

Batiste Smoothing Blow Dry Accelerator

Up your blow dry game in an instant! Speed up your blow dry, smooth and protect your hair from damage – what's not to love?



trnd
project

Getting to know trnd and Batiste

We're delighted to welcome you to the team and we can't wait to try out Batiste Smoothing Blow Dry Accelerator with you.

Not only could this gorgeous-smelling spray speed up your blow dry by up to 30% but it will also protect your hair from heat damage. Over the next few weeks we're going to try out this premium product, spread the word to friends and family and share feedback with the brand.



This handy little booklet will provide all sorts of hints and tips for a great project, interesting information about how to use this brilliant product from Batiste and ways to help you spread the word.

Let's get started!

What's in your starter kit?

First things first! In week one you'll receive a starter kit, full of interesting information, ideas and suggestions to help us spread the word about Batiste Blow Dry Accelerator. Your kit will include:

For you to try out...

- A full-size Batiste Smoothing Blow Dry Accelerator spray
- An insider's guide

For you to pass on to friends, family...

- 'Spread the word' product research sheets



So far so good?

Share your first impressions of the product on our project blog:

www.trnd.co.uk/projects/batisteBDA

Email any questions to you have us to: gussie@trnd.co.uk, we'll get back right away.

Get Unpacking!

1 Time to get testing

If your starter kit has arrived then why not invite a couple of friends around to open it with you? That way you've started to spread the word straight away. Together you can read the info and show off about your Batiste Blow Dry Accelerator (which could speed up your blow dry and give you super shiny and heat-protected hair).

Capture the moment.

Take photographs of the first spray and capture the initial reactions. You can upload your photos to www.trnd.co.uk/batisteBDA

2 Have your say

You can send us your opinion on Batiste Smoothing Blow Dry Accelerator via two online surveys that will take place during our project:

There's an initial survey (which is online soon)

And a final survey

We'll be sure to send you reminders via email when each survey is live.

3 Spreading the word

If Batiste Blow Dry Accelerator has convinced you then let people know exactly what you think of this refreshingly different product.

Spreading the word is simple – invite friends over to check out your starter kit and impress them with some of the interesting insights you get over the next few pages.

In this project guide we've made a list of possible ways to spread the word (check out page 13 onwards) but you'll probably have the best ideas yourself so be sure to share them with us all on the blog: www.trnd.co.uk/batisteBDA

4 Your contributions

You're acting as a one-person product researcher.

In your starter kit you'll find a number of 'Spread the word' sheets, we want you to share these out amongst your friends and colleagues and collect their opinions in return.

Most of us read online reviews to help us choose the right products for us. As a Batiste expert with insider information, this is your chance to share your reviews online and help others who are looking to banish hair drying woes!

Be sure to share some of the info that you've learnt from this booklet too, for example, did you know that the average woman spends 30 minutes a day drying her hair? There's much more where that came from!

Our trnd project

As the next few weeks unfold we will:

Try out Batiste Blow Dry Accelerator Smoothing (with 1,000 fellow trndsters) and share our experiences with friends, colleagues, family and others.

Share our personal thoughts and opinions on the product and how it's saved us time and made our hair smooth via the two online surveys.

Share the story behind the brand through online reviews and let people know that they too can have a gorgeously shiny and heat-protected mane in a fraction of the time

Collect the opinions of those around us and share our thoughts on the blog, with the rest of the team and also with the brand!

A guide to leaving reviews

In this day and age, we often read online reviews to help us choose the right products for us. As a member of trnd, we're in the unique position to share our honest opinions about the products we try out and help people who are considering purchasing them.

As part of this project, we'd love you to leave reviews on:
www.boots.com/batiste-blow-dry-accelerator-smoothing-10232483

Lots of people write reviews, some more useful than others. Here are our top tips to writing an impactful review:

1. Quality over quantity

A review doesn't need to be a huge block of text describing, in great detail, every single aspect of the product! The message you get across is much more important than the amount you write, so think about what you like to know when you're looking at reviews and simply jot that down. e.g. "This saved me 10 minutes on my usual blow dry time and my hair was super smooth and shiny too!"

2. What to write about

If you're stuck for what to write, a good place to start with most products might be:

- How easy is it to use?
- Do you like the colour and design?
- What do you think of the fragrance?
- Did your blowdry seem to take less time than usual?

3. Star ratings

A star rating is a great snapshot of your opinion, but it's important to remember that what might be a 4/5 to you could 5/5 to someone else! Star ratings become really useful to a reader when in context, so make sure you detail what it is that you really like about the product. e.g. "5 stars! Made drying my long, thick hair a breeze!"

