

**BUNDY BUNDY.**

Bundy Bundy has been the hairdressing dynasty in Vienna for over 100 years. The passion began in 1862 and the first Bundy Salon was opened in 1919. The Bundy Bundy decade occurred in the 60ies: Hans und Georg provocative creations lead them to be declared World Champions. The mystique began. Since that time the Bundy brothers have been traveling the world as ambassadors of Austrian hair culture. New Bundy Bundy salons developed to meet demand and by trusting their creativity the Bundy Bundy concept developed beyond the imaginable.

Today the family business is led by Hans und Georg Bundy. We are excited to continue our tradition of open-ended vision.

Your hair will love it.

Bundy Bundy's approach to hair is led by the zeitgeist. The interplay between one's self and the way one is perceived by others. That is why hair, as part of the whole personality, is the most fascinating medium of expression. Individual.

Emotional. Exceptional.

Bundy Bundy stands for perfection. Bundy Bundy pushes the envelope, constantly redefining the standards in service, cuts, scintillating hair coloring and creative expertise.

Their mission is to make you love your hair as much as they do.

## Objectives

For a long time Bundy Bundy was considered the first address among Austrian hairdressing salons. This image should again be established / improved on the broadest possible basis. The brand should again become more accessible with a more human touch and inhibitions should be taken. New customer acquisition (focus younger people) and customer loyalty (regular customers) should also be focused on.

As Bundy Bundy celebrates its 100th anniversary in 2019, this anniversary is dramatized with a campaign and new store design/decoration throughout the year. In addition, this anniversary should also herald a soft relaunch of Bundy Bundy's corporate identity.

## Audience Insight

Basically, the industry is struggling with declining numbers. This is primarily due to two reasons: The "share of wallet" in the beauty and cosmetics sector is stagnating, but as the variety of offers on the market is growing steadily, it contributes to the fact that less money is spent on individual segments, for example hair. And customers like to fall back on alternative offers such as Home visits by EPO hairdressers (now almost 50% of all registered hairdressers in Austria).

Over the years, the age structure of Bundy Bundy customers has shifted upwards, ie customers / regular customers tend to get older ("grow older / old together with the company"); Bundy Bundy is no longer attractive for the young target group of 20-35.

## Strategy

Hans & Georg Bundy were the faces of the brand. Since both retire this year due to age, the strategy needs to be realigned. Bundy Bundy is 100 years old. A good opportunity to look back with pride. And the best opportunity to look ahead confidently.

The drive of the brand is not just beauty. The drive behind it is another one. It comes from the consciousness of something greater. Something higher. And from the conviction, that hair is much more than an atavism. To be cut, when they are too long. To get nicely in shape, if you are able to. Hair is much more than that. They are signs. Symbol. Statement. Attitude. Conviction. Principles. Believe. Hope. Wishes. Dreams. Joy. Anger.

So while the industry just makes the hair nice, Bundy Bundy was and is the decisive step ahead. Sets sign. Gives expression. Create statements. Widely visible. Always.

### **Bundy Bundy. Creating statements since 1919.**

Every social, cultural, political change found expression in the way how woman wore her hair. And Bundy Bundy always moving forward. Oriented far beyond the horizon. And that's exactly what we tell.

**“Like me or do not like me”.** Under this strong motto, Bundy Bundy aims at a contemporary social phenomenon that threatens to take us all more and more into a kind of hostage. We live in a time when we are constantly under surveillance. Presence and perfection are agenda. Internet and media create an inexorable system. And that's reason enough for Bundy Bundy to once again make a strong statement and encourage the customers to step out of the game and stand boldly and confidently with their own style and look.

## Implementation

The inspiration and style for the new campaign, shot by star photographer Inge Prader, was a decade that left its mark more than any other. Loved and hated alike: The 1980s marked a new attitude to life that finally declared war on the last remaining social constraints. This was also reflected in the fashion and hairstyles: brightly colored hair, the Vokuhila is a cult hairstyle, frontal fringe trend. The 80s is the decade when strong women like Annie Lennox, Tina Turner, Cindy Lauper or Nina Hagen became style icons, living their self-confidence and having their own head, hairstyle and story.

We shot 8 key visuals to be used in print (media and in stores and company representation materials).  
And we developed a brandmanifesto to be used just for internal purposes.



## Creative assets





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