

T A R A J I P . H E N S O N

HELL

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NO

FURY

Tyler Perry's

# ACRIMONY

LIONSGATE AND TYLER PERRY STUDIOS PRESENT A TYLER PERRY STUDIOS / LIONSGATE PRODUCTION "ACRIMONY" TARAJI P. HENSON LYRIO BENT CRYSTLE STEWART JAZMYN SIMON PROSHA STOREY AJONNA ALEXIS ANTONIO MADISON BRESHA WEBB DANIELLE NICOLET NELSON ESTEVEZ  
KENDRICK CROSS WRITTEN BY KIM TAYLOR-COLEMAN CSA DIRECTED BY JOEL C. HUGH EXECUTIVE PRODUCERS CHRISTOPHER LEMMERITZ PRODUCED BY CRYSTAL HAYSLETT EDITOR LARRY SEATON EXECUTIVE PRODUCERS PAUL WOLSKEL PRODUCED BY RICHARD VALET PRODUCED BY MARK E. SMINTON PRODUCED BY WILL AREU PRODUCED BY RIZVE AREU PRODUCED BY TYLER PERRY



#Acrimony  
@AcrimonyMovie  
Acrimony.Movie

MARCH 30



LIONSGATE

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# ACRIMONY

## 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 Acrimony.

## 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 5 AA markets across the nation. Beauty shop 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 Acrimony movie.





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### BEAUTY SALON TAKEOVERS

To promote ACRIMONY and to highlight the film's storyline, our salon ambassadors distributed ACRIMONY branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty salons. 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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### SOCIAL MEDIA STRATEGY

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

Our efforts led Acrimony to become number 2 at the box office surpassing all projections.

### RESULTS

Acrimony opened to \$17.1 million at the box office for the number 2 spot



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### DRIVING CONVERSATION IN THE COMMUNITY

- Shared over 15,000 times on Facebook, Instagram, twitter and 'liked' by over 300,000 fans, Acrimony beauty shop experience was a hit with AA audiences.
- The Beauty shop campaign received over 3.9 million impressions to date.

