



Optimal Integrated Marketing



WPE – Optimal Integrated Marketing

Your gateway to improved consumer engagement



Mission

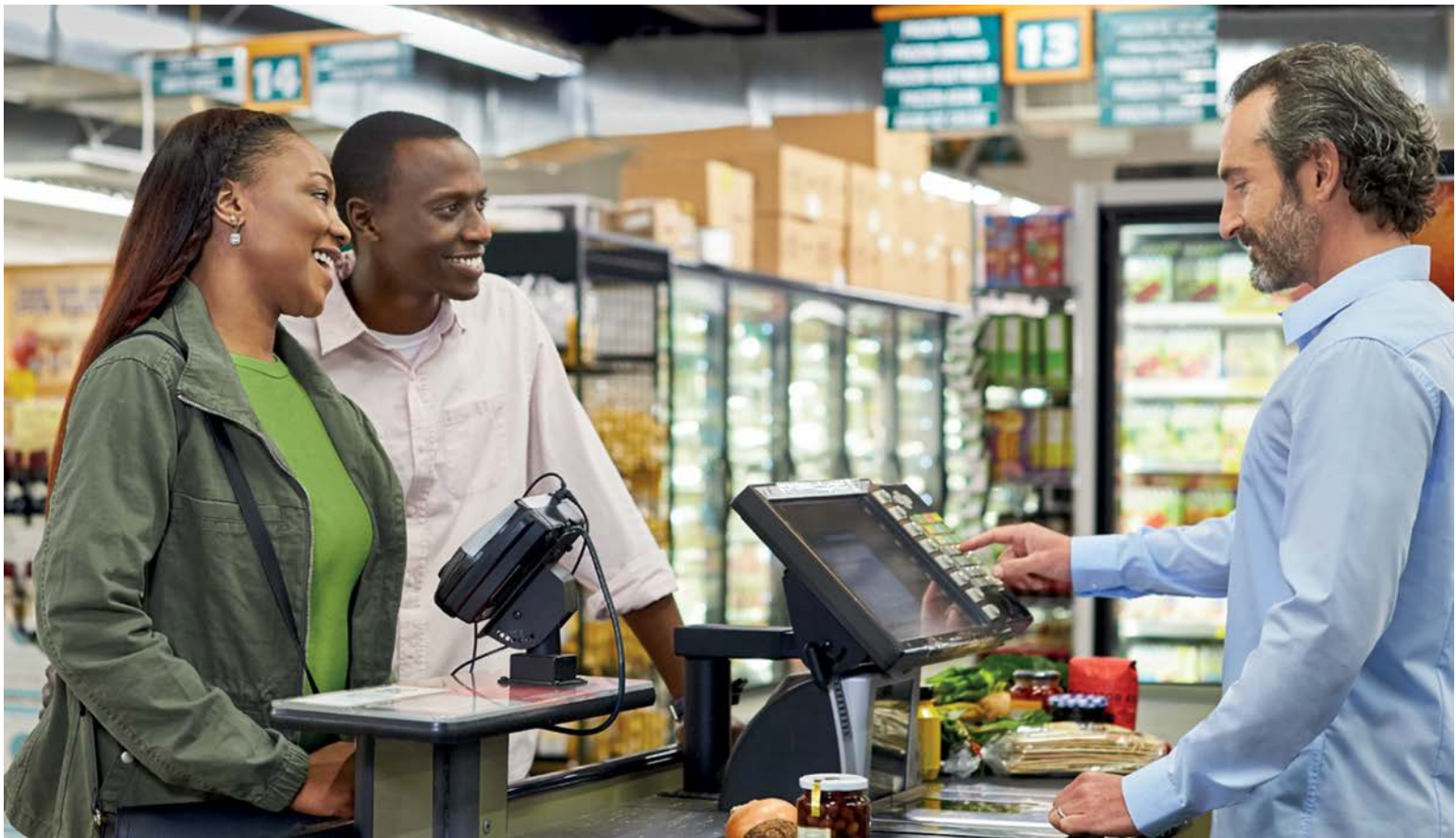
Today's toughest marketing challenges lie in making a real connection with the AA female consumer. Wil Power Entertainment (WPE) makes that happen. As the leading African American lifestyle consumer engagement marketing company, our marketing philosophy is simple, we focus on reaching consumers when they are most receptive and captive. **WPE** believes and promotes authenticity with culturally-sensitive strategies that establish highly-effective, comprehensive marketing campaigns. These organically infused campaigns are designed to a scale that taps into the lifestyle and culture of the African-American audience and embraces the community phenomenon and marketing platform of Urban Beauty Salon Marketing.



