



# REL

AFRICAN AMERICAN CONSUMER ENGAGEMENT  
CASE STUDY

WP FOX





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## CHALLENGE

FOX tapped Wil Power Marketing Integration to maximize awareness around the highly-anticipated REL television series. We developed and executed an African American targeted campaign including beauty salon and barbershop influencer outreach, experiential activations and social media management.

## SOLUTION

Understanding the cultural significance of beauty salons and barbershops as a way to drive buzz and WOM within the African-American community, WPE activated selected beauty and barbershops in the top 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 appointment viewing for the REL series.





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### BEAUTY SALON & BARBERSHOP TAKEOVERS

To promote REL and to highlight the show's storyline, our salon ambassadors distributed branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty salons and barbershops in key markets. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the television sitcom through branded premiums. The branded swag items served as a conversation starter and buzz driver of the show'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 REL's target demographic. To maximize reach, we worked with salon influencers to develop creative concepts that felt authentic to their fans.

### RESULTS

The series premiere of FOX's multi-cam comedy REL rose approximately 10% over its linear debut in the delayed viewing ratings. Over 2 million consumers were reached through AA beauty salons in 4 markets.

Accord to Nielsen Live+3 data, REL grew to a 2.0 rating in adults 18-49 and 6.1 million viewers, compared to the 1.9 rating and 5.5 million viewers it drew on Sunday. That is Fox's strongest three-day multi-platform audience since the Season 4 finale of "Empire" in May. According to FOX, REL also delivered another 500,000 viewers on Twitter and YouTube as part of its early sampling.





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### DRIVING CONVERSATION IN THE COMMUNITY

Shared over 20,000 times on Facebook, Instagram, twitter and 'liked' by over 500,000 fans, REL beauty and barbershop experience was a hit with AA audiences.

The campaign received over 4.5 million impressions to date.

