

June-July 2012

## Challenge:

RCA Records needed a creative way to break new artist Elle Varner 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 Elle is a new artist entering into a music landscape of high profile established artist. 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:

Elle Varner's debut album *Perfectly Imperfect* landed at the #2 spot on the Billboard R&B Albums chart and the #1 spot on the iTunes R&B/Soul chart.

Elle Varner

