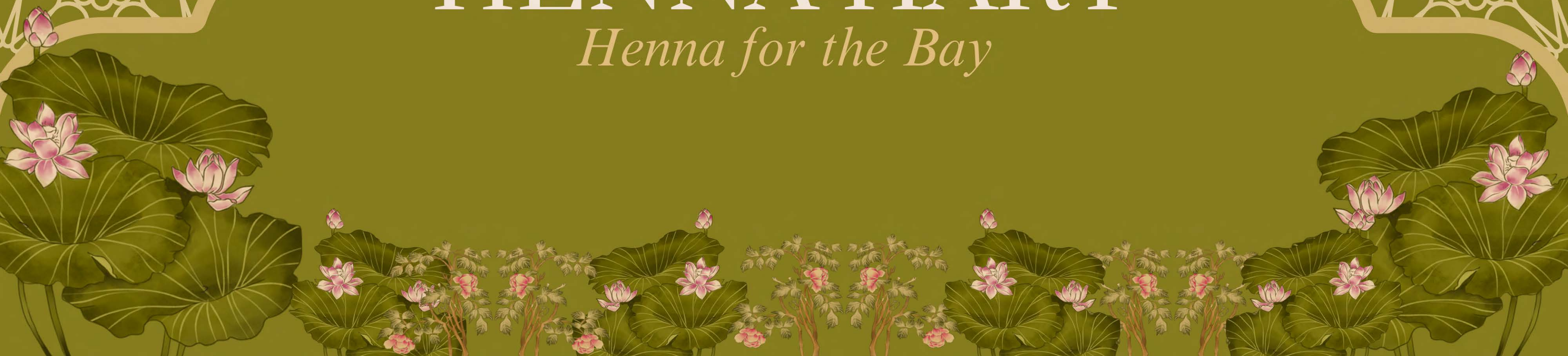


HENNA HART

Henna for the Bay



4 / 8 / 2026

INTEGRATED MARKETING CAMPAIGN - SERVICE

Diva Rawal

*Dublin High School
8151 Village Parkway
Dublin, CA 94568*



AGENDA

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Henna Hart

A 3-Stage, Multi-Generational Campaign

Awareness



Engagement



Community



BRAND DESCRIPTION

What is Henna Hart?

Cost

Key Pricing Factors (Bay Area 2026):

- **Hourly Rates:** \$80–\$100 per hour for parties (approx. 8-10 hands/hour).
- **Bridal Henna:** \$150–\$599+, depending on coverage (minimal vs. intricate, arms to elbows/feet).



Convenience

Hi, are you available for henna this weekend?

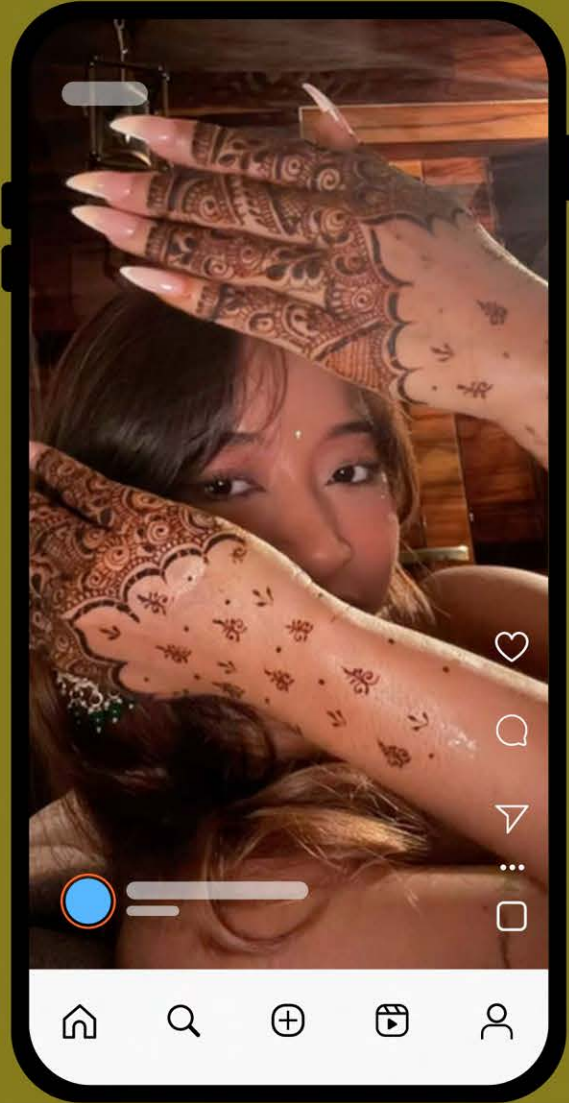
Sorry booked.

