



# Media Capabilities | 2020





Today's toughest marketing challenges lie in making a real connection with African American consumer. Wil Power Integrated Marketing (WPIM) makes that happen. As the leading African American lifestyle consumer engagement marketing company, our marketing philosophy is simple, we focus on reaching consumers when they are most receptive and captive. Advertisers and global brands have been eager to join the conversations, the narratives, and literally become part of the salon story line unfolding in real time within these trusted environments. WPIM assists entertainment companies and global brands infusing organic campaigns that tap into the lifestyle and culture of the urban salon/barbershop experience.



# CHALLENGES

It's not enough for a campaign to educate the consumer that there's new product. What's paramount are the experiential and engagement marketing efforts that reach AA consumers directly in locations where powerful connections are made with this segment through the use of AA cultural touch points.

We reach African-Americans through targeted promotions and outreach by hitting key cultural touch points at AA barbershops and beauty salons to garner support for campaigns.

**SOLUTION** Understanding the cultural significance of beauty salons/barbershops as a way to drive buzz and WOM within the African-American community, WPIM activates key selected beauty and barbershops in the top 40 AA markets across the nation. Beauty and barbershop activations includes customized 'in-store' events to enhance the salon/barbershop experience for AA patrons as well as street teaming activities to increase awareness and excitement for the campaign.



# SCREENING PARTIES & TAKEOVERS EXPERIENTIAL MARKETING



These local takeover events at urban salons take place in key markets. Within these events, consumers can interact with your customized takeover or our sneak peek screening party experience and upload content hashtagging# to their social media accounts .

- Guests at each screening receive complimentary, hair services, mini massages etc.
- Selected locations will receive cross promotional support from AA social media outlet partners
- The social media and social interactive element fosters conversations between the brand message and consumers and generates buzz and feedback about the events and the brand



# SCREENING PARTIES & TAKEOVERS EXPERIENTIAL MARKETING



Top salons in key markets hosted advance sneak peek screening takeover events in of support Claws. WPIM “eventized” the activations by creating the consumer engagement opportunity for women to get pampered and watch the pilot show of Claws. The screenings included key tastemakers, influencers and social media to spread the word about the claws advance screening experience.



## MEET & GREETs

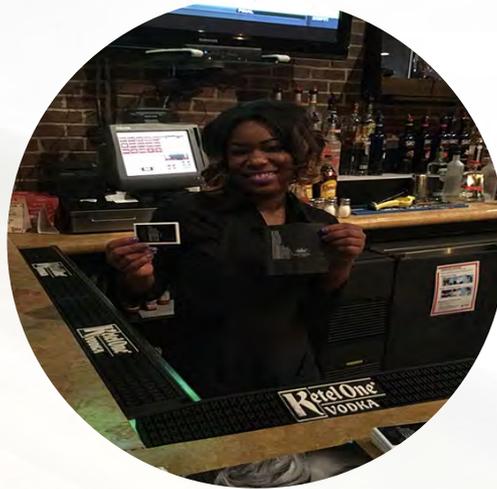
Capitalizing on available talent WPIM arranges pop-up meet & greet visits from talent at key beauty salons in key markets.

This creates a **viral** campaign surrounding the release date of this film, tv show or album release where the *talent* is “touching the people” and hitting their core audience/fan base.

# SOUL FOOD EATERY ACTIVATIONS



- WPIM's soul food dining campaigns have transformed eateries from merely a place where people get food, to a place where the target consumer can learn about what's going on in entertainment.



- WPIM provides clients access to our network of Soul Food casual dining eateries in the top 20+ markets to prominently display it's brand message.



- Your brand becomes part of the dining experience.



- Branded napkins, branded breath mints packs, and POP displays are distributed to each location.

