

REVLON TEAM 6

MAY 2026

PRODUCT LAUNCH

REVLON AIRFLEX
MULTI-STYLER



REVLON

MAY 2026

INTRODUCING AIRFLEX

**One Tool. Every Look.
Salon Results At Home.**

The Revlon AirFlex Multi-Styler is an all-in-one styling system designed to simplify everyday routines. With interchangeable attachments and airflow technology, it allows users to dry and style simultaneously while reducing heat damage.



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STRATEGIC PLATFORM DECISIONS

**ONE TOOL.
EVERY STYLE.**

An all-in-one styling system designed to **simplify routines** and deliver **salon-quality** results at home.



Type of Demand Sought:

Primary demand + selective (brand switching).

Permanence:

Long-term product line expansion.

Aggressiveness:

Moderately aggressive launch supported by influencer and retail activation.

Competitive Advantage:

Differentiation + accessible pricing (premium-level performance at a mid-tier price point).

Product Line Impact:

Replaces lower-performing tools while expanding into multi-styling systems.

Competitor Messaging:

No direct call-outs.

Brand Image:

Modified image, more modern, tech-forward positioning.

Market Entry Scope:

Phased rollout with initial market test.

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MARKET ACCEPTANCE TESTING

TYPE OF MARKET ACCEPTANCE TESTING SELECTED

Simulated test market + controlled retail pilot.

TEST PLAN, GROUP, MARKETS, AND DURATION

Test Method

Simulated test market supported by a controlled retail pilot

Test Markets

Ulta (primary retail partner) + Revlon.com
Select cities: Atlanta, Dallas, Los Angeles

Target Test Group

Women ages 18–35
Beauty enthusiasts + early adopters of styling tools

Campaign Support

TikTok + Instagram influencer campaigns
Short-form tutorials + paid social ads

Duration

4–6 week testing period with performance checkpoints

Success Metrics

Conversion rate + sell-through, engagement (views, saves, shares), customer reviews + repeat purchase intent



TARGET MARKET DECISIONS

Market Segmentation

- End Use: All-in-one styling tool designed to dry, curl, smooth, and volumize hair, simplifying routines while delivering salon-quality results at home.
- Geographic/Demographic: Women ages 18–25 in urban and suburban markets, primarily middle-income consumers seeking affordable alternatives to premium tools and salon services.
- Behavioral/Psychographic: Beauty-conscious and convenience-driven; actively engage with TikTok and Instagram for styling trends and product discovery.
- Specific Target Markets: Retailers (Target, Ulta, Walmart, Amazon) and end-user consumers.

Micro Market / Mass Customization

- Adaptive customization through adjustable heat and airflow settings for different hair types and styling needs.

Benefit Segmentation (Other Targets)

- Original Concept Generation: The product was developed for young, budget-conscious consumers who want high-quality styling results without the cost of premium tools or frequent salon visits.
- Method of Operation: The multi-functional design appeals to busy individuals who want to save time and reduce the need for multiple styling tools, expanding the market to students and young professionals.
- Concept/Product Testing Insights: Consumers value affordability, ease of use, and versatility, highlighting additional appeal for a broader range of users with different hair types and styling needs.

Diffusion of Innovativeness

- Target Segment: Early adopters (10–15%)
- Key Traits: Trend-aware, socially connected, willing to try new beauty products, influenced by social media



PRODUCT POSITIONING DECISIONS

Buyers in the target market should choose Revlon Airflex Multi-Styler because:

It delivers salon-quality styling results in one affordable, multi-functional tool that saves time and simplifies daily routines.

Positioning Alternatives

Position by Attribute (Feature/Benefit):

- Feature: Multi-functional design (dry, curl, smooth, volumize)
- Benefit: Saves time, reduces need for multiple tools, and simplifies routines

Position by Surrogate (Competitor/Target):

- "Premium results without the premium price"
- Designed specifically for young, trend-driven consumers



CREATING UNIQUE VALUE

Primary Value Proposition

An affordable, all-in-one hair styling tool that delivers salon-quality results at home through convenience, versatility, and time-saving performance.

Packaging Strategies

- Sleek, aesthetic design to appeal to social media-driven consumers
- Clear communication of features and benefits (multi-functionality)
- Compact and travel-friendly packaging for convenience
- Premium-looking materials at an affordable price point

Branding Decisions

- Target Market #1: Trend-driven young women (18–25)
- Target Market #2: Budget-conscious consumers seeking value
- Target Market #3: Busy, on-the-go users who prioritize efficiency

IDENTIFYING RESELLERS AND END-USERS

Who are the primary end users?