Can you send pricing?? 😊



CAMPAIGN OBJECTIVES

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Objective 1 – Awareness

Redefine henna as modern self-expression through Henna Hart's digital platform.

Objective 2 – Engagement

Increase engagement with henna by simplifying cultural participation.

Objective 3 – Community

Rebuild cultural community through shared henna experiences.



Culturally Distant Teen



*Culturally distant,
but digitally engaged.*

Time-Constrained Adults



*Culturally familiar,
but lacking simple ways to engage.*

Community-Seeking Seniors

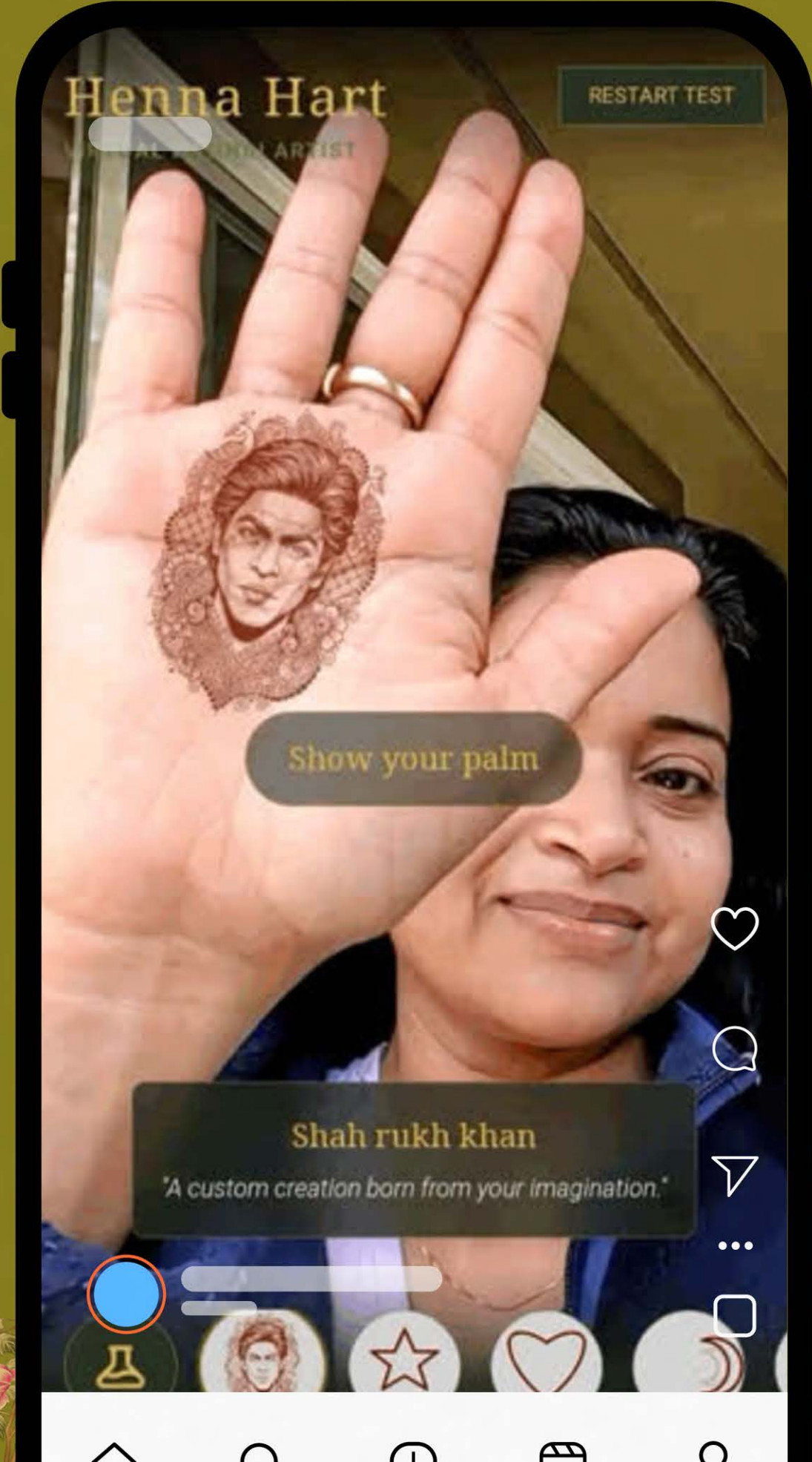


*Culturally rooted,
but socially isolated.*



Hero Campaigns





Activity 1: Filter Your Henna

- Try Henna Hart designs via AR
- Share & tag @HennaHart
- Tap to book

70% Increase in brand recall

90% Gen Z active on social media

+1B Daily AR filter views



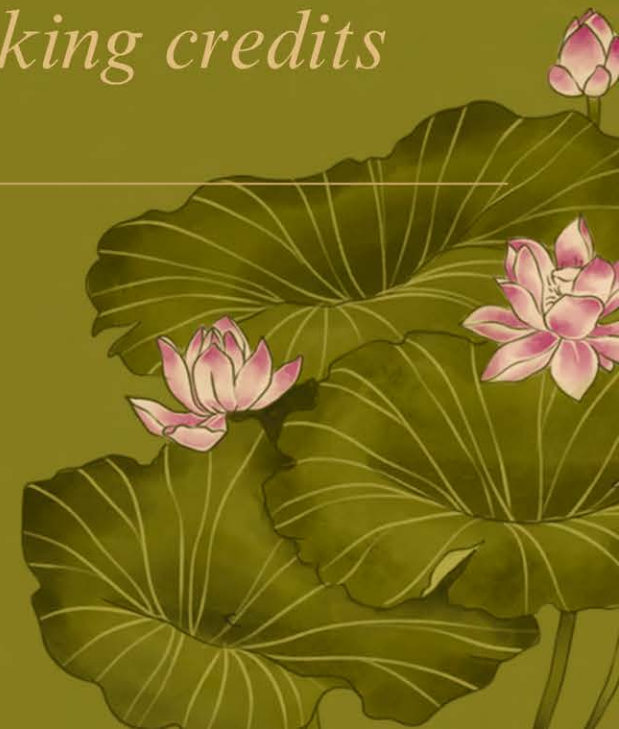
Activity 2: *#hennahart*

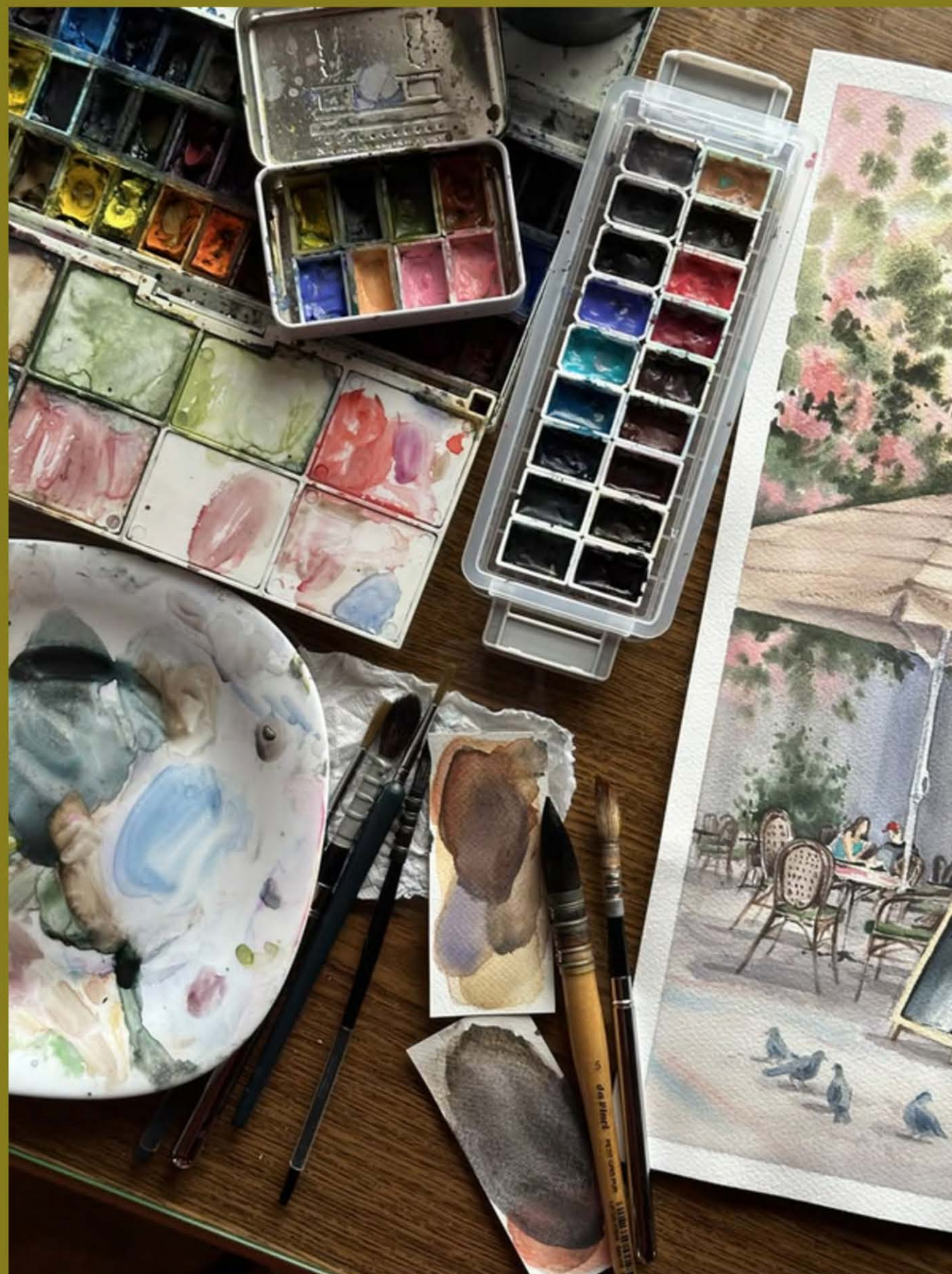


72% *engage with contests + giveaways*

81% *of U.S. adults use at least one social media platform*

- *Share your Henna Hart*
 - *Tag #hennahart*
 - *Get featured & earn booking credits*
-





