

The issue of hair confidence

Power of Hair is a three year educational campaign created by Ideas Foundation in partnership with Pantene. The programme aims to promote understanding of personal and social aspects of hair and hairstyles as aspects of personal choice and cultural allegiance. A person's distinctive "look" can be a matter of personal preference but may also reflect cultural identity. It can also be a cause of cultural conflict when a particular hairstyle is unwelcome, inappropriate or a cause of hostility. Students sporting "fades", dreadlocks, Emos, "Meet me at McDonald's" styles or wearing a durag have sometimes been excluded from school, and there is increasing evidence of Afro discrimination and some of the micro-aggressions associated with poor understanding of ethnic diversity.

The programme focus will be on promoting hair confidence and raising awareness of hair discrimination through a programme of creative workshops exploring key issues of identity and community.

Ideas Foundation has commissioned creatives to look at the subject of identity and hair discrimination using creativity and employer engagement. Young people will work alongside industry professionals and leading poets, photographers, artists and other creatives to explore this emotive and topical issue through a workshop that has been designed to get young people thinking and developing their creative skills.

More information from www.ideasfoundation.org.uk



Great hair days create more great days

As the world's leading haircare brand, Pantene are honoured to serve millions of people every day – we transform their hair, how they feel about themselves, the beauty norms & culture they are surrounded by, and importantly the planet we all share & love.

Pantene believes in the power of hair to give more great hair days for everyone: all hair types, all hair conditions, all ages, all ethnicities, and all gender identities. In doing that we also take great pride in shaping culture to be more accepting and inclusive; challenging hair discrimination, questioning bias, and championing diverse beauty with the inclusion of the whole community.

Because cultural and social biases force many around the world to conform to rigid, non-inclusive hair codes, Pantene has made a long-term commitment to sparking social change to ensure transformative, self-expressive “great hair” experiences for all.

[An introductory video can be downloaded here:](#)

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[More information from www.pantene.co.uk](http://www.pantene.co.uk)



Clara Amfo

Award-winning radio broadcaster, podcaster and TV presenter, Clara Amfo is the Brand Ambassador for the Pantene Gold Collection. She will also be working on educational initiatives to celebrate to increase positive representation of Afro textured hair. This is a range, co-created by a team of black scientists, to cater specifically for Afro textured hair.

Clara says, 'I'm deeply honoured to work with Pantene Gold Series and the wider ambassador team to help empower people to love their Afro hair and drive awareness of its diversity and beauty. However much hair you have and however you choose to style it, the power of hair and a good hair day has an enormous impact on our identity, confidence, and self-esteem, regardless of age, race, class, sexuality or gender.'

[An introduction to Power of Hair, by Clara, can be found here:](#)

<https://www.youtube.com/watch?v=LJTb4Faf2GI>



About Ideas Foundation

Ideas are the foundation of any creative endeavour. The Ideas Foundation is a charity that understands this and works with young people, regardless of their background to encourage them to explore and develop their own ideas, stimulate their innate creativity and give them a voice.

We do this in a variety of ways. We:

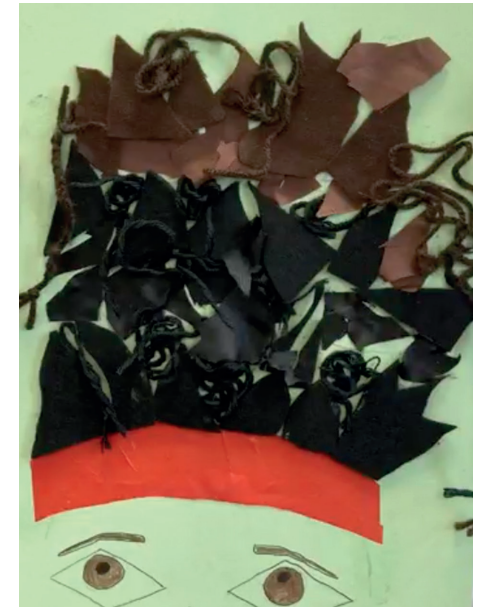
- encourage and welcome students' ideas, attitudes and feelings.
- expose students to a wider than usual range of occupations where their inventive minds might feel more at home.
- create workshops in which students can explore and develop ideas – working on live briefs with real audiences.
- encourage teachers to invite creative individual and collaborative thinking into the classroom.