- Everyday consumers (Target Market: 18-25 year old women)
- Beginner and/or convenience focused
- Light professional use

Primary Resellers:

Walmart 

SEPHORA

TARGET®

ULTA
BEAUTY

amazon 

♥ CVS

TARGET MARKET STRATEGY STATEMENTS

Segment 1: Mid-Tier



Product Positioning Statement to Target: The Revlon AirFlex Multi-Styler Dryer is an affordable, all-in-one hair styling tool designed for everyday consumers who want salon-quality results at home, offering versatility and ease of use without the premium price of high-end competitors.

Value Proposition Statement to Target Customers: The Revlon AirFlex Multi-Styler delivers fast, convenient, and professional-looking hairstyles by combining drying and styling into one simple tool, saving users time, effort, and money compared to traditional styling methods or expensive salon visits.

Key Features/Benefits to Target:

- Significantly lower price point than premium competitors
- Wide retail and online availability

Key Features/Benefits to Target Customers:

- 5-in-1 interchangeable attachments
- One-step drying and styling functionality
- Lightweight and user-friendly design
- Multiple heat and speed settings

TARGET MARKET STRATEGY STATEMENTS

Segment 2: Bottom-Tier



Product Positioning Statement to Walmart: The Revlon AirFlex Multi-Styler Dryer at Walmart is positioned as an affordable, high-demand beauty tool that delivers salon-style results at home, aligning with Walmart's focus on value, accessibility, and everyday convenience.

Value Proposition Statement to Walmart Customers: At Walmart, the Revlon AirFlex Multi-Styler provides customers with a cost-effective, all-in-one solution for drying and styling hair, helping them save time and money while achieving professional-looking results without the need for multiple tools or salon visits.

Key Features/Benefits to Walmart:

- Available in-store, online, and via pickup/delivery options
- Easy to merchandise alongside complementary beauty products
- Recognizable, trusted brand driving repeat purchases

Key Features/Benefits to Customers:

- Salon-style results at a budget-friendly price
- Combines drying and styling into one step

KEY FEATURES AND BENEFITS



CORE FEATURES

- 5-in-1 interchangeable attachments
- Air-powered styling technology
- Lightweight, ergonomic handle design
- Frizz-reducing ionic + ceramic airflow system

BENEFITS

- Saves time by combining drying + styling into one step
- Multi-function styling in one tool
- Similar functionality to premium stylers at a significantly lower price
- Frizz-reducing ionic + ceramic airflow system

VALUE ADVANTAGE

- Premium-level performance at a mid-tier price
- Saves money by replacing multiple tools with one device
- Accessible and designed for everyday consumers

TACTICAL LAUNCH DECISIONS

Revlon's AirFlex Multi-Styler

Marketing Mix	Communication Vehicle/Content	Target Market Audience
Pricing	<ul style="list-style-type: none">• Introductory price promotions at Walmart.• Temporary rollbacks and bundle pricing.• Retailer incentives for bulk purchasing.	<ul style="list-style-type: none">• End users (price-sensitive shoppers)• Retailers (Walmart buyers)
Public Relations	<ul style="list-style-type: none">• Influencer partnerships on TikTok and Instagram• Launch campaign highlighting:<ul style="list-style-type: none">• Ease of use• Affordability vs premium brands• PR outreach to beauty publications and blogs	<ul style="list-style-type: none">• Younger consumers (18–25)• Budget-conscious beauty users• Existing Revlon customers
Advertising	<ul style="list-style-type: none">• Social media ads (TikTok, Instagram, YouTube)• Walmart.com featured listings and sponsored placements• Google and Amazon search ads• Short-form video demonstrating styling results	<ul style="list-style-type: none">• New users• Busy professionals and students• Social media-driven shoppers
Social Media/Influences	<ul style="list-style-type: none">• Partnerships with: Beauty influencers and Hair tutorial creators.• “Get Ready With Me” and transformation videos.• Emphasis on ease and time-saving benefits.	<ul style="list-style-type: none">• Younger demographics• First-time styling tool users

