



# LEVERAGING THE AFRICAN-AMERICAN BARBERSHOP AND SALON COMMUNITY

WIL POWER OVERVIEW



# WHAT

**WIL POWER GIVES BRANDS UNMATCHED ACCESS TO THE HEART OF THE BLACK HAIR EXPERIENCE, A CULTURAL INSTITUTION IN THE BLACK COMMUNITY**

# HOW

**ACCESS TO AN AUDIENCE OF 30 MILLION ACROSS A NETWORK OF OVER 50K BEAUTY AND BARBERSHOPS NATIONWIDE—AND A VIRTUAL COMMUNITY OF 15 MM UNDUPLICATED IN SOCIAL MEDIA FOOTPRINT**

# WHY

**BRANDS GET THE BENEFIT OF OUR CULTURAL CAPITAL AND CREDIBILITY IN BLACK BEAUTY INDUSTRY (OUR FOUNDER WAS A LICENSED COSMETOLOGIST AND BARBERSHOP OWNER FOR OVER 10 YEARS)**



# WIL POWER INTEGRATED MARKETING IS:

- AN AFRICAN-AMERICAN-OWNED COMPANY, SPECIALIZING IN AUTHENTICALLY CONNECTING BRANDS AND WITH MULTICULTURAL AUDIENCES
- A MASSIVE NETWORK OF OVER 50,000 SALON PARTNERS ACROSS THE U.S.
- A HIGHLY-ATTENTIVE AUDIENCE OF OVER 30 MILLION AFRICAN-AMERICAN CONSUMERS
- A 15+ MILLION UNDUPLICATED SOCIAL MEDIA WEEKLY FOOTPRINT (INSTAGRAM, TIKTOK AND FACEBOOK)
- A LEADER IN PREMIUM, ORGANIC AND HIGH-TOUCH EXPERIENTIAL, OOH AND SAMPLING DESIGNED TO BUILD PURCHASE INTENT AND BRAND LIFT
- MULTI-TOUCH AND DEEP ENGAGEMENT WITH 12-20 VISITS TO OUR VENUES PER YEAR
- NIMBLE, AGILE AND WORKS AT THE BREAKNECK SPEED OF CONSUMERS

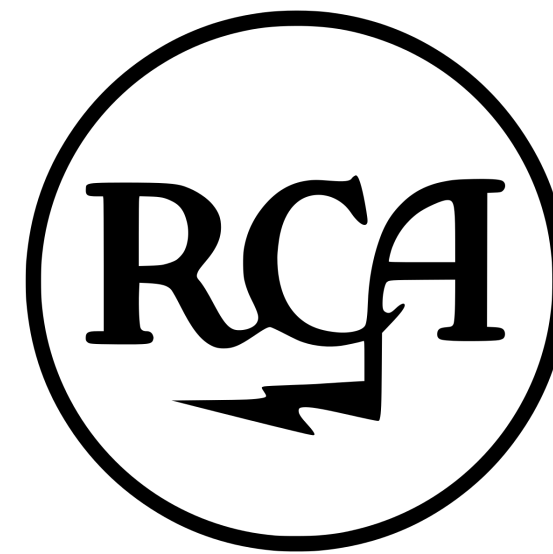
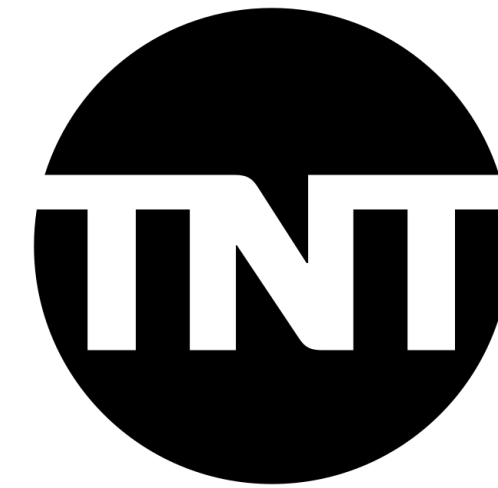




