



THE  
**EQUALIZER**  
CASE STUDY



AFRICAN AMERICAN AUDIENCE BARBERSHOP/SALON ACTIVATION



# THE EQUALIZER

## AFRICAN AMERICAN AUDIENCE BARBERSHOP/SALON ACTIVATION



## Challenge

- To execute a barbershop activation to promote Sony Pictures EQ3 movie. Our barbershops' and salon influencers delivered movie franchise engagement messaging in top barber shops and salons the top 10 markets across the nation. The branded posters and movie swag subsequent distribution were an effective way to engage a captive AA audience. The t-shirts and posters served as a conversation starter and buzz to drive awareness and fuel first weeks box office attendance.
- We delivered a targeted promotion that appeals to the core Equalizer 3 and Denzel Washington fanbase and builds momentum and box office attendance.

**CAMPAIGN PERIOD:**  
**August 11<sup>th</sup> – September 8<sup>th</sup> 2023**





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## Takeovers

- Leverage WPIM to reach African American Audience
- Drive first week ticket sales by joining conversations and driving group ticket sales.
- The AA barbershop and salon became a hub of discussions about this action-thriller franchise film.
- Shops are laced with posters and t-shirts
- Elements included:
  - Static Window Posters
  - Distribution of branded T-shirts



# THE EQUALIZER 3

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### Driving Conversation in the Community

- Reaching over 800,000 consumers in 10 market through barbershops and salons
- This barbershop/salon activation was a hit with AA consumers.

### Results

- The Equalizer 3 four-day domestic box office debut was over \$42 million, **Labor Day holiday's second-biggest opening of all time.** (31 percent of the audience was African American)