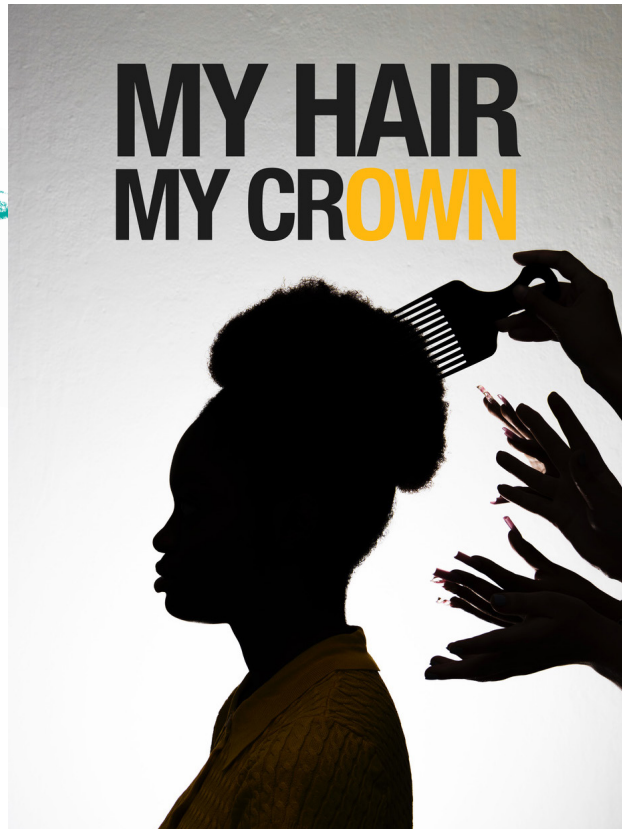
More information from www.ideasfoundation.org.uk



Art of hair

Using crayons, paints, found objects, string, fabric create a portrait of someone who has different hair from you.



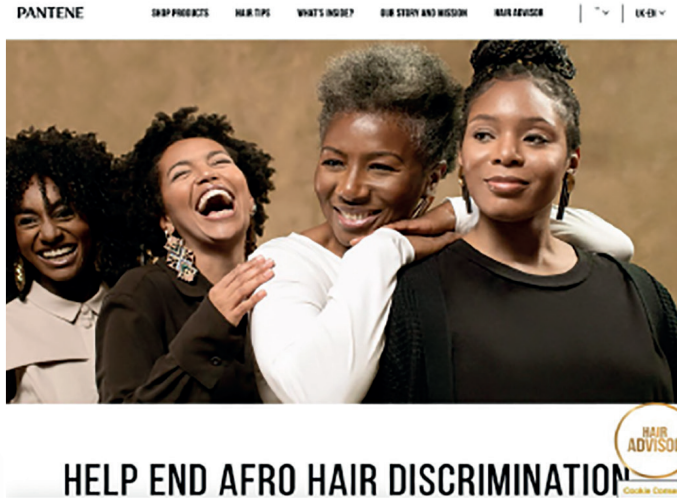


Photography

Using your phone or a camera create a portrait of someone that features their hair. Think about lighting, point of view, rule of thirds, composition, background and the story you want to tell about the person and their hair.



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Using the power of hair

Design and marketing of hair care products is a huge and ever increasingly competitive industry. Ideas Foundation works with brands to offer one day, two day, and five-day workshops where students can work on a live project set by a big brand, with a chance to present their creative ideas.

What is marketing? Let's create a definition.

Consider how we are influenced by the following:

