

Sony Records/Maxwell Soul Food Eatery & Salon CONSUMER ENGAGEMENT PROGRAM



Challenge: Reach African-Americans through targeted promotions and outreach by hitting key cultural touch points such as soul food eateries, beauty salons and barber shops to garner support for the television shows campaign.



Solution: Understanding the significance soul food eateries, beauty salons/barber shops as a way to drive buzz and WOM within the African-American community, Wil Power Entertainment activated select beauty salons in top AA markets across the nation. WPE developed and executed a multi-tiered urban soul food and salon campaign that taps into the lifestyle and culture of the AA audience. WPE utilized field teams to deliver branded *Maxwell* promotional items. We distributed branded napkins and breath mint packs, compact mirrors, and posters.

Exposure/Results:

- Over 20 million impressions delivered
- 600,000 consumers reached
- Debut #1 & 68,000 first week album sales

