

BRANDY ALBUM

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Sept.-Oct. 2012

Challenge: RCA Records needed a creative way to re-introduce Brandy to her fan base and wanted a direct pipeline to the AA female audience.

Situation Analysis:

RCA Records had a few obstacles to overcome when promoting her album. First Brandy is an established artist re-entering into the music landscape after a prolonged absence. We wanted to reach those Urban AAW adult radio listeners 18-34 that are still physical buyers.

Solution:

WPE developed an urban salon campaign that taps into the lifestyle and culture of the African-American female audience. WPE utilized salon ambassadors to prominently display one sheet posters and distribute sampler CD's. This took place in the top 6 markets.

Tactics:

- Over 150,000 consumers reached in 6 markets
- Generated excitement through stylists handing out sampler CD's
- Samplers were provided to salons to put on rotation

Results: Debuted #1 on the Billboard R&B albums charts, sold over 64,000 copies.

Brandy Album

