

EQ2



WIP
WIPPower
INTEGRATED MARKETING

Equalizer II

CASE STUDY

EQ2

CASE STUDY



Challenge

WPE was tapped to reach African-Americans through targeted promotions and outreach by hitting key cultural touch points such as AA beauty salons to garner support for EQUALIZER 2.



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Solution

Understanding the cultural significance of beauty salons as a way to drive buzz and WOM within the African-American community, WPE activated selected beauty shops in the top 10 AA markets across the nation. Beauty and barbershop activations included customized 'in-store' merchandising to enhance the salon experience for AA patrons as well as street teaming activities to increase awareness and excitement for the EQUALIZER 2 movie.





Beauty & Barbershop Activations

To promote EQUALIZER 2 and to highlight the film's storyline, our salon/barbershop ambassadors distributed EQ2 branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty and barbershops in 10 AA markets across the nation. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the movie through branded premiums. The branded swag items served as a conversation starter and buzz driver of the film's theme.



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INSTAGRAM CAMPAIGNS](#)

Social Media Strategy

Tasked with coordinating salon social media, we developed a curated list of beauty salon and barbershop influencers with engaged fan bases that aligned with EQUALIZER 2'S target demographic. To maximize reach, we worked with barbershop/salon influencers to develop creative concepts that felt authentic to their fans.



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COLUMBIA
PICTURES 
a Sony Company

#TheEqualizer2

THERE IS NO EQUAL
DENZEL WASHINGTON

EQ2

JULY 20

Show us your go to
Equalizer haircut
Be sure to go see
#Denzel Washington's
Equalizer 2 in theaters July 20th.



Social Media Strategy

WPE ran a challenge, challenging hairstylists nationwide to be the first to post their best "Go To Equalizer hairstyles to Instagram generated over 500K million impressions.





Driving Conversation in the Community

- Shared over 17,000 times on Facebook, Instagram, twitter and 'liked' by over 500,000 fans, EQUALIZER 2 barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 3.2 million impressions to date.
- *Equalizer 2* opened with \$35.8 million in ticket sales outperforming its predecessor.