- Hair advertising
- Product design
- Packaging design
- Hair trends





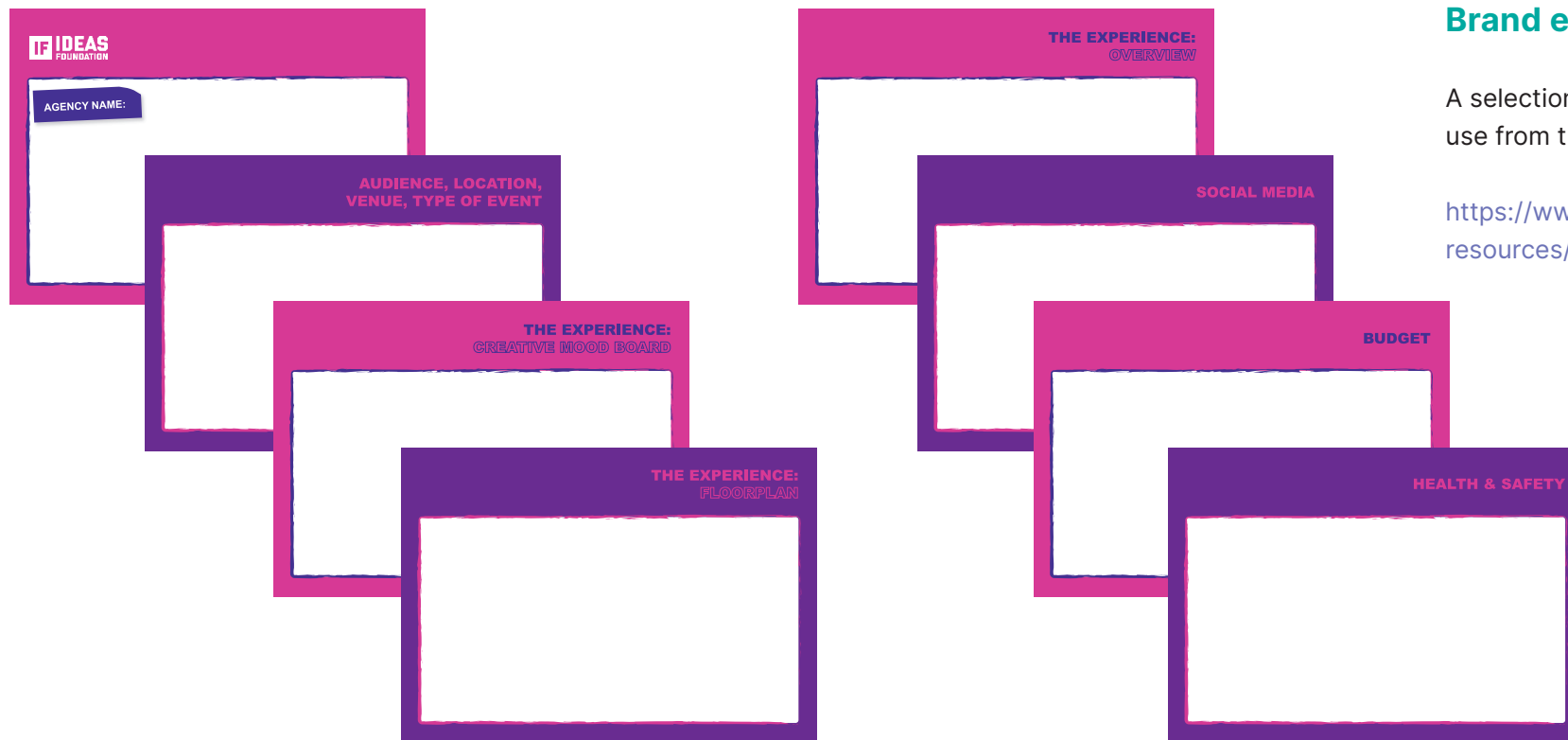
Make your own hair ad

Each group will act as an agency and create an advert for Pantene that celebrates the power of hair and raises awareness of hair discrimination with a new product launch including:

- A 30 second video advert for TV (perform and record or storyboard).
- Magazine adverts (teenage and parent-focused).
- A 30 second radio advert.
- A street poster.

Your group must also decide:

- What is personal to your team?
- What would be a good name for your team?
- Does the name sum up what your agency does?
- Is there a story behind your name that clients would love to hear?
- Is it catchy and easy to remember?



Brand experience templates

A selection of templates is available to use from the Ideas Foundation website:

<https://www.ideasfoundation.org.uk/resources/powerofhair-resources/>



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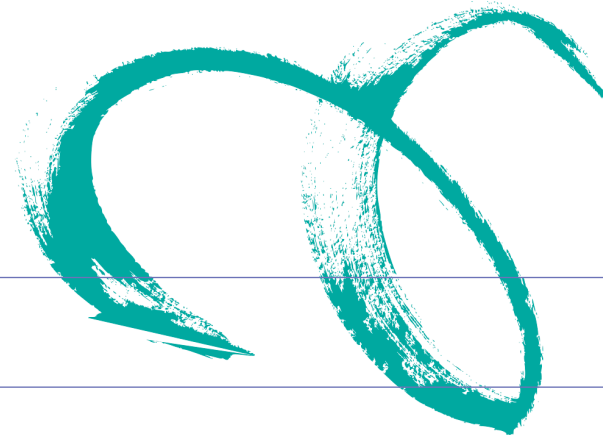


PHOTO: TOM MARTIN

Hair mood board

Your group must also create mood boards.