# SOCIAL MEDIA INFLUENCER MARKETING

WPIM's social media campaigns levels the playing field for our clients. In addition to the grassroots execution, It gives our salon consumers and stylists a larger voice in sharing how they react to brands, products and services in our organically infused campaigns

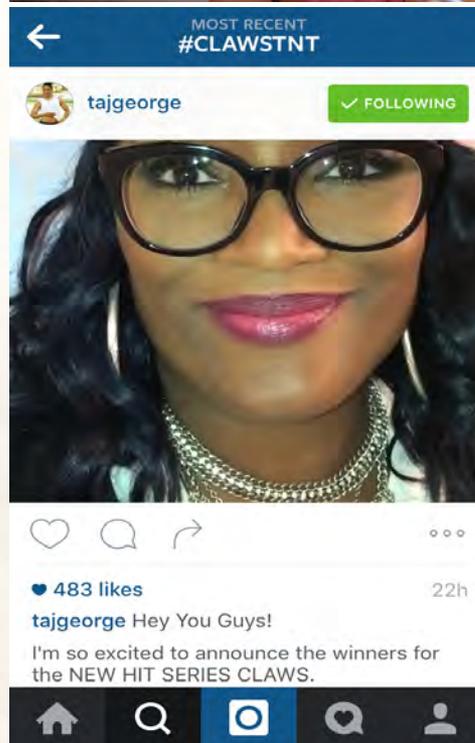
WPIM supports each activation by working with you to: **CREATE** social media and digital marketing initiatives around experience.

**SECURE** appropriate social media influencers to promote the activation.

**IMPLEMENT** regional, national and online media campaigns and outreach.

**COLLECT** permission-based data for post event text/email retargeting opportunities.

**PLAN** a broader event or activity separate from the In-salon experience.



# SOCIAL MEDIA INFLUENCER MARKETING

- AA women engage with social platforms more often, participate in surveys, contest and share information with other friends and family on entertainment and products they find useful.
- On average, 14% of Black women say they spend at least three to four hours a day on social media. As well as they talking about hair, cosmetics, films and television they are also leveraging digital spaces as virtual town halls.
- Black women are fully embracing trending hairstyle movements, with celebrities such as Viola Davis, Alicia Keys, Solange Knowles, and Lupita Nyong'o wearing natural styles, and events like Curlfest drawing crowds from around the globe, along with 70 million media impressions and over 5,000 social media posts (in 2017). Social media has played an integral role in the expansion of trending hair movements by providing not only a large community of supporters (and tie-ins to other movements such as Black Girl Magic), but also a means of learning about the vast array of new products.



# SPORTS MARKETING MULTICULTURAL FAN ENGAGEMENT

With Hispanics and African Americans watching more television than any other ethnic group and with their buying power exceeding \$1.5 trillion annually, this is an opportunity to reach an audience that is desired by advertisers, and can be enormously successful.



# TESTIMONIALS

## RCA RECORDS

*"I highly recommend their services. The marketing plan provided was on target with the demographic in which I was trying reach and the execution far exceeded my expectations. I have worked with this company on several different projects from developing acts to established ones. Each plan was tailored made for the artist and effectively made the connection. In addition to a great plan, they managed the campaign very well. Always kept me informed as well as being proactive when necessary."*

## COLUMBIA RECORDS

*Wil Power provides excellent results! They do a great job with targeted promotion that yields measurable feedback and creates a buzz in the market. It's always a pleasure to work with them.*

## TV LAND

*"Wil, I haven't had the pleasure of working with you directly, but I too want to thank you for your support and hard work on our behalf. We are excited about the strong start to the series, and share this early success with you.*

## MGM STUDIOS

*Thank you so much for your work on Barber Shop. We could not have been as successful at the box office without support from organizations such as yours. Your efforts helped move us into the position of having one of the most successful African-American films of all time." K. Thorpe, National Field Operations Director*

## FOX TELEVISION

*Wil Power knows the urban audience and executes great targeted promotion. We could not be happier with the chatter and excitement they created for our show. We look forward to working together in the future. - Kristina, FOX Broadcasting Company*

## RCA RECORDS

*Thank you so much for your hard work on Charlie Wilson. I am really pleased with the results and thrilled with the format of your reports. - L. Cambridge VP Urban Marketing*

## TV LAND | VIACOM MEDIA NETWORKS

*Last night's premiere was a ratings hit! We wanted to share the exciting news with you and thank you for being part of this successful launch! We are happy the multi-market salon promotion has offered us added exposure to our target audience! - C. S., Senior Director, Marketing*

## BILLUPS

*Working with Wil has been wonderful. His programs are well-run, well-documented, and he is an expert in targeting the African-American audience. Thanks for a great program; looking forward to running with you again! – Kristin Carlin.*



