



South Side

CASE STUDY





COMEDY CENTRAL SOUTH SIDE AFRICAN AMERICAN CONSUMER ENGAGEMENT ACTIVATION

CLIENT: Comedy Central | South Side
MARKETS: National

CHALLENGE

Reach African-Americans through targeted promotions and outreach by hitting key cultural touch points such as AA barbershops and beauty salons to garner support for shows campaigns.

SOLUTION

Understanding the cultural significance of beauty salons/barbershops as a way to drive buzz and WOM within the African-American community, WPIM activated selected beauty and barbershops in the Chicago Market. Beauty and barbershop activations included customized 'in-shop' events to enhance the salon/barbershop experience for AA patrons as well as street teaming activities to increase awareness and excitement for the South Side cable network series.





BEAUTY SALON & BARBERSHOP TAKEOVERS

To promote the Comedy Central South Side series and to highlight the shows storyline, our salon ambassadors distributed South Side branded premium assets (designed and developed as custom pieces for salon distribution) to top barbershops and beauty salons. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the South Side series through branded premiums. The branded swag items served as a conversation starter and buzz driver the shows theme.

SALON TAKEOVERS AND SCREENING PARTIES

The top AA barbershops and shops hosted advance screening takeover events in support the South side show. This was an opportunity to have a **front row seat** and appeal to a segment that yields tremendous influence in shaping the overall urban AA male and female consumer.

WPIM “eventized” the activations by creating the consumer engagement opportunity for men and women to get pampered and watch the pilot show of South Side. The screenings included key tastemakers, influencers and social media to spread the word about the South Side advance screening experience.





BEAUTY SALON & BARBERSHOP TAKEOVERS

To target African-American males and females, an important consumer segment for the show, WPIM “took over” top beauty salons and barbershops in Chicago to host an exclusive South Side experience. Each salon takeover included special event elements such as: free hairstyles, haircuts, food and drinks, screening opportunities and more.

DRIVING CONVERSATION IN THE COMMUNITY

- Shared over 4,000 times on Facebook, Instagram, twitter and 'liked' by over 103,000 fans, South Side barber & beauty shop experience was a hit with AA audiences.
- The campaign received over 2.2 million impressions to date.