Your new bestie

"Your hair is amazing", we know because we've been told a hundred times by our smoothness-lacking pals but what they don't see is that us Batiste gals have an "accelerating" secret and spend up to 30% less time drying our ruddy hair!

Well, great news ladies: it's time to say goodbye to the wet hair struggle!

If you've ever found blow drying a bit of a hassle and wished you could cut the time (whilst protecting your hair from heat damage and having gorgeously conditioned hair, obv's) then we think Batiste Blow Dry Accelerator might just be your new best friend!



The beauty of Batiste

We all know how important it is to protect our hair from heat damage. And we know how much better our hair looks when it's smooth, sleek and perfectly nourished. But, the truth of the matter is, when the clock is ticking and we're running tight on time, we neglect our hair far more often than we'd care to admit.

Well, what would you say if we told you that Batiste Smoothing Blow Dry Accelerator doesn't just protect your hair from heat, nor does it just smooth your hair (for sleek and shiny strands) but it can also cut the amount of time you spend drying your hair by 30%?

That's right ladies, Batiste Blow Dry Accelerator unlocks the bond between water molecules and our hair meaning it can smooth and protect the hair whilst saving us bags of time.

No delays, no extra time lost, **no excuses** for neglecting our hair!



How to use

Okay, it's not rocket science but to get the absolute best results, it's a good idea to use Batiste Blow Dry Accelerator properly. Like this:

1. Wash your hair (well, there isn't much use using on dry hair is there?).
2. Shake the bottle well. Imagine you're mixing up a delicious pina colada or an espresso martini – shaken not stirred to activate the ingredients.
3. Hold bottle 15cm away from wet hair and spray. Not too close, not too far away. Spray all over your hair in a light mist.
4. Brush through hair to ensure product is evenly distributed.
5. Dry as normal.

Et viola! Gorgeously smooth hair which is protected from heat styling and dries in a flash. What's not to love?



A few tips to help get you started

We're so excited to get started on this project with you and, in order for us all to contribute effectively, we've laid out a couple of guidelines that should be very easy to follow.



Be open!

Be completely upfront about the fact that you're taking part in this campaign and that you're testing out the product as part of our project team with trnd. We want you to be honest with your friends – we're not trying to make you into secret sales people – simply share your opinions on the Batiste Smoothing Blow Dry Accelerator and say how you got your gloriously soft hair.

Be yourself!

Don't overdo it! We just need you to tell your friends what you think of the product and get their opinions too. We'd be really pleased if you love the product but we're not asking you to do the hard sell!

Like you, your friends should have a personal opinion about Batiste and we'll be waiting to know what you all think!



The key message

We know we've given you a lot of info so far so to summarise, the key message to spread in our project is:

Batiste's Smoothing Blow Dry Accelerator can help you to up your blow dry game in a spritz. Not only can it save you up to 30% on your blow drying time but it also shields your hair from heat damage and adds a gorgeous shine. Game on!



Ideas for spreading the word

There are plenty of ways to spread the word about Batiste Smoothing Blow Dry Accelerator. www.trnd.co.uk/batisteBDA Over the next few pages we've given you some ideas but you'll probably have even better ideas yourselves. Be sure to share how you've spread the word about Batiste on the blog trnd.com/uk/projects/BatisteBlowDry



Get chatting

Got pals round for brunch? Show off how sleek and shiny your hair is and let them know that you managed it in 30% less time than usual thanks to Batiste Blow Dry Accelerator.

'Tis the season to work out! When you finish your workout at the gym, show your fellow gym goers how much time you save with Batiste Blow Dry Accelerator whilst protecting your hair from heat damage too.

Got weekend guests? Let your pals try out your Batiste Blow Dry Accelerator to see how much time they could save.

If you love Batiste Smoothing Blow Dry Accelerator, tell your friends all about it!

The 30%-More-Fun Challenge

Batiste Blow Dry Accelerator can speed up your blow dry by up to 30%. According to Cosmopolitan, the average woman spends 30 minutes a day blow drying her hair. 30 minutes! Meaning she could save herself over an hour a week using Batiste. And, let's face it, while we love the look of freshly blow-dried hair, the process itself is kind of dull.

We want you to involve you pals in the 30%-More-Fun Challenge. The idea is this: each week for the next month we want you to spend a Batiste Hour together doing something fun. You could:

- Meet for a coffee
- Visit an art gallery
- Squeeze in an extra happy-hour cocktail or two at your favourite local

Whatever you do, we want you to include your Batiste Blow Dry Accelerator bottle and then show us yer pics!