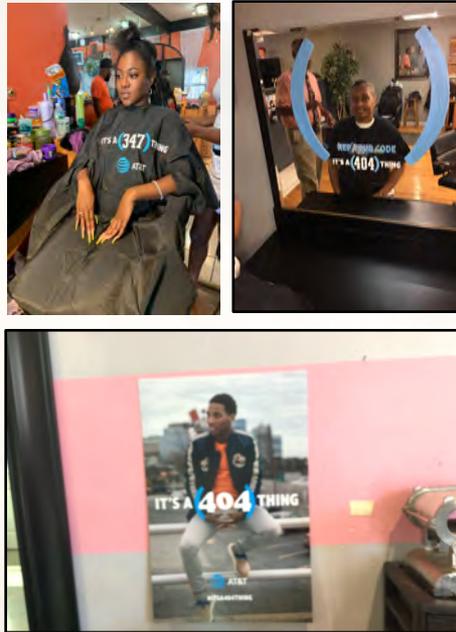
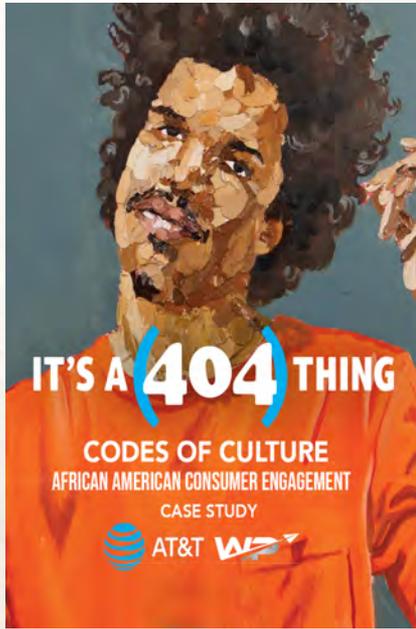
# CASE STUDIES

Our Success Stories



# CASE STUDIES

## Our Success Stories



## CODES OF CULTURE

*Beauty & Barbershop Activations*

AT&T tapped WP Integrated Marketing to maximize awareness around the AT&T Code of Culture campaign. We developed and executed an African American targeted campaign including beauty salon and barbershop influencer outreach, experiential activations and social media management. It was supported with custom content integrations, creating an audio experience of the code through custom radio programming, grassroots OOH, display and social.

### RESULTS

Driving conversation in the community

- To date Shared over 30,000 times on Facebook, Instagram, twitter and 'liked' by over 800,000 consumers, AT&T Codes of Culture barber & beauty shop experience was a hit with AA consumers.
- The campaign received over 6.2 million impressions to date.

## SOUTH SIDE

*Beauty and Barbershop Activations*

Understanding the cultural significance of beauty salons/barbershops as a way to drive buzz and WOM within the African-American community, WPIM activated selected beauty and barbershops in the Chicago Market. Beauty and barbershop activations included customized 'in-shop' events to enhance the salon/barbershop experience for AA patrons as well as street teaming activities to increase awareness and excitement for the South Side cable network series.

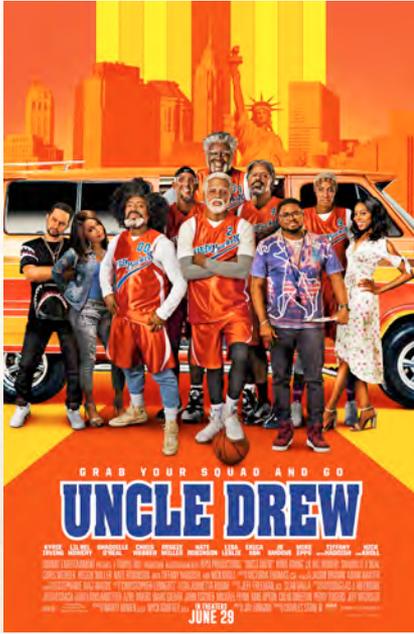
### RESULTS

- Shared over 4,000 times on Facebook, Instagram, twitter and 'liked' by over 103,000 fans, South Side barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 2.2 million impressions to date.



# CASE STUDIES

## Our Success Stories



## UNCLE DREW

*Beauty & Barbershop Activations*

To promote UNCLE DREW and to highlight the films storyline, our salon ambassadors distributed UNCLE DREW branded premium assets to top beauty and barbershops in 5 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.