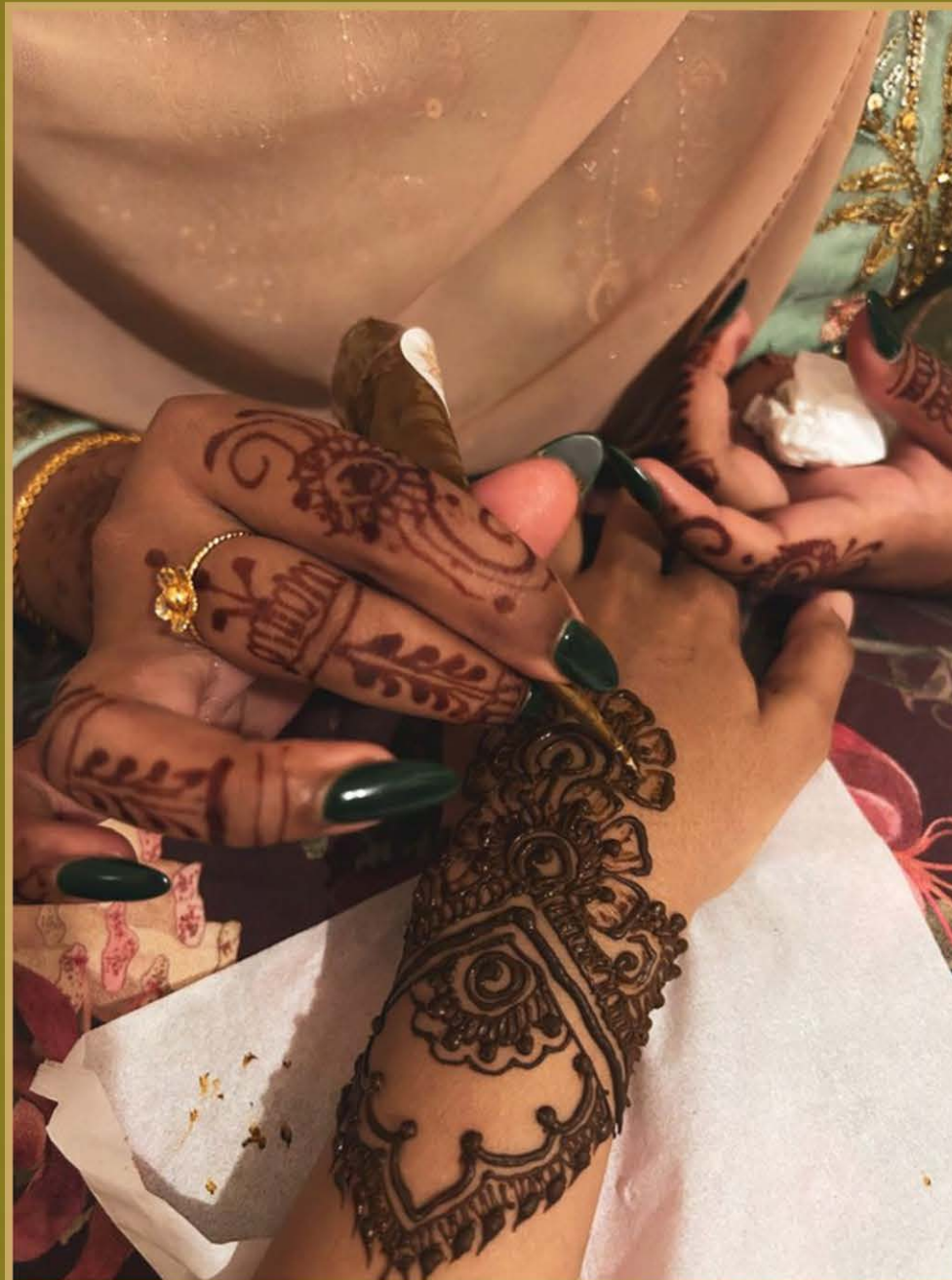


Activity 3: Hart Live

63% *cultural traditions strengthen their sense of belonging*

65% *of people are more likely to interact with a brand they've encountered in person*

- *Weekly chai & henna gatherings*
