

Andis Company

#AndisInAction Campaign

About - Andis Company attended the International Salon and Spa Expo at Long Beach, CA, in January 2015. The Expo ran for three days, and during it, hundreds of salon, spa and beauty businesses set up booths, held contests and gave away goodies.

Andis expanded their outreach online, especially on Instagram, and their campaign was titled #AndisInAction. Participants who attended the Expo could snap a picture of Andis spokespeople at various seminars and booths throughout the weekend, upload it to Instagram and tag #AndisInAction. Those people would then be entered to win Andis tools.

Outcome - More than 230 images were recorded with the tag #AndisInAction on Instagram.

