



THE
Last
O.G.

WVW
Wil Power
VVI
Entertainment



AFRICAN AMERICAN
CONSUMER ENGAGEMENT
CASE STUDY



THE Last O.G.

CASE STUDY



CHALLENGE

TBS tapped Wil Power Entertainment to maximize awareness around the highly-anticipated The Last O.G. television series. We developed and executed an African American targeted campaign including beauty salon and barbershop influencer outreach, experiential activations and social media management.

SOLUTION

Understanding the cultural significance of beauty salons and barbershops as a way to drive buzz and WOM within the African-American community, WPE activated selected beauty and barbershops in the top 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 appointment viewing for The Last O.G. series.



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BEAUTY SALON & BARBERSHOP TAKEOVERS

To promote The Last O.G. and to highlight the shows storyline , our salon ambassadors distributed branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty salons and barbershops in key markets . The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the television sitcom through branded premiums.

The branded swag items served as a conversation starter and buzz driver of the shows theme.



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SOCIAL MEDIA STRATEGY

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

RESULTS

The Last O.G. Premieres as #1 Comedy, Biggest Cable Comedy Debut Since 2015 Strongest TBS Original Premiere Ever

Tracy Morgan's Comeback Delivers 1.8M Total Viewers, 882K P18-49 in LSD; Projected to Hit 1.25 Million in L7



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DRIVING CONVERSATION IN THE COMMUNITY

Shared over 20,000 times on Facebook, Instagram, twitter and 'liked' by over 500,000 fans, The Last O.G. beauty and barbershop experience was a hit with AA audiences.

The campaign received over 4.5 million impressions to date.

