



LIVE BRAND ENGAGEMENT. IT'S IN OUR BLOOD.

RMB MONDAYS



Redken is a leading American hair care brand owned by L'Oréal Group under the Professional Products division. W&W have been working with Redken since 2016 delivering shows, exhibitions and meetings for their Education division. At Redken their mission to stylists and salon owners is to empower to learn better, earn better and live BEST!

When Covid-19 took hold of the world in 2020 and health and beauty professionals were forced to close their salons, Redken pivoted quickly to offer the industry an online resource so that professionals could continue their education (for free!), be inspired and feel connected.



REDKEN LOVES YOU

First and foremost Redken wanted to unite their tribe to ensure that during the early stages of the pandemic there was a strong sense of connection and community and offering all important support for everyone's mental health. This was achieved by creating an online 'series' called RMB Mondays hosted by Redken's Education Leader; Sheri Doss who is well known and loved by the Redken community. Her passion for the industry and her fearless leadership ensured that there was always a friendly face and voice to connect to.

EDUCATION & INSPIRATION

Taking the format of a TV show, Sheri was joined by guest influencers and artists to educate and inspire the Redken community, previously something that stylists and salon owners would have had to pay for. This ensured that the community was kept busy during their lockdown enabling them to plan for the future of their salon business and brush up on the latest education trends and skills during lockdown.



THE SOLUTION



In conjunction with a social media campaign that was powered by the education team at Redken and W&W, we also provided the following tools to enhance the RMB Mondays series:

- Virtual Studio Environment
- Speaker Management
- Broadcast Production





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SPARKLE HOUR
Tonight
6PM EST




LIVE

HOSTED BY:




@SHERIDOSS
& @ALFREDO_LEWIS

MONDAY, APRIL 6
1:00PM - 4:00PM EST




SAM VILLA



JENNY REY

HOSTED BY:




@SHERIDOSS
& @ALFREDO_LEWIS