- *Hosted at local senior centers & temples*
- *Invite families to join*



Baseline Campaigns

Paid Social Promotion

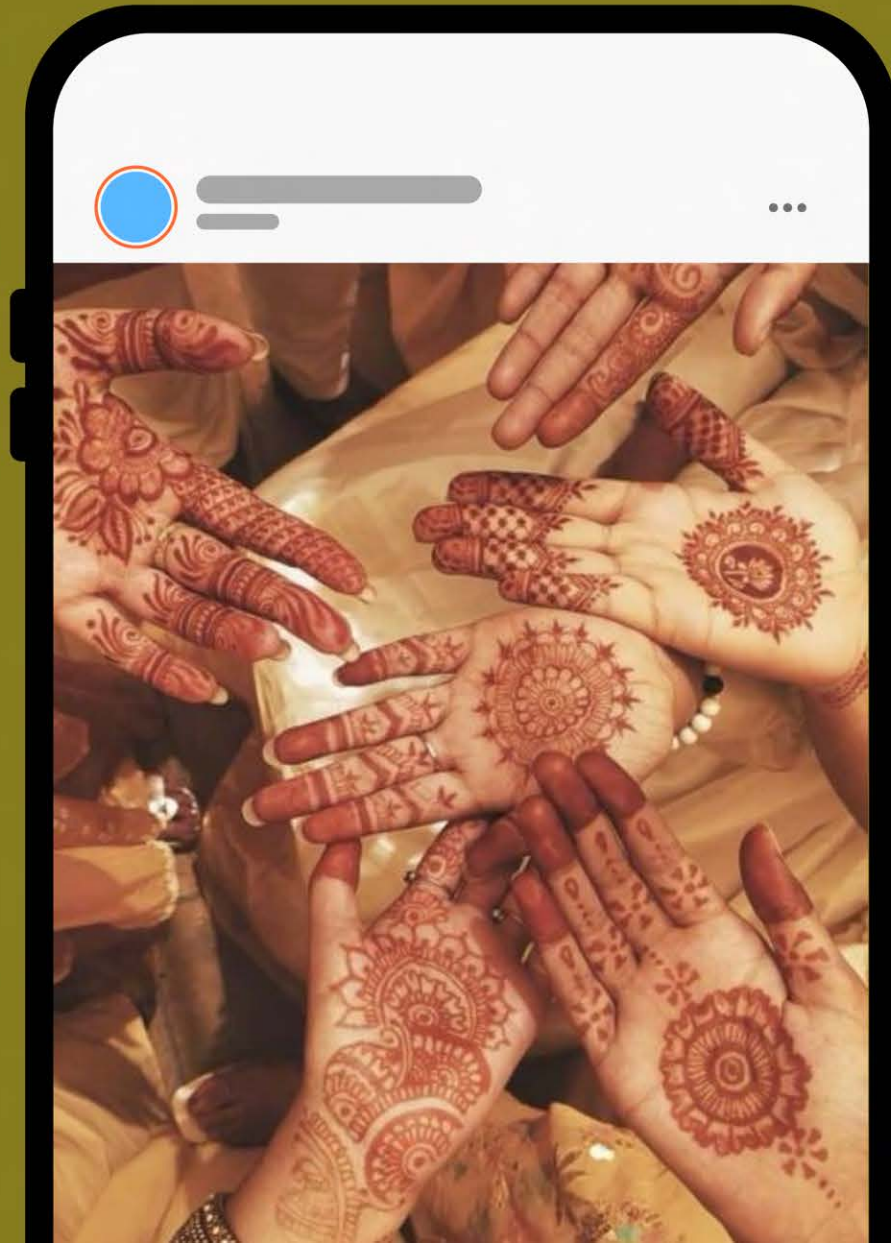
- Targeted ads to Bay Area college students
- Sponsoring brand influencers