- Create a logo and visual and verbal reinforcements of the theme(s).
- Plan storyboards where necessary.
- Use your magazines/cut outs to create your event look and feel.
- What colours will you include?
- Think about the environment, materials you will use and textures.
- What will your event look like?
- What will catch the consumers' eye and draw them into the experience/ help us stand out from the crowd?
- Summarise reasons for choices to appeal to audiences.



Audience / location / venue / type of event

- Who are you targeting?
- Where would you find those people? (Other events, day-to-day life, cultural moments).
- What type of venue would you go to?
- What type of event would you do? (Think back to the examples of different types of brand experiences.)
- Agree on a campaign theme/themes for different target audiences.

The experience overview

- What experiences/activities will you include at your event?
- Will you have food & beverage?
- Will you have any talent? (Music/artists/speakers).
- What do you want to make the attendees THINK, FEEL, DO?
- How will you make it ownable for Pantene?
- What will be the consumers key takeaway memory?
- How will you make your event SUSTAINABLE?



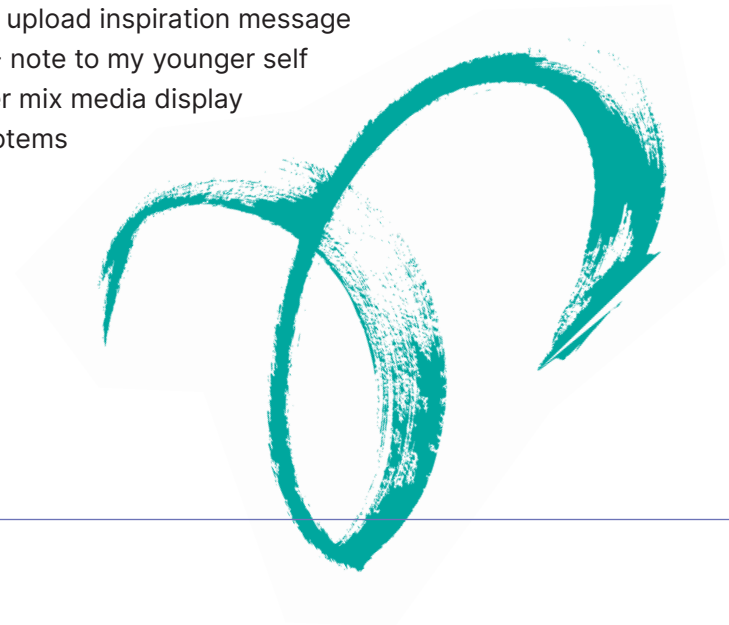
PHOTO: TOM MARTIN

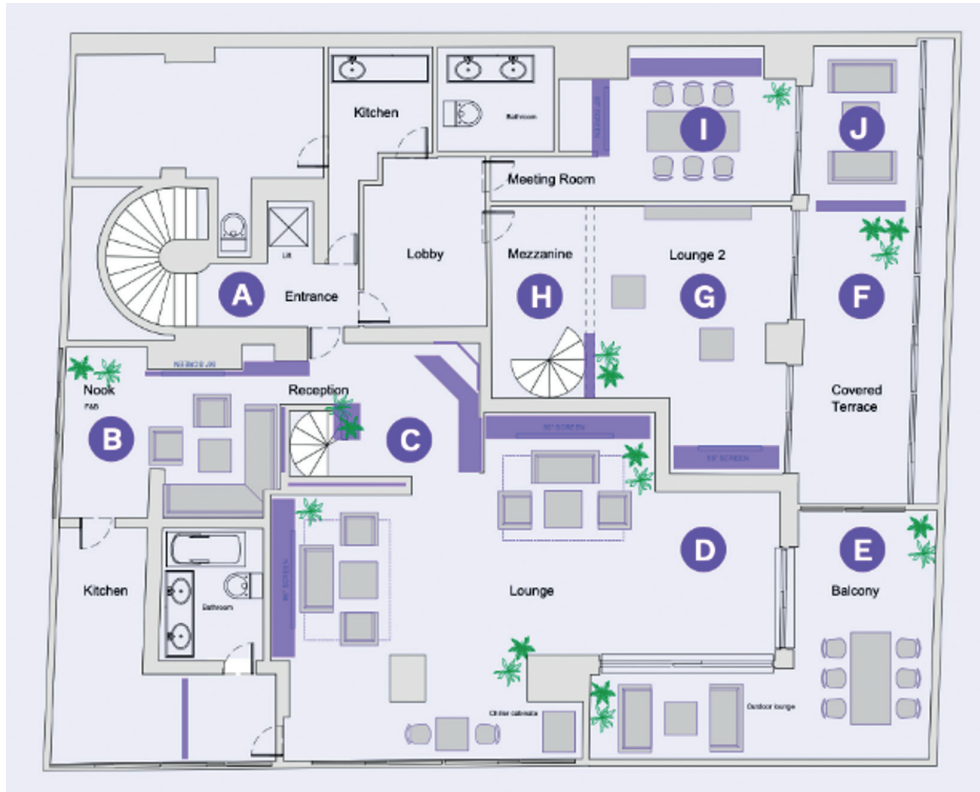


Create the experience with a floor plan and consumer journey

Plan

- 1 Registration
- 2 Photo opportunity
- 3 Scheduling booth
- 4 Storage - back of house
- 5 Facebook department zones
- 6 Activation 1 - upload inspiration message
- 7 Activation 2 - note to my younger self
- 8 Lead together mix media display
- 9 Wayfinding totems





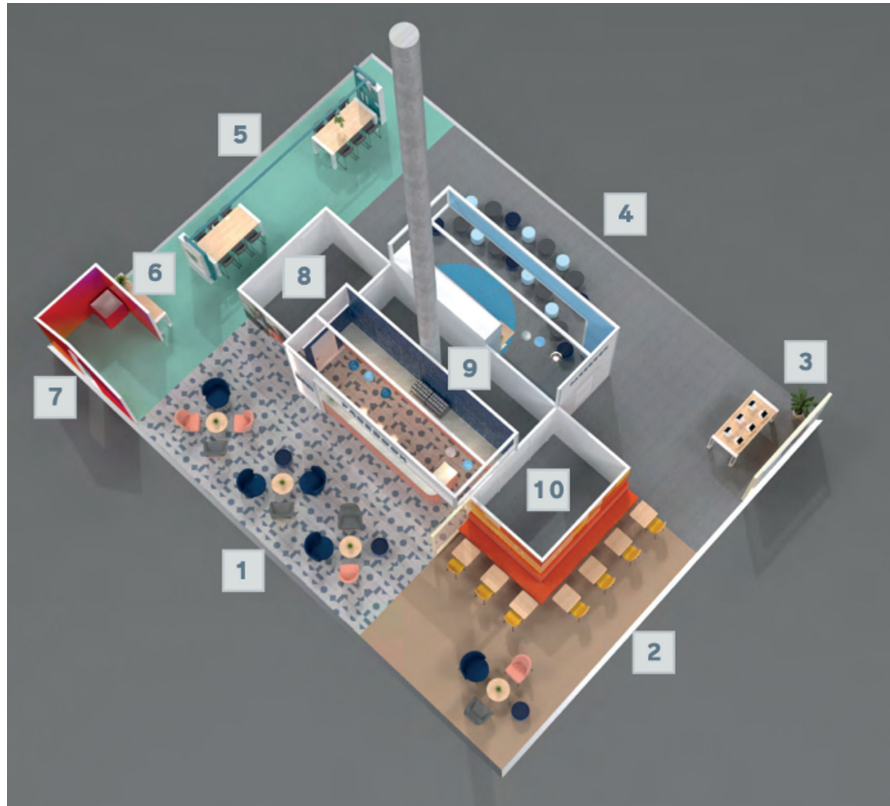
Floor plan

Standard set up

- A Entrance lobby / stairwell
- B Informal seating nook
- C Hosted welcome / reception
- D Main lounge
- E Outdoor lounge
- F Covered terrace
- G Activation lounge
- H Mezzanine / stage
- I Meeting room
- J Outside meeting lounge



