

PREMIER BOXING CHAMPIONS



UNDISPUTED WELTERWEIGHT CHAMPIONSHIP

# SPENCE JR vs CRAWFORD

BARBERSHOP ACTIVATION



CASE STUDY

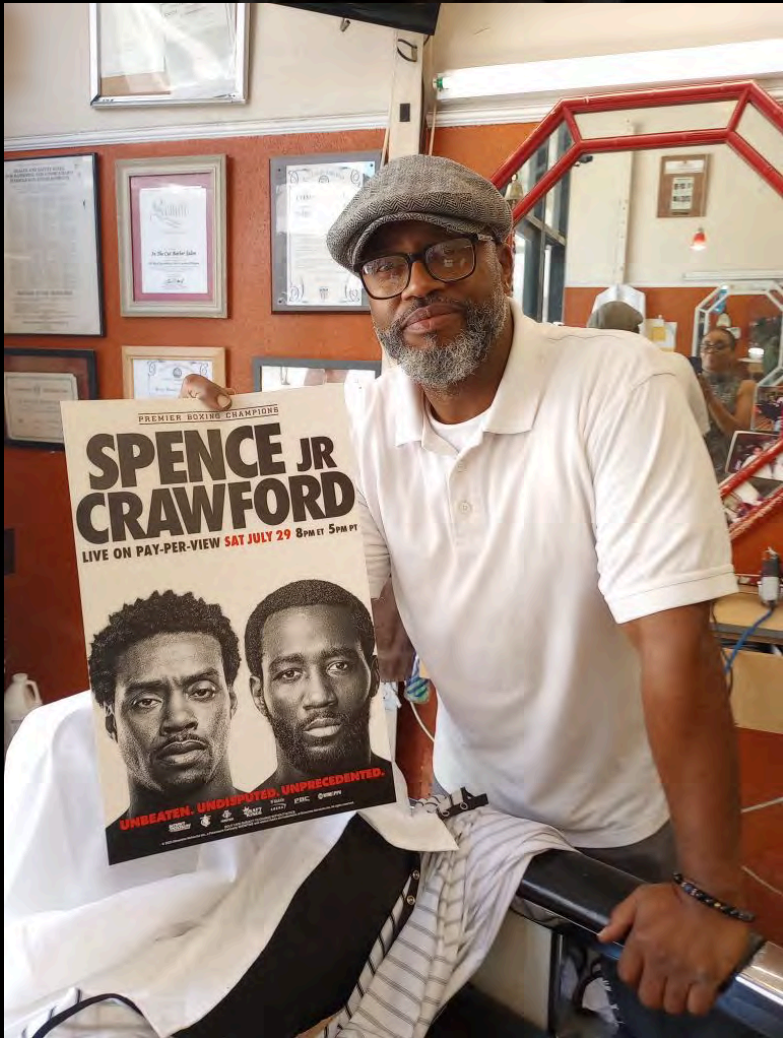


UNDISPUTED WELTERWEIGHT CHAMPIONSHIP

# SPENCE JR vs CRAWFORD



SHOWTIME PPV SPENCE - CRAWFORD BARBERSHOP ACTIVATION



## Challenge

- To execute a barbershop activation to promote the Showtime Spence-Crawford mega fight. Our barbershops and social media influencers delivered fan engagement messaging in top barber shops in major markets across the nation and on social media channels. The branded posters and swag subsequent distribution were an effective way to engage a captive AA boxing fan base. The posters served as a conversation starter and buzz driver to PPV buys
- We delivered a targeted promotion that appeals to the core boxing fan and builds momentum and pay-per-view intent for fight night.

**CAMPAIGN PERIOD:**  
July 22nd 2023 – July 29th 2023



# SHOWTIME

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## Leverage WPIM to reach African American Boxing Fans

- Drive pay-per-view sales by sparking debates and fight prediction conversations
- The barbershop became a hub of heated discussions about the Spence-Crawford bout, legendary fighters, and upcoming prospects.
- Barbershops are laced with posters.
- Elements included:
  - Static Window Posters
  - Heavy social media influencers





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## Social Media Posts

ANDYAUTHENTIC Posts

Liked by mrhelluva and others  
andyauthentic #WHOYOUGOT !?  
Can't wait to see this WAR! The shop is buzzin about this one #SpenceCrawford I'm ordering on PPV today !!  
@showtimeboxing @imwilpower

Reels

andyauthentic

#WHOYOUGOT !?  
Can't wait to see this WAR! The shop is buzzin about this one #SpenceCrawford I'm ordering on PPV today !!  
@showtimeboxing @imwilpower