Organic Social Media

- Consistent posting on Instagram and TikTok
- Showcases artist work, testimonials & campaign highlights

Partnerships

- Partnerships with South Asian movie theatres and grocery stores to promote Henna Hart



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A decorative illustration of pink lotus flowers and large green lily pads. The lotus flowers are in various stages of bloom, with delicate pink petals. The lily pads are large, round, and have prominent veins. The background is a solid dark green. In the upper right corner, there are two light green, rounded rectangular shapes, one above the other, which appear to be part of a design template.

Paid Promotion

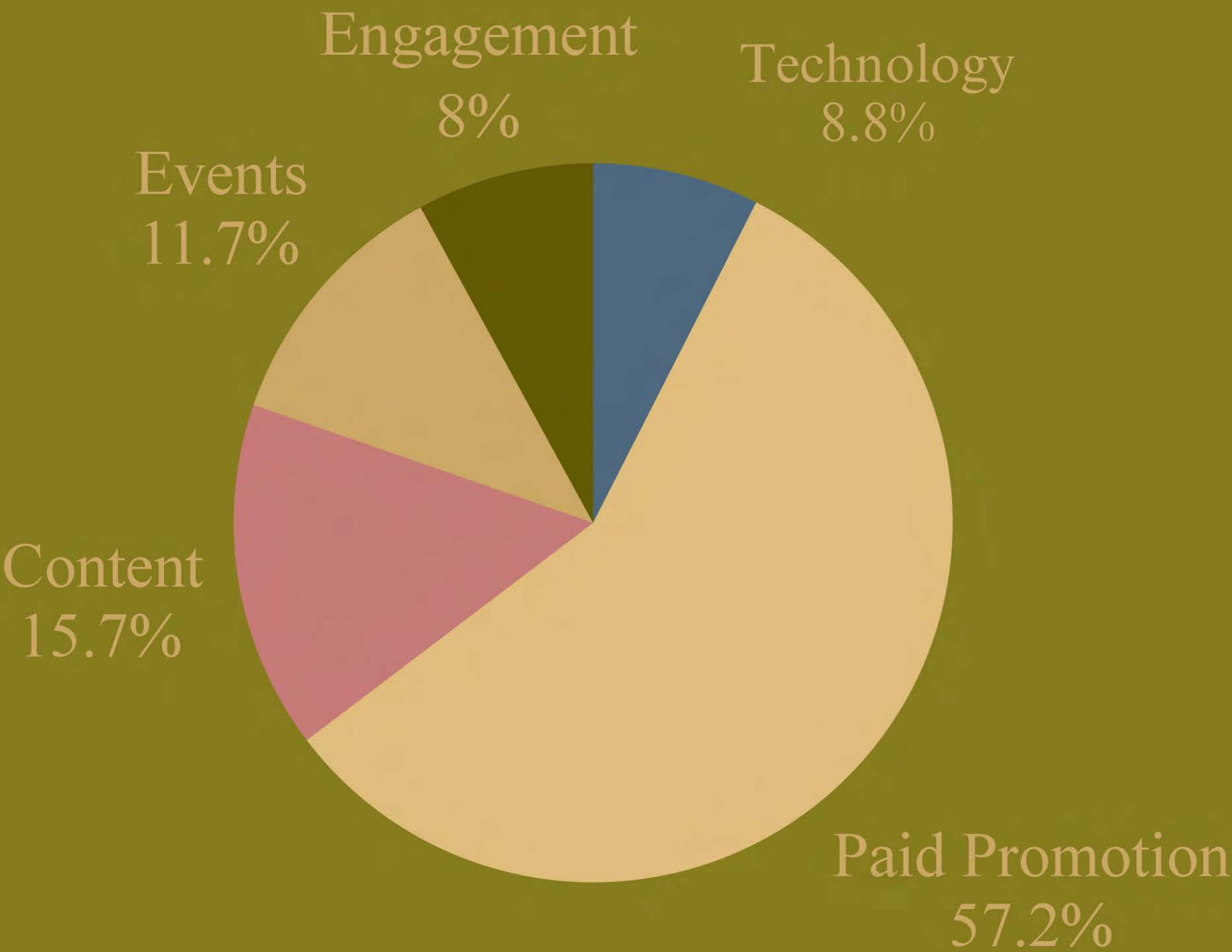
Organic Content

Hero Campaigns

Henna Hart Campaign Budget

Total ~ \$10,650

- Promotion: \$6,100
- Technology: \$800
- Organic Content: \$1,650
- Events: \$1,250