### RESULTS

Driving conversation in the community

- Shared over 10,500 times on Facebook, Instagram, twitter and 'liked' by over 270,000 fans, UNCLE DREW barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 2.5 million impressions to date.

## EQUALIZER II

*Beauty and 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.

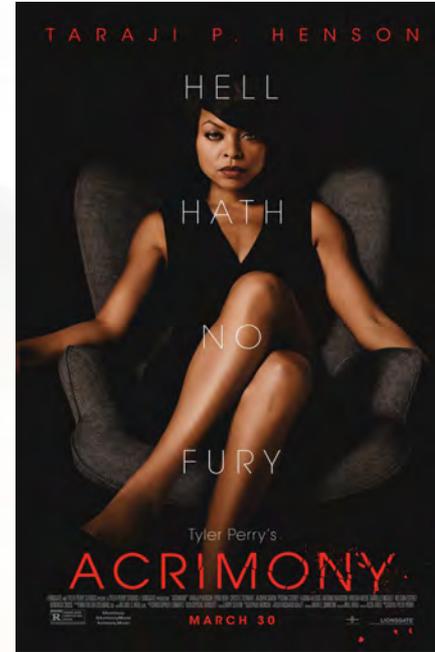
### RESULTS

- The campaign received over 3.2 million impressions to date and *Equalizer 2* opened with \$35.8 million in ticket sales, outperforming its predecessor.



# CASE STUDIES

Our Success Stories



## SUPERFLY

Salon & Barbershop  
Screening Takeovers

To promote Sony Picture's 2018 update of the 1970s blaxploitation film, Superfly, our salon and barbershop ambassadors distributed branded premium assets (designed and developed as custom pieces for salon distribution) to top barbershops and beauty salons in 10 markets. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about Superfly through branded premiums.

### RESULTS

Driving conversation in the community

- Shared over 17,200 times on Facebook, Instagram, twitter and 'liked' by over 300,000 fans, SUPERFLY barber & beauty shop experience was a hit with AA audiences. The campaign received over 4.2million impressions to date
- Superfly generated over \$8.4 million in box office sales during its first week of openings.

## ACRIMONY



TYLER PERRY STUDIOS

Salon  
Screenings and  
Takeovers

Understanding the cultural significance of beauty salons as a way to drive buzz and WOM within the African-American community, WPIM 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.

### RESULTS

Our efforts led Acrimony to become number 2 at the box office surpassing all projections. Acrimony opened to \$17.1 million at the box office for the number 2 spot.



# CASE STUDIES

Our Success Stories



## THE LAST O.G.

Salon & Barbershop Screening Takeovers

To promote the TBS The Last O.G. series and to highlight the shows storyline, our salon ambassadors distributed The Last O.G. branded premium assets (designed and developed as custom pieces for salon distribution) to top barbershops and beauty salons. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about The Last O.G. series through branded premiums.

### RESULTS

The Last O.G. Premieres as #1 Comedy, Biggest Cable Comedy Debut Since 2015  
Strongest TBS Original Premiere Ever  
Tracy Morgan's Comeback Delivers 1.8M Total Viewers, 882K P18-49 in LSD;  
Projected to Hit 1.25 Million in L7

## CLAWS

Salon and Barbershop Screenings and Takeovers

The top salons in each market hosted advance sneak peek screening takeover events in support Claws. This was an opportunity to have a **front row seat** and appeal to a segment that yields tremendous influence in shaping the overall urban AA female WPIM "eventized" the activations by creating the consumer engagement opportunity for women to get pampered and watch the pilot show of Claws.

### RESULTS

Driving Conversation in the Community:  
Shared over 5,000 times on Facebook, Instagram, twitter and 'liked' by over 100,000 fans, The Claws nail and salon experience was a hit with AA audiences. The Beauty and Nail Salon campaign received over 2.9 million impressions to date.

# CASE STUDIES

Our Success Stories



## UFC

*Barbershop Promotions & Takeovers*

UFC needed a way to reach African-American and Hispanic audiences through targeted promotions by hitting key cultural touch points at barbershops to garner support for a pay-per-view fighting event.

WPIM developed and executed a multi-tiered barbershop campaign that taps into the lifestyle and culture of the African-American and Hispanic male audience. WPIM utilized field teams to deliver branded promotional items from the event.