Overview

Opportunity for sales and profits growth among target consumers.

- 80% of all consumer purchases are influenced by women.
- Hispanic buying power \$1.4 trillion.
- The total Black spending power toward a record \$1.5 trillion by 2021.
At 24.3 million strong, Black women account for 14% of all U.S. women and 52% of all African-Americans.



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WPE Operational Infrastructure

- Marketing strength
 - Traditional
 - Digital
 - Social
 - Event Marketing
- Distribution
 - Network of 75,000 outlets nationally
 - Great sampling and distribution of materials
 - Great opportunity to gain marketing research data

In-Market Community Sales Organization
– IMCSO System™



Our Management Team



Wil Shelton - CEO

- 25-year career in the hair and beauty industry as an independent salon owner
- Developed a network of over seventy five thousand AA beauty salons and barbershops
- Twenty +years of experience in developing comprehensive film, TV and music marketing and promotional programs for multicultural consumers.
- Expert in local community organizing and mobility.
- A successful track record of converting ideas into meaningful community based programs that deliver results.

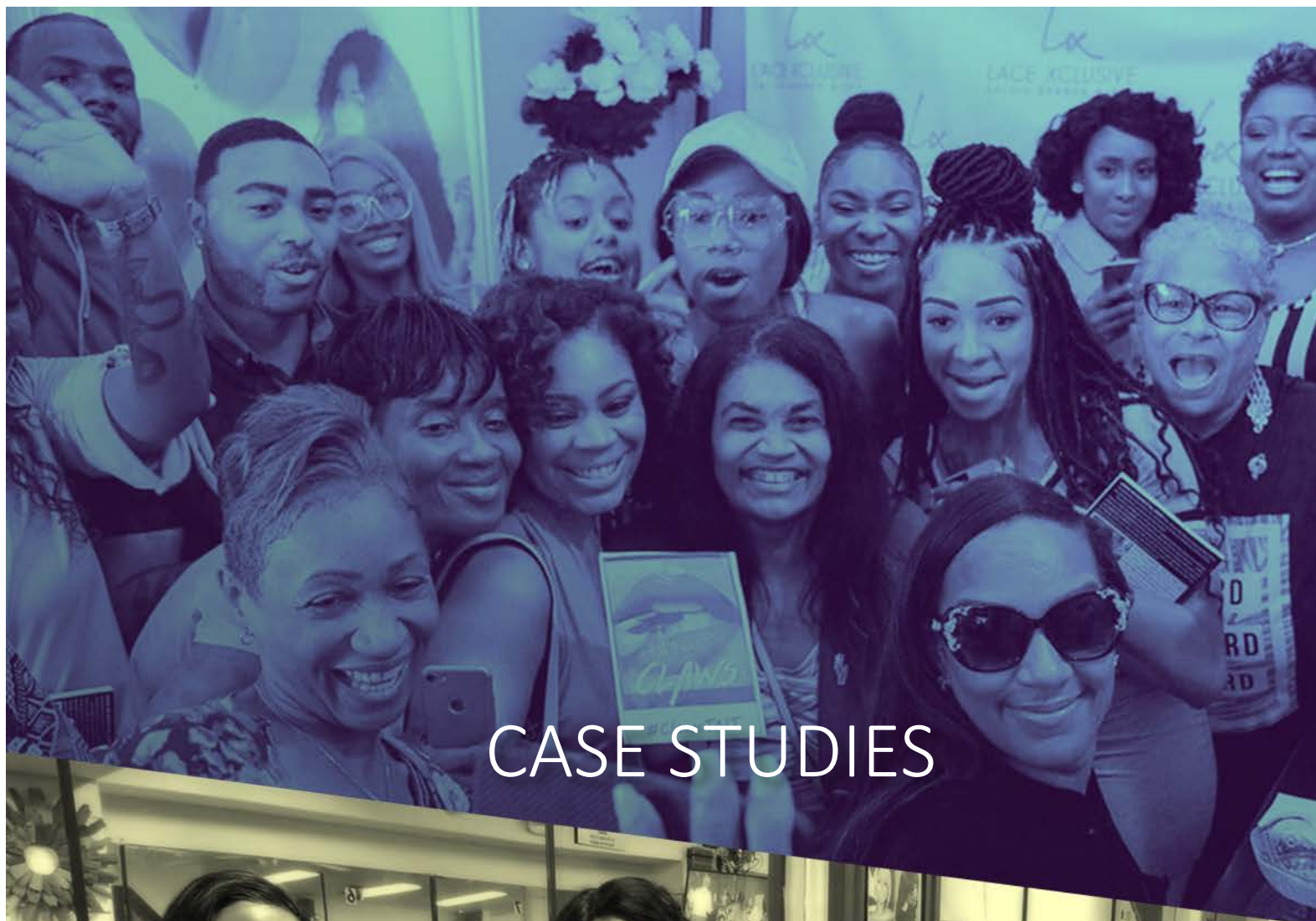


De Verges Jones - COO

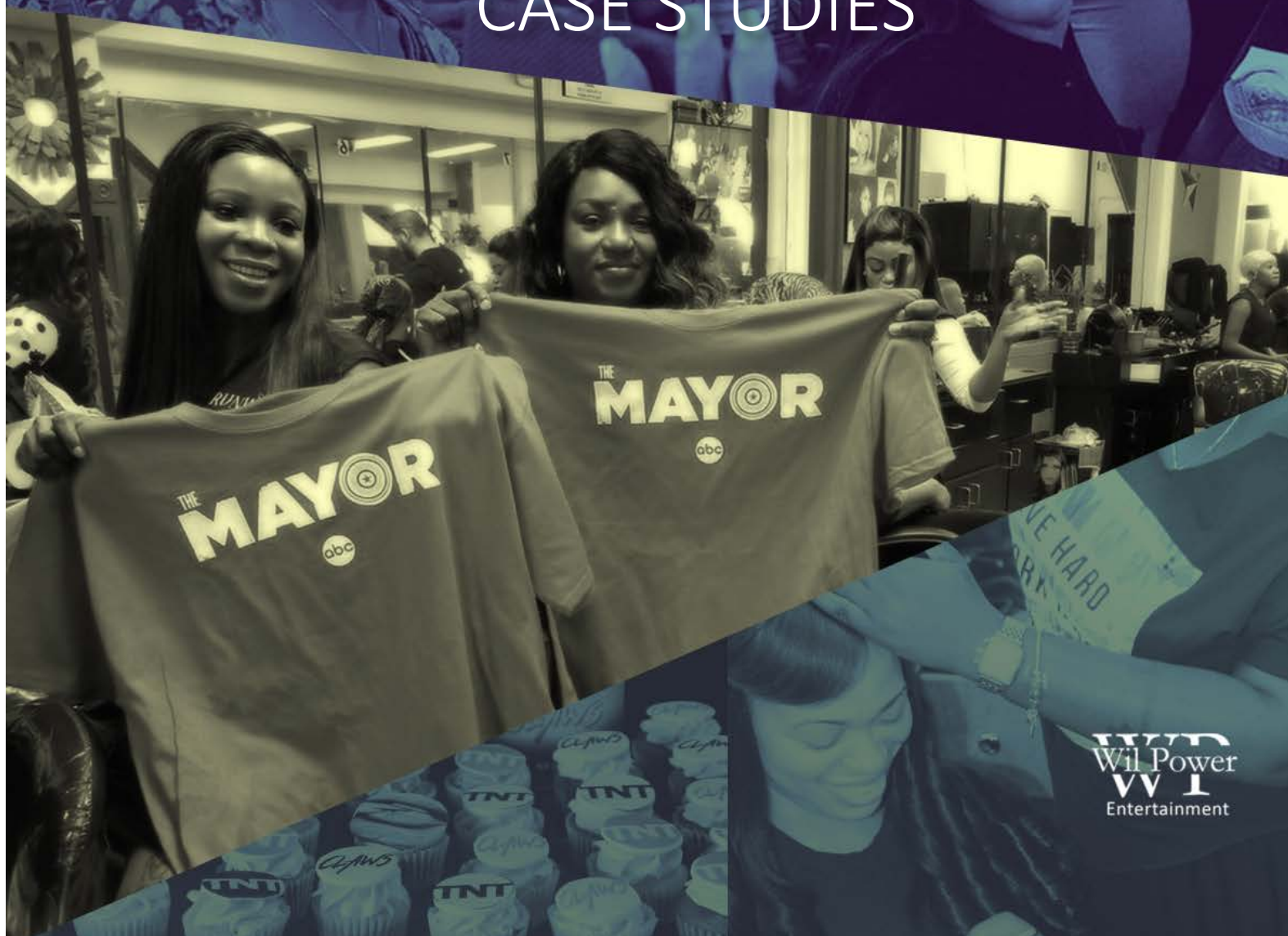
- 25-year career in senior marketing roles at Fortune 500 companies
- Was part of the Pepsi Michael Jackson, Lionel Richie and Menudo music marketing effort
 - At Clairol, I launched the first African-American hair coloring product born beautiful
 - Was CMO and EVP Management supervisor at two multi-cultural ad agencies Muse USA and Uniworld Group
 - Managed three billion dollar brands: Pepsi, Pedigree and Philips and other large brands
 - Won Clio, Effie and CEBA Awards for advertising excellence among general audience and ethnic consumer targets.

Brands managed include:





CASE STUDIES



Your gateway to improved consumer engagement



Case Studies

- To include: traditional media, event marketing, consumer promotion etc.
- Direct Mail
- Merchandising
- Celebrity Spokesperson
- In-Venue Promotion (using store manager or crew.)
- Performance Findings



Case Studies

Traditional Media Used
Digital Viral
Social
Web based (landing pages etc.)
Event Marketing