- Engagement: \$850



Activity	Components	Cost*
Baseline Campaigns	Paid Social Ads	\$2,200
	Influencer Partnerships	\$1,800
	Promo placements	\$600
	Editing	\$500
Activity 1: Filter Your Henna	AR filter design + build	\$800
	Launch promo	\$900
Activity 2: #hennahart	Incentives	\$750
	Video Production for Promo	\$800
	Paid boost for top challenge video	\$600
	Henna practice supplies	\$100
Activity 3: Hart Live	Chai & Refreshments	\$900
	Henna Supplies + Materials	\$350
	Event Recap Content	\$350
	Total	\$10,650

*All costs are based on local Bay Area vendor pricing and comparable campaign benchmarks.

Key Performance Indicators



Filter Engagement Rate

Filter Your Henna



UCG Participation Rate

#hennahart

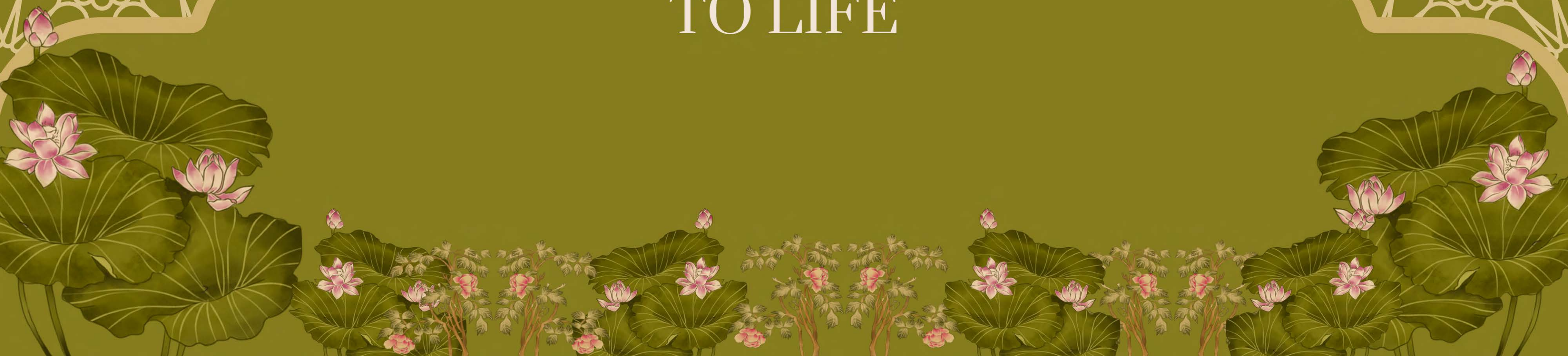


Repeat Attendance for Events

Hart Live



BRINGING HENNA HART TO LIFE





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