



LAWMEN BASS REEVES

CASE STUDY



AFRICAN AMERICAN BARBER & BEAUTY SHOP ENGAGEMENT

LAWMEN BASS REEVES

AFRICAN AMERICAN BARBER AND BEAUTY SHOP ENGAGEMENT



Challenge

- To execute a beauty activation to promote **LAWMEN: BASS REEVES** and to highlight the show's storyline. Our barbershops, salons and social media influencers distributed **LAWMEN: BASS REEVES** branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty shops in 8 AA markets across the nation. The branded swag and subsequent distribution were an effective way to reach a captive AA audience, while organically messaging about the Paramount Plus series through branded premiums. The branded swag items served as a conversation starter and buzz driver of the show's theme.
- We created an awareness campaign using barbershop consumer engagement marketing.
- We delivered a targeted promotion that appeals to the core audience and builds momentum for the binge watching.
- **CAMPAIGN PERIOD:**
Nov. 17th – Dec. 20th 2023



LAWMEN BASS REEVES

AFRICAN AMERICAN BARBER AND BEAUTY SHOP ENGAGEMENT



Barbershop and Salon Takeovers

Leverage WPIM to reach African American Male/Females aged 18-54 years.

- Generate excitement through hairstylists/barbers handing out promotional tools targeting patrons visiting the salons.
- Beauty salons provided patrons with branded promo items. Elements included:
 - CampFire Mugs
 - Lip Balm
 - Candles
 - Beard Combs
 - Posters
 - Exclusive content played on heavy rotation in the top shops
 - Paramount Plus Sponsored free hair services



LAWMEN BASS REEVES

AFRICAN AMERICAN BARBER AND BEAUTY SHOP ENGAGEMENT



Lawmen: Bass Reeves Sneak Peek Weekend

Paramount Plus: Lawmen: Bass Reeves Takeover Weekend included:
LBR SNEAK PEEK WEEKEND:

An exclusive extended teaser trailer was provided by P + so that patrons could get a sneak peek of the show.

Over 500 free hair services were sponsored by Paramount Plus



LAWMEN BASS REEVES

AFRICAN AMERICAN BARBER AND BEAUTY SHOP ENGAGEMENT



Driving Conversation in the Community

Over 6MM reached on Instagram, FB and 'liked' by over 300,000 Fans. LBR barbershop/beauty shop experience was a hit with AA audiences. The campaign received over 30 million impressions to date.

Total Exposure

Over 500K consumers were reached through AA barbershop & beauty salons in 8 markets

Excitement was generated through social media and grassroots consumer engagement.

Results

'Lawmen: Bass Reeves' Becomes The Year's Most-Watched Series Premiere for Paramount+

The first two episodes amassed a collective 7.5M viewers across the world in the first 7 days across Paramount + and broadcast sampling run on CBS, according to Paramount Global.