Market Research

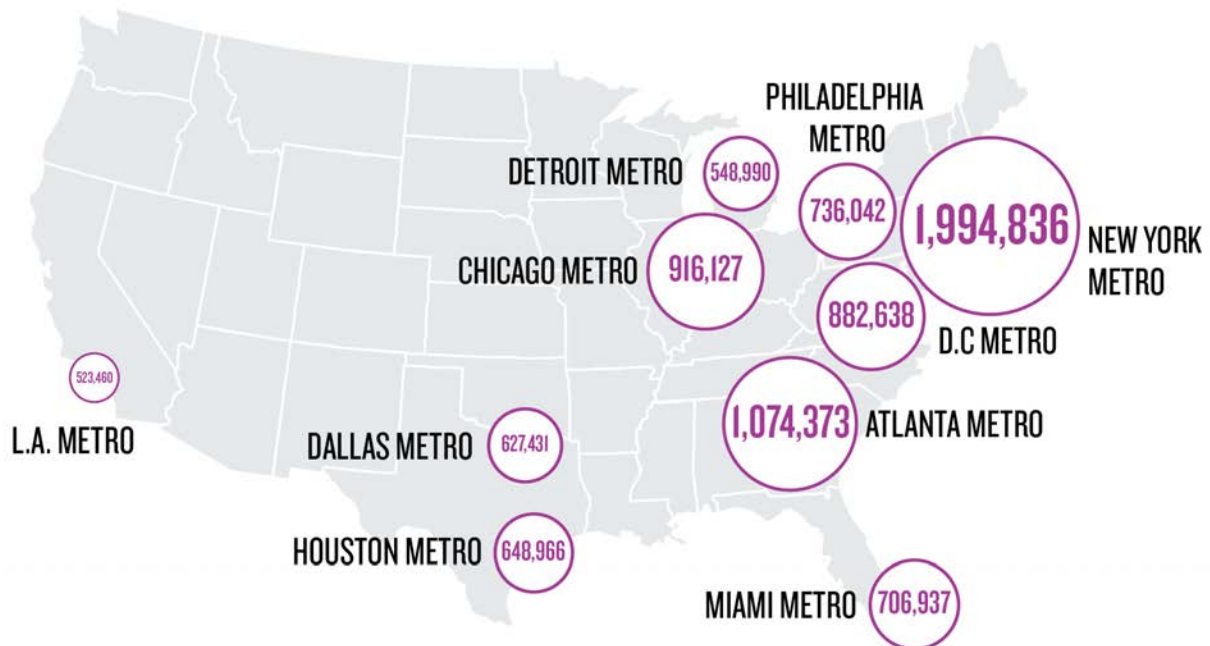
Market Research on the potential demographics of the US population.

By 2050 the African-American population is projected to be at 67 million and the Hispanic population at 132 million.

- Currently California is the first state to have over 51% of the population non-white!
- The transformation of the US population is going to continue. Companies trying to address this burgeoning consumer base have a unique opportunity with WPE to gain a *first mover* advantage by utilizing our program.



Black Female Population in the U.S.A.

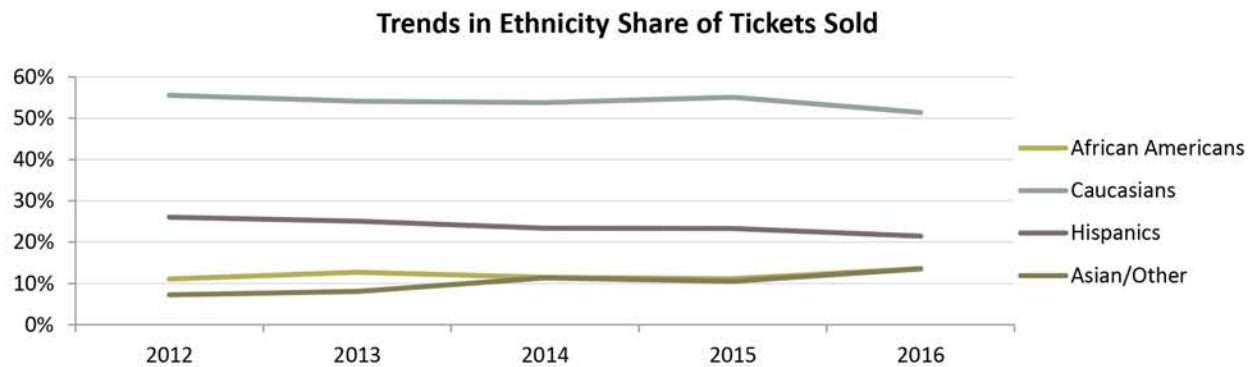


Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts

The states with the highest African-American buying power, and share of buying power, closely align with where the largest populations of African-Americans reside. Looking specifically at Black females, they are geographically concentrated, with 56% living in the South, and the largest populations living in Texas, Florida, New York, and Georgia. The metro areas with the largest Black American female populations are New York, Atlanta, Chicago, and D.C., which mirrors those with the largest overall Black populations.