# BRANDS THAT TRUST WPIM



AT&T



MGM



LIONSGATE™



# AUTHENTIC SALON PARTNERS MEANS:

- DEEP ACCESS TO THE CULTIVATORS OF CULTURE
- A TRUSTED COMMUNITY OF INFLUENCERS WHO HAVE THE UNIQUE POWER TO IMPACT TRENDS AND CONSUMER BUYING DECISIONS
- A HIGHLY CAPTIVE AND RECEPTIVE AUDIENCE THAT VALUES WHAT THEIR HAIRSTYLIST RECOMMENDS
- UNQUESTIONED CORNERSTONES OF THE COMMUNITY
- HIGHLY TARGETED LOCATIONS—DOWN TO SPECIFIC AND KEY TARGET NEIGHBORHOODS
- AN AUTHENTIC WAY TO CONNECT WITH A VERY HARD-TO-REACH AND SKEPTICAL AUDIENCE
- GENUINE CONSUMER BUZZ AT SCALE





## **THE DATA THAT INFORMS OUR APPROACH:**

- **AFRICAN-AMERICANS HAVE \$1.5 TRILLION (AND GROWING) IN BUYING POWER (AC NEILSEN)**
- **AFRICAN-AMERICANS MAKE 8 TIMES MORE SHOPPING TRIPS OF ANY OTHER DEMOGRAPHIC IN AMERICA**
- **HIGHLY CAPTIVE AUDIENCES:**
  - **AFRICAN-AMERICAN WOMEN SPEND AN AVERAGE OF 2-4 HOURS WEEKLY IN A SALON**
- **90% OF AFRICAN-AMERICAN CONSUMERS LIVE IN HOUSEHOLDS WITH SMARTPHONES—6% ABOVE GENERAL POPULATION (NIELSEN)**
- **AFRICAN-AMERICANS HAVE CULTURAL CAPITAL—AND OUTSIZED INFLUENCES IN AMERICAN CULTURE: 81% MORE LIKELY TO INFLUENCE WHAT PEOPLE LISTEN TO OR WEAR**

# WHERE WPIM EXCELS FOR BRAND PARTNERS

- DEEP CULTURAL IMPACT, RELEVANCE AND ENGAGEMENT
- AUTHENTICALLY POSITIONED TO GAIN TRAIL AMONG FAST-GROWING MULTICULTURAL CONSUMERS
- ACCESS TO CULTURAL CAPITAL AND CULTURE SHAPERS
- HIGHLY CREDIBLE INFLUENCERS WHO FOSTER TRUST AND CONVERT INTENT TO SALES
- CONVINCING BRAND STORIES THAT GO FAR BEYOND TRADITIONAL COMMUNICATION
- POWERFUL IN-VENUE, PERSONALIZED EDUCATION ABOUT BRAND PRODUCTS AND ATTRIBUTES
- CONSISTENT SALES AND OVER-INDEXING IN:
  - GLOBAL CPG
  - ENTERTAINMENT AND MEDIA



# WPIM IN ACTION: AT&T CODES OF CULTURE

## THE BRIEF

AT&T tapped WPIM to maximize awareness around the brand's 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.

## THE PROGRAM

Understanding the cultural significance of beauty salons and barbershops as a way to drive buzz and WOM within the African-American community, WPIM activated selected beauty and barbershops in the top African-American markets across the nation.

Beauty and barbershop activations included customized 'in-store' merchandising to enhance the barber and beauty shop experience for AA patrons as well as street teaming activities to increase awareness.



## THE RESULTS

- **15-30x higher switching intent vs. category baseline**
- **In a competitive category where only 2% of the market moves to a new carrier, we saw the top two box scores seeing lift, ranging from 37% to 74%**
- **Over the 12-month campaign duration, the number of people who agree "AT&T is culturally relevant" more than doubled in metropolitan areas**
- **Shared over 30,000 times on Facebook, Instagram, Twitter and 'liked' by over 800,000 consumers**
- **Over 29.2 million impressions to date**

*It was an absolute pleasure working with WPIM. The importance of barbershops and salons cannot be understated, and the team's connections to these places of business was authentic, genuine, and impactful.*

*Working with them was both incredibly creative and collaborative, and I really appreciate them always going the extra mile.*

*- Jay Legaspi, Director of Context Planning, Translation*





**WE LOOK FORWARD TO GROWING THE AFRICAN-AMERICAN COMMUNITY WITH YOU**

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