

January- 2015

Challenge:

Reach African-Americans through targeted promotions and outreach by hitting key cultural touch points such as beauty salons and barber shops to garner support for the television shows campaign.

Solution:

Understanding the significance beauty salons/barber shops as a way to drive buzz and WOM within the African-American community, Wil Power Entertainment activated select beauty salons in top AA markets across the nation. WPE developed and executed a multi-tired urban salon campaign that taped into the lifestyle and culture of the AA audience. WPE utilized field teams to deliver branded promotional items from the Empire show. We distributed t-shirts, branded ear buds, compact mirrors, and posters.

- Over 20 million impressions delivered
- 500,000 consumers reached in beauty salons in 10 markets
- Empire premiered to 9.8 million viewers and 3.7 rating among adults 18-49
- Empire now is the highest rated show on Fox in over 3 years and has shattered ratings records that stood for more than 23 years.

Wil Power knows the urban audience and executes a great targeted promotion. We could not be happier with the chatter and excitement they created for our show. We look forward to working together again in the future!

Fox Empire

