUS GIFTING



HAIR.COM MANE CAMPUS CAMPAIGN + MID TERM SURPRISE MAILER

Photos of mailer + organic screenshots





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THANK YOU