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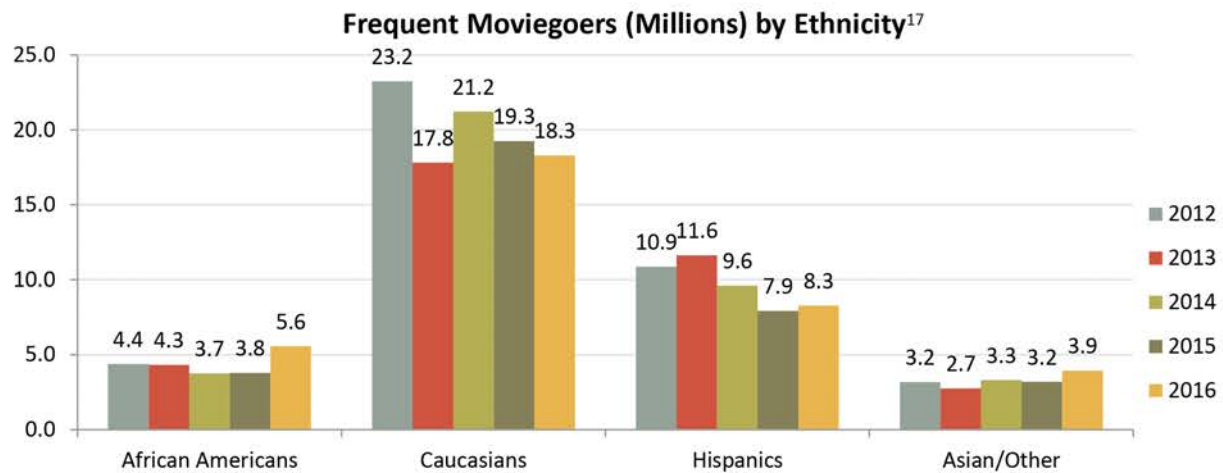
2016 Moviegoers: 246 million | 2016 Admissions: 1.32 billion

18

Source: MPAA

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	African Americans	Caucasians	Hispanics	Asian/Other
% of Population: 2016	12%	62%	18%	8%
% of Frequent Moviegoers: 2016	15%	51%	23%	11%

¹⁶ The small size of frequent moviegoer subgroups may lead to large fluctuations in annual figures.

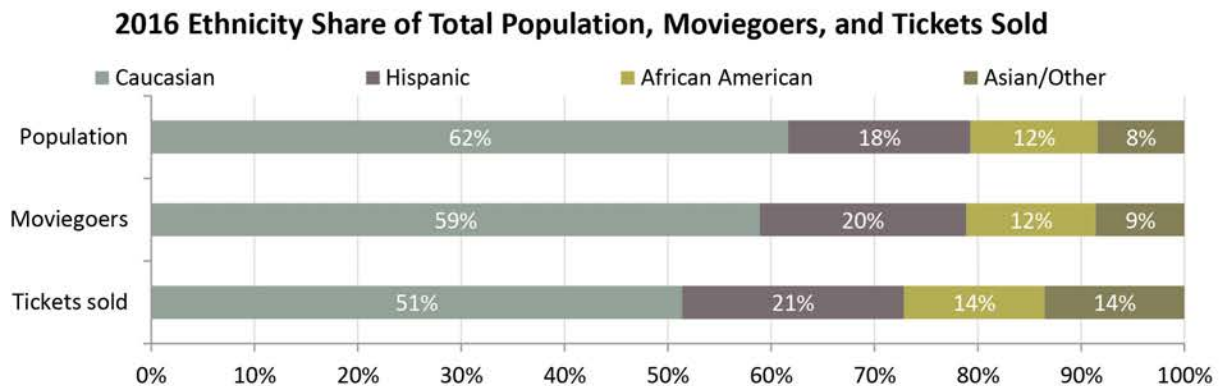
¹⁷ Prior years' data may differ slightly from previously published data due to calculation methods and the effects of rounding.

14

Source: MPAA

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15

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