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beauty media network



WHO WE ARE/

Beauty Media Network is operated by Brand Media, a privately-held digital media agency that helps beauty brands expose their featured products to intrigued and motivated women – at just the right time. BMN is a digital client education and marketing platform that shows fashion, beauty and lifestyle specific programming, a customized video channel created specifically for your location, advertisement for the products and services you sell or endorse. The programming is delivered via the Internet to our Digital media players, and loops are approximately 2-hours and are displayed on HD LCD screens in your waiting room, lobby or dryer area.



WHAT WE DO/

Our platform helps you accomplish a number of goals. First, it will help you save time by eliminating the need to repeat the same information to every client that visits your salon. Secondly, it will help you promote the products you carry, the services you provide, & ultimately generate increased revenue for you salon. Finally, the screens turns the perceived wasted wait time into learning opportunities for your clients.

“IF THERE’S A BETTER WAY TO REACH 25 TO 44-YEAR-OLD WOMEN, WE’RE WAITING TO HEAR ABOUT IT!”

NETWORK/

Our networked digital video screens are entertaining and informing those women for an average of 120 minutes when they are at the salon getting their hair or nails done. BMN is engaging, entertaining and informing them, just when they are thinking about beauty.

OUR MISSION/

Our intention is to become one of the largest vertically-focused Digital Out Of Home media networks in the United States. We’ll do that while steadily providing a valuable service to salon operators and owners, beauty brands, and of course to the women who come in to our member venues.

CONTENT/

Our programming includes professionally produced fashion content, music video, movie trailers, and beauty tutorials along with specialty trivia, weather and celebrity headlines to keep the clients attention on the screen. Additionally, we’re always constantly seeking out new content partnerships. We have a growing list of content partners and a library of video segments which typically range from 2-4 minutes in length, with new partners and videos being added every month. Our goal is to provide the licensed entertainment content and let the individual salons provide client training based on your particular products and services.

