

EMELI SANDE

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June-July 2012

Challenge:

Capitol Records needed a creative way to break new artist Emeli Sande and wanted a direct pipeline to the AA female audience.

Situation Analysis:

Capitol Records had a few obstacles to overcome when promoting her album. First Emeli is a new artist and is from the U.K. as was not known in the U.S. 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 full CD's and branded bookmarks. This took place in the top 5 markets.

Tactics:

- Over 100,000 consumers reached in 5 markets
- Generated excitement through stylists handing out branded bookmarks
- Full CD's were provided to salons to put on rotation

Results:

The campaign was successful on every level. Emeli Sande's awareness was elevated to 75%-80% in each market.

Emeli Sande