Marketing Mix	Communication Vechicle/Content	Target Market Auidence
Product Shows	<ul style="list-style-type: none"> • Beauty industry trade shows (UltaBeauty World, etc.) • Live demos for buyers and media • Retailer preview events 	<ul style="list-style-type: none"> • Retail buyers • Industry professionals
Literature and Merchandising	<ul style="list-style-type: none"> • Instructional guides included in packaging • Simple “how-to” inserts for beginners • Updated retail displays explaining attachments and uses 	<ul style="list-style-type: none"> • End users • Retail partners
New Product Training	<ul style="list-style-type: none"> • Training for Walmart and major retail beauty associates on product usage and benefits. • Internal training for Revlon sales teams (demo-focused, competitive comparisons vs premium tools). • Consumer-facing tutorials via TikTok, YouTube, and Revlon website. • In-store demos and influencer-led tutorials 	<ul style="list-style-type: none"> • End users (everyday consumers) • Revlon sales force • Retail associates (Walmart, Ulta, etc.)
Sales Presentations	<ul style="list-style-type: none"> • Value vs premium competitors (Dyson, Shark) • High demand for at-home styling tools • Proven success of Revlon One-Step line • Presentations to retail buyers and internal sales teams 	<ul style="list-style-type: none"> • Revlon sales force • Retail buyers (Walmart and other mass retailers)

Marketing Mix	Communication Vechicle/Content	Target Market Auidence
B2B Customer Visits	<ul style="list-style-type: none"> • In-store visits to Walmart locations for merchandising optimization • Retailer collaboration on shelf placement and bundling opportunities • Early feedback collection from store managers and beauty associates 	<ul style="list-style-type: none"> • Retail partners (Walmart primarily) • Store managers and buyers
Signage/Point-of-Purchase	<ul style="list-style-type: none"> • Eye-catching in-store displays highlighting: “5-in-1 Styling Tool” and Before-and-after hair visuals • Endcap displays in Walmart beauty sections • QR codes linking to tutorials and reviews 	<ul style="list-style-type: none"> • End users (in-store shoppers)
Direct Marketing	<ul style="list-style-type: none"> • Email campaigns through Walmart and Revlon databases • Retargeting ads for beauty shoppers online • Promotional bundles (tool + heat protectant, etc.) 	<ul style="list-style-type: none"> • End users • Loyal Revlon customers and beauty shoppers
Company Web Content	<ul style="list-style-type: none"> • Featured product page on Revlon website • “How-to” styling videos and tutorials • Comparison charts vs other styling tools 	<ul style="list-style-type: none"> • End users (especially new users and beginners)
Internal Communication	<ul style="list-style-type: none"> • Company-wide product education rollout • Sales enablement materials and talking points • Internal newsletters and launch briefings 	<ul style="list-style-type: none"> • Revlon employees and sales teams

SELLING TOOLS FOR SALES ORGANIZATION

- Retail Sell-In Decks
 - Buyer-focused pitch
 - Walmart, Ulta, Amazon
- Product Demo Kits
 - Physical samples for potential buyers
 - Before/After styling visuals
 - Attachment walkthrough
- Competition
 - Comparison versus Dyson and Shark products
- Playbook
 - Target consumer profiles
 - Key messaging
- Retail Associates
 - “How to Sell in 15 seconds” prompts for in-store staff

INTERNAL COMMUNICATIONS

- **Company-Wide Launch Kickoff**
 - Product positioning, campaign theme, success metrics
 - Unified and identifiable narrative across all teams
- **Cross-Functional Syncs**
 - Marketing, PR, Sales, E-commerce alignment
 - Real-time performance
- **Centralized Brand Hub**
 - Messaging guidelines
 - Creative assets
 - Campaign calendar
 - Frequently Asked Questions
- **Sales and Customer Support Training**
 - Consistent product education
 - Handling questions, comparisons, and objections
- **Executive Updates**
 - Brief leadership on launch progress and measuring KPIs
 - Maintain visibility and quick decision-making

SUMMARY LAUNCH SCHEDULE

- Pre-Launch
 - Retail sell-in and distribution finalized
 - Influencer seeding and teaser content
 - Internal training and sales prep
- Launch
 - Full campaign goes live for social, PR, paid media
 - Influencer content drops
 - Retail and e-commerce availability
 - Launch event and press push
- Post-Launch
 - Reviews amplify
 - Paid media optimization
 - Retail promotions and bundles
- Long-term
 - Seasonal pushes for holidays and giving
 - Continued influencer partnerships
 - Product extensions and new content

**BUILD EARLY AWARENESS AND
SUSTAIN MOMENTUM!**

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THANK YOU