



WIP  
Wil Power  
VVI  
Entertainment

# SUPERFLY

## CASE STUDY

SUMMER

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Superfly  
Superfly/Power



## CHALLENGE

WPE was tapped to reach African-Americans through targeted promotions and outreach by hitting key cultural touch points such as AA beauty salons to garner support for SUPERFLY.

## SOLUTION

Understanding the cultural significance of beauty salons as a way to drive buzz and WOM within the African-American community, WPE activated selected beauty shops in the top 10 AA markets across the nation. Beauty and barbershop activations included customized 'in-store' merchandising to enhance the salon experience for AA patrons as well as street teaming activities to increase awareness and excitement for the SUPERFLY movie.





## BEAUTY & BARBERSHOP ACTIVATIONS

To promote SUPERFLY and to highlight the film's storyline, our salon ambassadors distributed SUPERFLY branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty and barbershops in 10 AA markets across the nation. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the movie through branded premiums. The branded swag items served as a conversation starter and buzz driver of the film's theme.



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## SOCIAL MEDIA STRATEGY

Tasked with coordinating salon social media, we developed a curated list of beauty salon and barbershop influencers with engaged fan bases that aligned with SUPERFLY'S target demographic. To maximize reach, we worked with salon influencers to develop creative concepts that felt authentic to their fans.



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#Superfly

## SUPERFLY

### *Haircut Contest*

CHALLENGE BARBERS/STYLISTS NATIONWIDE TO BE THE FIRST TO POST THEIR BEST "SUPERFLY" HAIRSTYLE SELFIES TO INSTAGRAM, FB OR SNAP CHAT AND PROVIDING WINNERS WITH A CHANCE TO **WIN \$600 CASH.**

Barbers/Stylists will upload their best Superfly hairstyle pics where their customers, friends and families can vote for barber/stylists on their instagram or facebook pages. The stylists/barber in each market with the most votes will be deemed the winner of the contest.

Ask clients and barbers to upload haircut selfies to instagram to further promote voting (ex. "@HairbyRob always provides me with Superfly haircuts! Be sure to cast a vote for them in the #Superflyhaircut #Superflymoviehair contest online **WINNING BARBER WILL WIN \$600 CASH!**

SONY PICTURES

BARBERS

## SOCIAL MEDIA STRATEGY

WPE ran a social media Challenge, challenging hairstylists nationwide to be the first to post their best "Superfly" hairstyle selfies to Instagram, FB or snap chat and providing winners with a chance to win \$600 cash. This generated over 25,000 entries and over 1 million impressions.

## RESULTS

SUPERFLY generated over \$8.4 million at the box office during its opening week.

## DRIVING CONVERSATION IN THE COMMUNITY

- Shared over 15,000 times on Facebook, Instagram, twitter and 'liked' by over 300,000 fans, SUPERFLY barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 3.9 million impressions to date.