Liked by mrhelluva and others

PLATANO\_GUCCI Posts

Liked by los\_cut\_it and 259 others  
platano\_gucci Bueno la cosa está spicy a quien ustedes van a SPENCER o a CRAWFORD... more

Reels

platano\_gucci

SATURDAY JULY 29  
Bueno la cosa está spicy a ...  
Liked by los\_cut\_it and 259 others  
ino\_gucci · 3 people

Reels

flavainyahair

This is going to be a GOODIE!  
@flavainyahair we can't decide.  
Spence or Crawford?  
#WHOYOUGOT @imwilpower  
For the best view quality make sure you tuned in with @showtimeboxing  
Order your PPV today!  
@Showtime.com/PPV

Liked by los\_cut\_it and 10 others  
platano\_gucci Bueno la cosa está spicy a quien ustedes van a SPENCER o a CRAWFORD ? ? va a ser una guerra !! esto no se lo pueden perder 🍌🍌🍌  
@showtimeboxing @showtime.ppv @imwilpower  
#SpenceCrawford #WHOYOUGOT  
43 minutes ago · See translation

drasticartbarbering 5m  
Yo me inclino a #crawford por su ring IQ, creo que Spence style es de mucha presión y poner su peso y fuerza sobre Crawford, pero eso veo a Crawford usándolo a su favor. Pero

Comments

monster\_eddiejr 3d  
Spence all day  
1 like Reply

barberslashartist 3d  
🔥🔥🔥🔥  
Reply

its\_a\_paris\_thing\_ 4d  
Spence!!!  
1 like Reply

Reels

flavainyahair

#SpenceCrawford  
This is going to be a GOODIE !  
@flavainyahair we can't decide.  
Spence or Crawford?  
#WHOYOUGOT @imwilpower  
SATURDAY JULY 29  
For the best view quality make sure you tuned in with @showtimeboxing  
Order your PPV today!

Reels

buff\_dabarber

BIG FIGHT GOING DOWN SPENCE BS CRAWFORD ON @showtimeboxing HIGHLY ANTICIPATED FIGHT .. WHO ARE YAW ROCKING WIT ON THIS ONE COMMENT BELOW @imwilpower #spencecrawford #spencecrawford #WHOYOUGOT  
#barber · Original audio

Liked by los\_cut\_it and 10 others  
platano\_gucci Bueno la cosa está spicy a quien ustedes van a SPENCER o a CRAWFORD ? ? va a ser una guerra !! esto no se lo pueden perder 🍌🍌🍌  
@showtimeboxing @showtime.ppv @imwilpower  
#SpenceCrawford #WHOYOUGOT  
42 minutes ago · See translation

Reels

buff\_dabarber

@showtimeboxing HIGHLY ANTICIPATED FIGHT .. WHO ARE YAW ROCKING WIT ON THIS ONE COMMENT BELOW @imwilpower #spencecrawford #spencecrawford #WHOYOUGOT  
Followed by jonas\_flycuts and 31 others  
Original audio buff\_daba

Comments

cutzbyesco 1d  
Spence for sure  
Reply

realbarberinc 2d  
I'll be in Vegas fashow  
Reply

kamzahpremium 3d  
Crawford!!!! 🍌🍌🍌  
1 like Reply

ANDYAUTHENTIC Posts

Liked by mrhelluva and others  
andyauthentic #WHOYOUGOT !?  
Can't wait to see this WAR! The shop is buzzin about this one #SpenceCrawford I'm ordering on PPV today !!  
@showtimeboxing @imwilpower  
View all 7 comments  
realbarberinc I'll be in Vegas fashow  
cutzbyesco Spence for sure





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SHOWTIME PPV SPENCE - CRAWFORD BARBERSHOP ACTIVATION



## Driving Conversation in the Community

Shared over 7MM K times on Tik Tok, Instagram, FB and 'liked' by over 1MM Fans. THE SHOWTIME + SPENCE-CRAWFORD barbershop activation was a hit with AA fight fans.

## Results

- Over 700,000 pay-per-view buys, raking in over \$50 million in revenue.
- Over the 10-day final push campaign duration, the number of fight fans who considered purchasing the PPV more than doubled in metropolitan areas.
- 10-15 X higher purchase intent.
- Shared over 7MM times on Tik Tok, Instagram, FB and 'liked' by over 1MM Fans. THE SHOWTIME + SPENCE-CRAWFORD barbershop activation was a hit with AA and HA fight fans.