**RESULTS:**  
Over 11 million impressions delivered.  
Fight fans reached in barbershops in 8 markets  
Generated excitement and exposure through posting one sheet posters and promotional collateral.



## STEVE HARVEY SHOW

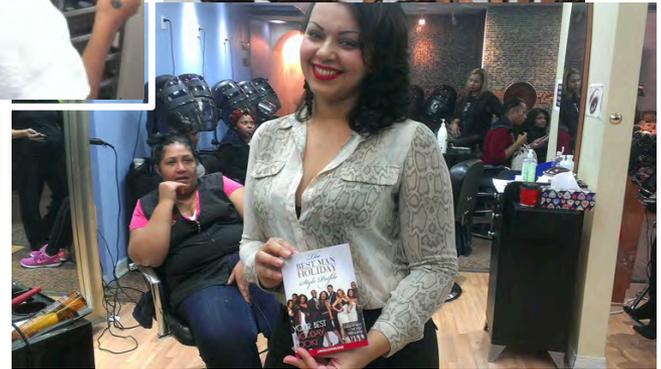
*Barbershop Promotions and Takeovers*

Understanding the cultural significance of the barbershop to drive to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for the Steve Harvey Show.

**RESULTS:**  
Barbershop promotions garnered over 5million impressions

# CASE STUDIES

Our Success Stories



## RIDE ALONG

Salon & Barbershop Takeovers

To target African-American males, an important consumer segment for the film, the team "took over" top barbershops across the nation to host an exclusive Ride Along experience. Each babershop takeover featured special event elements including; free haircuts, food and drinks, as well as screening opportunities.

**RESULTS:**  
Barbershop promotions garnered over 5million impressions

## THE BEST MAN HOLIDAY

Barbershop Promotions and Takeovers

To promote The Best Man Holiday and to highlight the film's exclusive brand partnership with Motions Hair Products and Black Opal, the team distributed style guides designed and (developed as a custom piece for salon distribution) to top salons and barbershops. The guides and subsequent distribution were an effective way of reaching a captive AA audience, while organically messaging about the film through style profiles of of the women in the film.

Style suites created the opportunity for patrons "get the look" from their favorite cast members.

**RESULTS:**  
Over 2.9million Salon impressions and 22,000 Facebook likes

# CASE STUDIES

Our Success Stories



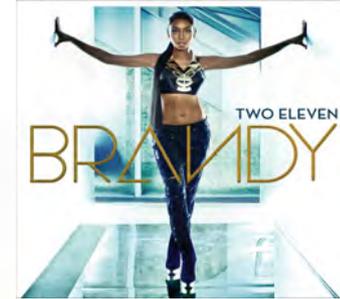
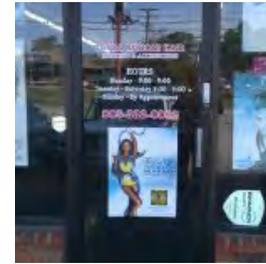
## NON STOP

*Barbershop Flight Attendant Activation*

Leverage WPIM to reach African American M aged 18-45 yrs. Generate excitement through event. Elements included: social media and on site marketing, on site Flight attendant models, branded NON-STOP promotional items given away including, travel kits, travel wallets, T-shirts, sleeping masks and screening passes.

Over 150,000 consumers reached through select AA barber shops in the ATL, DC, NY, Detroit, LA, Chicago, and Philly markets. Excitement was generated through in-store and social media promotions.

**RESULTS:**  
Barbershop promotions garnered over 5million impressions. Over 150,000 consumers reached through select AA barber shops in the ATL, DC, NY, Detroit, LA, Chicago, and Philly markets. Excitement was generated through in-store and social media promotions.



## BRANDY TWO ELEVEN

*Salon Activation*

Leverage WPIM to reach African American W 22-34. WPIM generated exposure through posters prominently place in salons  
 Elements included: posters, Samplers, post cards. Over 100,000 consumers were reached through 250 urban salons in 6 markets  
 Call to action was generated through CD samplers and posters distributed at salons

**RESULTS:**  
Over 100,000 consumers were reached through 250 urban salons in 6 markets  
 Call to action was generated through CD samplers and posters distributed at salons



# CASE STUDIES

Our Success Stories



## EMPIRE

Salon & Barbershop Takeovers

Understanding the cultural significance of the barbershop to drive to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for the Empire Show.

