



## **The Mane Barber offers Advertisers an unparalleled opportunity for Digital Advertising to a captive audience.**

### **Revolutionary smart machine creates direct access to target market**

Washington, D.C. (3-16-2017) Virginia based business woman Marcella Ellis has created an innovative concept of dispensing beauty products to the salon industry. In 2013 Miss Ellis released The Mane Vendor hair extension vending machines with salon locations in 6 different states. Now Miss Ellis has once again outdone herself releasing The Mane Barber vending machines and has secured 100 new barber shop locations with an audience of over 250,000 men to be delivered by third quarter of 2017. The Mane Barber simply put is “the Redbox” of grooming products for men located in your local barbershop. The Mane Barber dispenses men's grooming products and is available to new product lines for shelf space. The Mane Barber also has LCD digital screens that attract advertisers who want to connect to a ready-made captive audience. Our target market is men ages 20 - 55 in the environment where men are receptive and are focusing on grooming. We offer our advertisers and product company's brand ambassadors that consumers really trust for their grooming needs; their barber. This environment is ideal for any product line looking for a distribution channel and any advertiser who wants to connect with this audience.

The Mane Vendor and The Mane Barber Vending Machine is the world's first ever business concept that merges product distribution, and advertising with advanced modern technology. This revolutionary salon retail concierge system merges product sales with high tech automation offering salons and barber shops the opportunity to provide premium grooming products, and tools to its customers.

The Mane Vendor is a new and exciting company. We have an innovative concept of reaching a demographic of top spenders in the beauty industry. We provide beauty products to customers in a convenient location and atmosphere where they tend to purchase. Our distribution system features a state of the art automated retail concierge system that sells high end products and digital ad space with social media interactions.

CEO of The Mane Vendor Inc. Marcella Ellis has identified two major problems. Problem 1: Advertisers are facing complex media challenges. Time spent out of the home has more than doubled over the last 20 years, requiring a need for expanded ad exposure to effectively reach

active consumers. Problem 2: Product Companies are seeking more direct avenues of distribution to their target market.

The Mane Vendor/ Barber offer marketers a truly unique opportunity to intercept consumers in the course of their daily lives in a highly positive and receptive environment. In this captive setting, advertisers have the full attention of their audience. Our future expansion plans include more machines being delivered by 1<sup>st</sup> quarter 2018 with a target of over 1 million men. We are offering marketers and product companies an unparalleled opportunity to reach a prime target audience of well educated, affluent women and men in a captive environment.

Advertising options include the following:

- Static Billboard Ad Displays
- Video Commercials with social media advertising

Product Distribution include the following:

- Shelving Preferential
- Mass Distribution Options

CEO Marcella Ellis also owner of Ellis Enterprise LLC a marketing and consulting firm is looking to partner with other marketing and ad agencies to secure advertisers like Nike, Under Armour, Mercedes and the list goes on.

Advertising Benefits:

- Direct Target Market
- Captive Audience Salon place-based original digital programming targeted to a captive consumer audience spending 30-60 minutes receiving salon services
- Interact with The Mane Vendors Audience- Use mobile marketing and social media interaction to connect with our captive audience with special offers, contests, voting, promotions and additional information.
- There are virtually unlimited ways to connect a mobile campaign to your on-screen ad at minimal cost.

Product Distribution Benefits:

- Direct Target Market
- Captive Audience
- Stylists and Barbers partner with The Mane Vendor as Brand Ambassadors promoting products within the machines
- Daily Reports of activity
- Direct Deposits

- Weekly Service and Reloading machines
- Rotating static advertisement

The Mane Vendor has already received celebrity attention and endorsement from stylist Kim Kimble and has been featured in over 1,000 media publications like Bravo and We TV to name a few. In a nine billion dollar hair salon industry with few options for advertisers to partner, Ellis offers a solution that is both economically competitive and highly marketable. The Mane Vendor and The Mane Barber is on the fast track to changing the hair care and distribution business creating a synergy of companies who cross promote within this ecosystem.

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