

ALEX BOYD

Other Projects

Oct-Nov. 2012

Challenge: RCA Records needed a creative way to introduce Alex Boyd's new album to his fan base and wanted a direct pipeline to the AA female audience.

Situation Analysis:

RCA Records wanted to reach those Urban AAW adult radio listeners 22-34 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 5 markets.

Tactics:

- Over 200,000 consumers reached in 5 markets
- Generated excitement through stylists handing out sampler CD's and

bookmarks

- Samplers were provided to salons to put on rotation

Results: Over 200,000 consumers were reached with this campaign

Alex Boyd

