



- Wil Power Urban Salon/Barbershop AA Male/Female Consumer Engagement Campaign
- Sept.-Oct 2017

Challenges

- Creating an awareness campaign using urban salon/barbershop consumer engagement marketing
- Delivering a targeted promotion that appeals to the core audience and builds momentum for the tune-in date.



Urban Salons

- Leverage WPE to reach African American Male/Female aged 18-45 yrs
- Generate excitement through hairstylists/barbers handing out promotional tools targeting patrons visiting the salons
- Hair salons provided patrons with branded promo items
- Elements included:
 - Ear buds
 - posters
 - T-shirts



Screening Party Takeovers

- The top AA barbershops and salons in each market hosted advance screening takeover events in support The Mayor show.

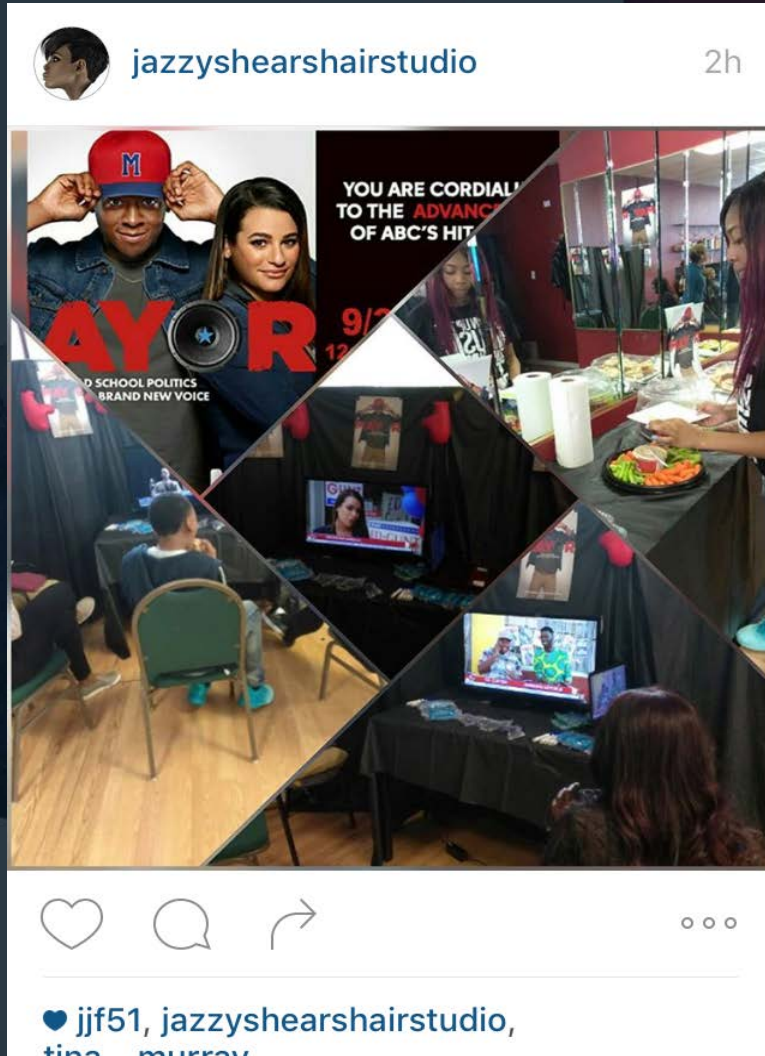




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Social Media

- Driving Conversation in the Community Shared with followers on Instagram and shared over 1,000 times on Facebook and Twitter and Instagram





Total Exposure

- Over 500,000 consumers were reached through AA barbershops and beauty salons in 5 markets
- Excitement was generated thru consumer engagement distributing branded promotional materials.
- Posting advertising posters at targeted locations



Results

- The Mayor ratings
The Mayor launched to a modest 1.2 adults 18-49 rating and 4.1 million viewers