



WFS

UNCLE DREW

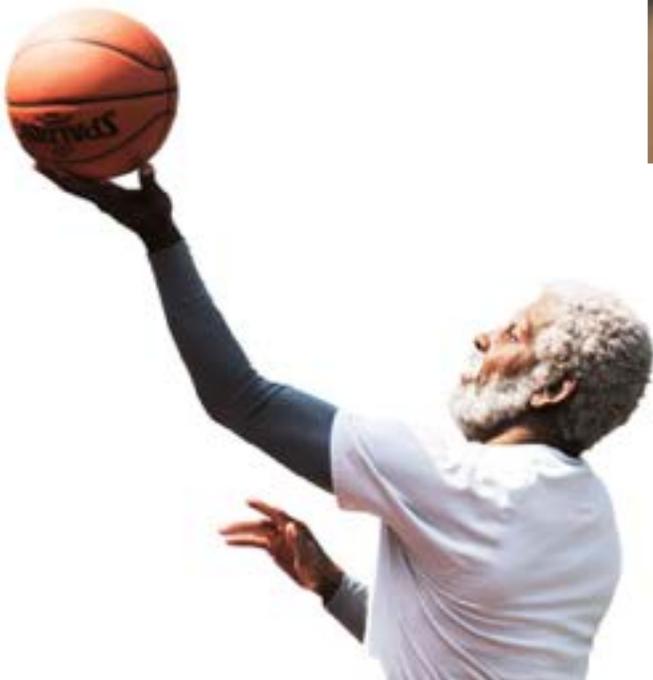
CASE STUDY

CHALLENGE

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

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 5 African American markets across the nation. Beauty and barbershop activations included customized 'in-store' merchandising to enhance the salon experience for African-American patrons as well as street teaming activities to increase awareness and excitement for the UNCLE DREW movie.





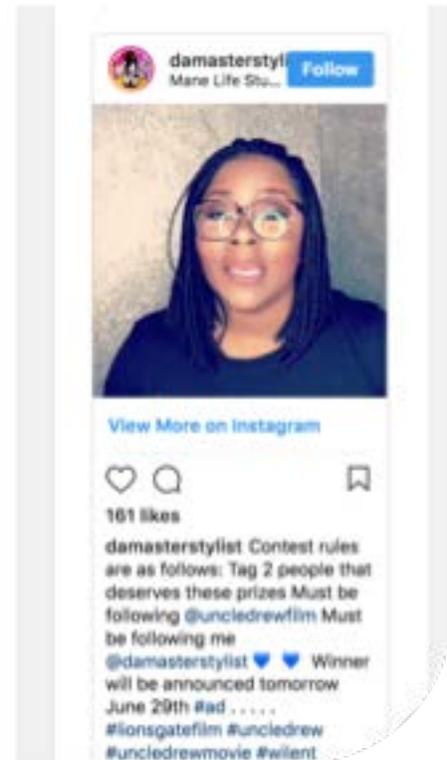
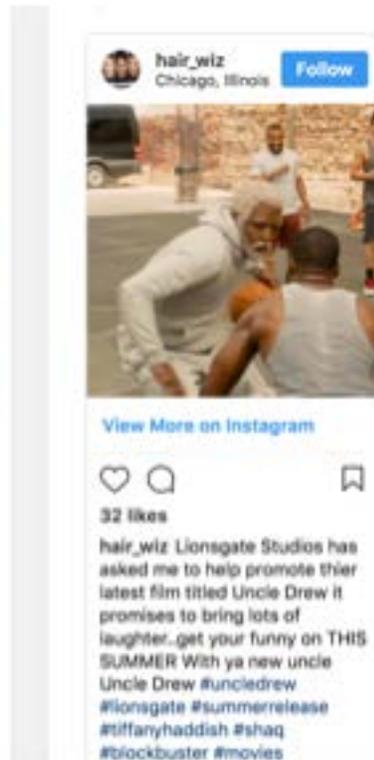
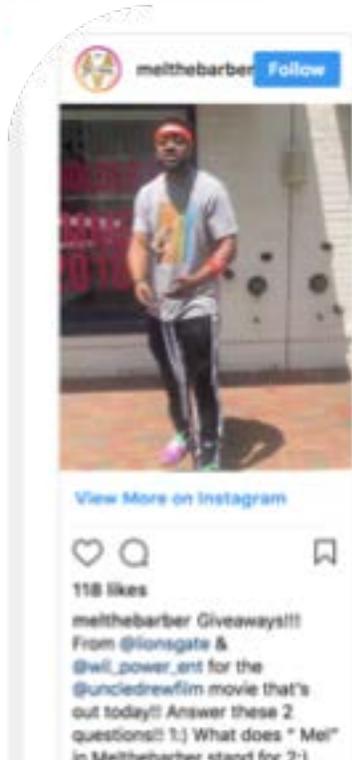
BEAUTY & BARBERSHOP ACTIVATIONS

To promote UNCLE DREW 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 5 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.



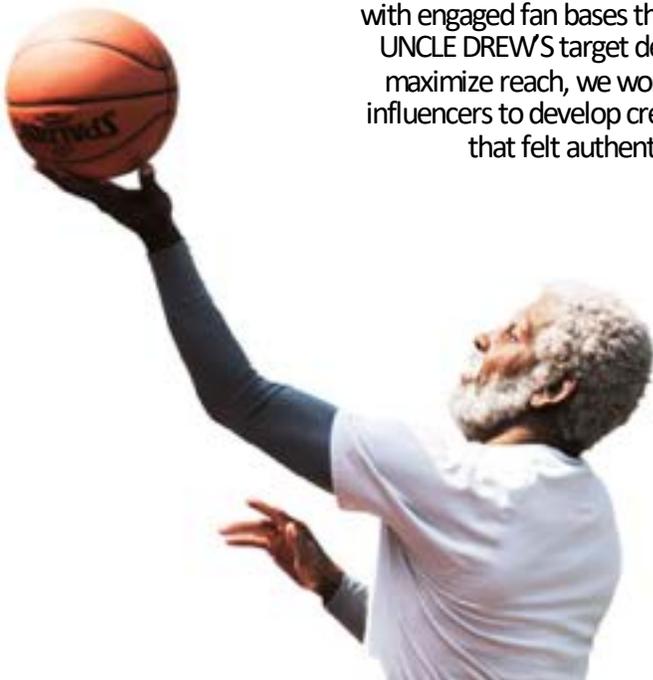
UNCLE DREW

CASE STUDY



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 UNCLE DREW'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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INSTAGRAM CAMPAIGNS](#)

DRIVING CONVERSATION IN THE COMMUNITY

- Shared over 10,500 times on Facebook, Instagram, twitter and 'liked' by over 270,000 fans, UNCLE DREW barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 2.5 million impressions to date.



RESULTS

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