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Floor plan

Standard set up

- 1 Café
- 2 Ask an expert - meeting space
- 3 Ask a recruiter
- 4 Workshop stage
- 5 Facebook marketing partners
- 6 Consumer marketing activation
- 7 House of Instagram
- 8 Storage / back of house
- 9 Storage
- 10 Café storage

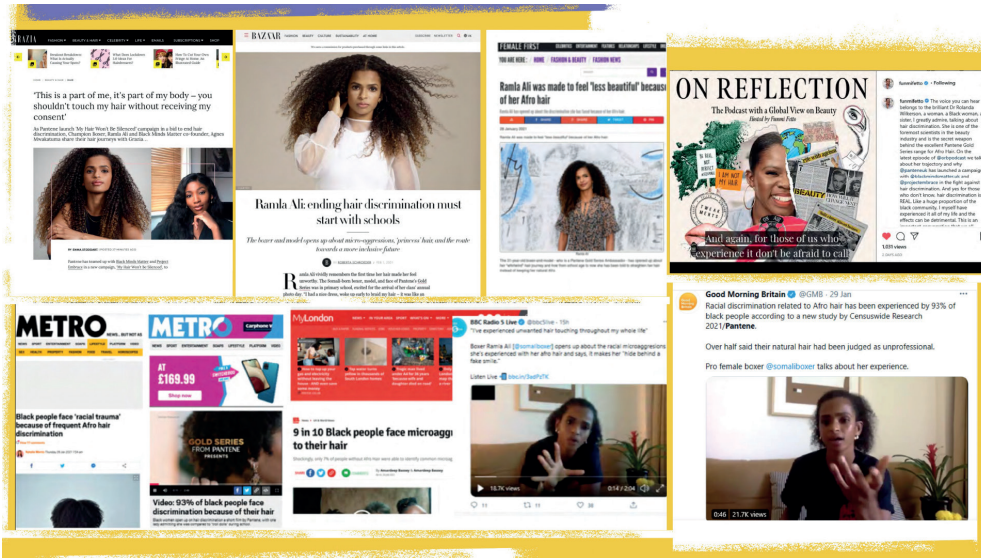


Social media & partnerships

- What social media channels will you use to promote your event? (pre, during, post)
- Will you use any celebrities or social media influencers to promote your event?
- Will you partner with any other brands?
- What PR materials / publishers could you use? (Magazines, websites)?

Budget

- What do you need to include at your event?
- Bullet point EVERY SINGLE THING you might need.
- No need to put £costs next to the elements.





- When you add up how much each hair on your head grows over a year's time, you get 10 miles worth of hair!
- The average head contains over 100,000 hair follicles.
- Crash dieting can lead to temporary hair loss.
- A single strand of hair can support up to 6.5 pounds of weight.
- About 95% of the total skin area is covered in hair.
- We naturally lose 50-100 hairs a day.
- It would take about 3 years to grow your hair to shoulder length and 7 years to grow down to your waist.
- The major cause of dandruff is a fungus called *Malassezia Globosa*, which pushes dead skin cells to the surface quicker.
- Believe it or not, humans have the same amount of hair follicles per square inch as a chimpanzee!



Here's a hair quiz to see if you are a whiz!

1. Do you have a)500 b)50,000 c)5000000 hairs on your body?
2. The hair on your head can live up to 7years? T or F
3. Hair is found on every single part of your body? T or F
4. Which animal do humans have the same amount of her as?
5. Hair is made from KERATIN which is very strong but is it enough to lift an elephant? YES or NO

So what does your hair do? Can you give me a clue?

1. Head
2. Eyebrows
3. Eye lashes
4. Nose hairs
5. Arm/ Leg hairs

Dark, light, wavy or straight. Is it luck or is it fate?

- Melanin
- Follicle shape pictures (and get them to do arm movements)
- Skin colour
- Genes

How do we care for our lovely hair?

- 1.
- 2.
- 3.

GROSS ALERT!

To prevent greying some Romans wore a paste at night made from herbs and earthworms.

In Ancient Greece, women would fill in any space between their eye brows with dyed goat's hair attached with tree resin.

To dye their hair black, Romans baked pickled leeches into their hair.



**Thank you to the following who have been involved
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We hope you have enjoyed these resources. If you have suggestions on how we can improve them or have examples of student work that you would like to showcase, please email ideas@ideasfoundation.org.uk with Power of Hair in the header. Feel free to tweet student working using [#powerofhair](https://twitter.com/powerofhair).



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