Share them on the blog at trnd.co.uk/batisteBDA and we'll share them with the brand. Be sure to use the hashtag #BatisteBlowDry when you share on facebook and Insta too.



The Batiste Get-Ready Race

Batiste Blow Dry Accelerator could save the average woman up to 30% off her blow dry time (we'll give you a minute to rejoice...done? Okay, good.), this is great news if you're a fan of the snooze button but will also work wonders if you'd quite like to spend a little more time making your eyeliner perfect or want an extra 10 minutes in the tub. It's time to get your pals to take part in The Batiste Get-Ready Race



The race is on...

Arrange lunch with a group of your favourite girlies and let them know that they're on a timer!

- Synchronise watches: Agree a time to start getting ready (everyone must have wet hair or it sorta defeats the purpose).
- Blow dry hair and do make up.
- Share gorgeous pic on Insta with hashtag #BatisteBlowDry
- Check time stamps and see who managed it first!
- Meet for lunch and handout a sample of Batiste to whoever took the longest amount of time – let's face it, she needs it most.

Okay, the lunch isn't strictly necessary but we hardly need an excuse to hang out with our besties!

The team at Batiste can't wait to see your pics and if you include your bottle of Batiste Smoothing Blow Dry Accelerator in the pic then you might even get a regram. Looking forward to seeing your pics!

Time, glorious time...

So now you have all of this extra time, what are you going to do with it? Why not resist the temptation to snooze and try some of these things instead:

- Do a 10-minute YouTube yoga session. Yoga has SO many health benefits. It could help you to tone up, chill out and flex on! Give yoga a go now you have extra-getting-ready time.
- Drink a hot water and lemon. Are you someone who grabs a snack on your commute or waits until you get to work to get a coffee? Try a hot water and lemon first thing instead – It is a rich source of nutrients like calcium, potassium, vitamin C and pectin fibre and it can help flush the digestive system and rehydrate the body.
- Call an old friend. Now you've got an extra ten minutes in your day, why not call a friend you haven't spoken to for while? Tell her how Batiste Smoothing Blow Dry Accelerator is saving you time and helping you to connect!
- Sleeping. Okay, we know we said not to waste your extra time snoozing but if that IS what you decided to do then extra sleep could help improve memory and brain function. Basically, Batiste is making us smarter.



The making of a legend

Batiste has been the UK's #1 Dry Shampoo brand for over 15 years, that's more than 15 years of great-looking hair.

2001 – Luckily Batiste was launched to bring our hair woes to an end.

2005 – The tropical fragrance was launched for delicious smell and great effects.

2009 – The On the GO range was introduced so you can pop a can in your bag wherever you go.

2011 – The Batiste range has a makeover, it's pretty. And they launch Cherry scent, mmm.

2013 – A whole year of innovation for Batiste. They bring in blonde, brunette & dark as well as XXL, plumping powder and conditioning mist.

2016 – Batiste 2in1 is launched to cater for girls who had felt a bit left out until now. Dark, curly and coloured hair can now experience the Batiste magic and the new way to spray!

2017 – Always thinking, Batiste introduced Batiste Blow Dry Accelerator which not only protects the hair and gives you sleek and shiny tresses but also shaves up to 30% off your hair drying time. The absolute dream product for women with long, thick hair.



The expert consultation

Take a look at the rest of the Batiste range and advise your pals on exactly which product could work wonders for their hair.

Fine – the XXL volume is perfect if she needs a bit more bounce for her barnet. Shake, spray and massage in for hair that'll look like she just stepped out of the salon.

Thick, curly, dry hair (and thinks dry shampoo isn't for her?) Don't worry, the folks at Batiste have got her back. Advise that she tries out Batiste 2in1 Dry Shampoo & Conditioner. This divine-smelling spray refreshes roots whilst conditioning the ends. It's not like other dry shampoo so a few spritzes to the lengths of hair, a quick massage into the roots and she's good to go.

Blonde or Brunette – Whatever her hair colour, for a little pick me up she should choose one of these beauties. They'll add a real sheen to her shiny mane.

Visible roots – If root regrowth is her pesky problem and she hasn't got time to nip to the salon then Batiste root concealer will be her new bestie. This salon professional powder covers any roots or stray greys and will keep them hidden until her next shampoo.



Meet our Batiste contact

Say hello to Holly, the Senior Brand Manager and our contact at Batiste. She'll be keeping up with the project and can't wait to see your Insta posts and hear what you have to say about Batiste Smoothing Blow Dry Accelerator! Make sure your opinion is heard!





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Blog: www.trnd.co.uk/batisteBDA

Email: gussie@trnd.co.uk