



421 7th Avenue
Suite 1100
New York, NY 10001
212.244.3960
www.zstrategies.net

CAMPAIGN: Hair Product

A company that develops hair products contacted Zebra Strategies to explore common concerns about the use of different hair products, and to gather data on the acceptable use of synthetic hair vs. human hair. The client reached out to Zebra Strategies for our expertise in conducting qualitative market research and ability to reach populations often labeled as “hard to reach”. As hair remains a sensitive and personal subject for many African-American women, the need to conduct culturally sensitive research was key.

Participants were asked a range of questions to garner their opinions, concerns, and preferences on care/cost of hair for hair weaving through the use of a questionnaire and focus groups. The client was interested in learning how to position the brand in a way that would earn women’s loyalty to the product/brand.

The client was able to gain insightful information on how comfortable women feel with different hair products, what is important to them, and what could persuade them to use the client’s product.