

STEVE HARVEY BOOK

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Sept.-Oct. 2012

Challenge: Harper Collins needed a creative way to create awareness about Steve Harvey's Think Like a man book and wanted a direct pipeline to the AA female audience.

Situation Analysis: We wanted to reach the Urban AAW adult 25-54 segment that belong to book clubs.

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 branded book marks and copies of the book. This took place in the top 6 markets.

Tactics:

- Over 200,000 consumers reached in 6 markets
- Generated excitement through stylists handing out copies of the book at the salon

Results:

Steve Harvey Book

