

RECORDED IN KANSAS CITY  
"90 Proof"

J. COLE

90 PROOF

SMINO

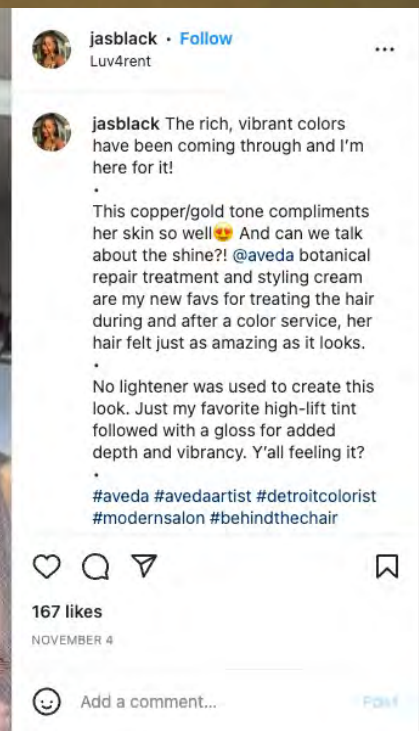
PARENTAL  
ADVISORY  
EXPLICIT CONTENT

# AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT CASE STUDY





## AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT



## Challenge

- To execute a social media barbershop influencer activation to promote Motown Records artist Simno's record release (90 proof). Our social media influencers integrated the song into their hair transformation posts.
- We created an awareness campaign using barbershop influencers engagement.
- Our barbershop social media influencers organically connected Simno's record with his target audience.
- We delivered a targeted promotion that appeals to the core fan base and builds momentum for album downloads and sales.
- **CAMPAIGN PERIOD: October 28th – November 11th 2022**

Leverage WPIM to reach African American Males/Females HipHop fans aged 18+ years.

SMINO



# SMINO

## 90 Proof.

### AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT

## Social Media

Our social media influencers integrated the song into their hair transformation posts. View sample Instagram promotions by clicking on them.





## AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT



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## Total Exposure

- Over 3.5 MM followers accounts reached through our influencers.
- 4.1 percent accounts engaged to date.
- Liked over 150k+ times on Instagram, TikTok and Reels.
- Sold over 13k copies in first week.