**RESULTS:**

Over 20 million impressions delivered.  
 500,000 customers reached in beauty salons in 10 markets.  
 Empire premiered to 9.8 million viewers and a 3.7 rating among adults 18-49.

## EMPIRE SOUNDTRACK

Salon Takeovers

WPIM generated excitement through hairstylists handing out promotional tools targeting patrons visiting the salons. Hair Salons provided patrons with branded promo items. The soundtrack debut #1 on the Charts selling over 130,000 units the first week.

**RESULTS:**

Over 400,000 consumers were reached through AA beauty salons in 11 markets. Excitement was generated thru consumer engagement distributing branded promotional materials. Posting advertising posters at targeted locations.

# CASE STUDIES

Our Success Stories



## REGIONS BANK

*Salon & Barbershop  
Takeovers*

The challenge was to create an effective Regions bank scholarship awareness campaign using urban salon saturation to reach new AAW/M 18-up. WPIM delivered a targeted promotion that appeals to the target audience and builds momentum for the ride forward program.

### RESULTS:

Over 250,000 consumers were reached through 450 urban salons in 9 markets  
Awareness was generated through signage placement in salons.



# FOX

## BLACK NATIVITY

*Faith-based promotion*

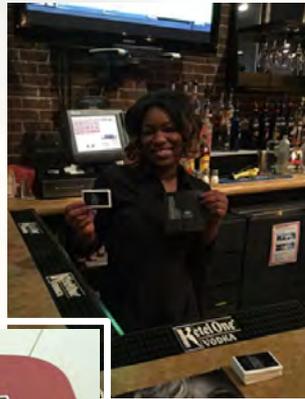
Understanding the cultural significance of the barbershop to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for the Black Nativity Movie.

### RESULTS:

Over 400,000 impressions.  
Consumers reached through African-American church brunches in 5 markets.  
Excitement was generated through congregations participating and prominently placing branded items at church services and brunch events.

# CASE STUDIES

## Our Success Stories



## MARY J. BLIGE

*Soul-Food Eatery, Salon & Barbershop Takeovers*

Understanding the cultural significance of Soul-Food eateries, barbershops and beauty salons to drive to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for Mary J. Blige's "The London Sessions."

### RESULTS:

Over 10 million impressions delivered  
200,000 consumers reached in beauty salon in 5 markets  
Album debut #9 55,000 first week album sales



## MAXWELL

*Soul-Food Eatery, Salon & Barbershop Takeovers*

Understanding the cultural significance of Soul-Food eateries, barbershops and beauty salons to drive to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for Maxwell's "Black Summers' Night."

### RESULTS:

Over 600,000 consumers were reached through AA beauty salons in 12 markets  
Excitement was generated thru consumer engagement distributing branded promotional materials. Posting advertising posters at targeted locations.

# CASE STUDIES

Our Success Stories



## THE MAYOR

*Salon & Barbershop  
Screening Takeovers*

To promote the ABC The Mayor series and to highlight the shows storyline, our salon ambassadors distributed The Mayor branded premium assets (designed and developed as custom pieces for salon distribution) to top barbershops and beauty salons. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about The Mayor series through branded premiums. The branded swag items served as a conversation starter and buzz driver the shows theme.

### RESULTS

Driving Conversation in the Community  
Shared over 10,000 times on Facebook, Instagram, twitter and 'liked' by over 200,000 fans, The Mayor beauty and barbershop experience was a hit with AA audiences. The Beauty and Barbershop campaign received over 3.9 million impressions to date.



**WGN**  
AMERICA

## UNDERGROUND

*Salon and  
Barbershop  
Takeovers*

Understanding the cultural significance of the barbershop to drive to drive buzz and WOM within the African-American community, WPIM developed and executed a multi-tiered urban soul-food and salon campaign that taps into the lifestyle and culture of the AA audience. WPIM utilized field teams to deliver branded promotional material for the Underground Show.

### RESULTS:

Over 400,000 consumers were reached through AA beauty salons in 11 markets. Excitement was generated thru consumer engagement distributing branded promotional materials. Posting advertising posters at targeted locations.



# NEXT STEPS

Enable your success with Wil Power Integrated Marketing

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