



# CELEBRATING HIP HOP 50 ICONIC HAIRSTYLES

NISSAN AFRICAN-AMERICAN COMMUNITY DEVELOPMENT





**NISSAN'S BRAND COMMITMENT TO  
INNOVATION AND COMMUNITY  
CELEBRATING HIP HOP 50 ICONIC  
HAIRSTYLES AND BLACK HAIR ARTISTS  
RESULTING IN AGGRESSIVE  
MULTICULTURAL GROWTH**



## OVERALL PROGRAM GOALS



**IN ALIGNMENT WITH NISSAN'S COMMITMENT TO INNOVATION, DIVERSITY, AND COMMUNITY EMPOWERMENT, WE PROPOSE A MULTIFACETED INITIATIVE THAT PAYS HOMAGE TO HIP HOP 50 AND THE INFLUENTIAL HAIRSTYLES AND THE TALENTED HAIRSTYLISTS AND BARBERS BEHIND THESE ICONIC LOOKS. SIMULTANEOUSLY, WE AIM TO REINFORCE NISSAN'S BRAND PRESENCE BY CHAMPIONING INNOVATION AND SUPPORTING THE BLACK BEAUTY INDUSTRY. THIS PROPOSAL OUTLINES OUR COMPREHENSIVE STRATEGY TO ACHIEVE THESE OBJECTIVES.**



# HONORING HIP HOP'S HAIRSTYLING HERITAGE



**WE WILL CURATE AN IMMERSIVE MULTIMEDIA EXPERIENCE THAT DELVES INTO THE HISTORY OF HIP HOP'S MOST ICONIC HAIRSTYLES. THIS CAN INCLUDE:**

- 1. VIRTUAL AND INTERACTIVE EXHIBITIONS:** Traveling exhibits showcasing the evolution of hip hop hairstyles, featuring photographs, artifacts, and interviews with pioneering hairstylists.
- 2. DOCUSERIES:** A captivating docuseries that explores the stories and techniques of hairstylists/barbers who have shaped hip hop culture through hair.
- 3. TRIBUTE EVENTS:** Collaborations with influential hip hop artists to pay tribute to the iconic looks that defined their eras.
- 4. BET AWARDS 2024 red carpet hair innovator recognition awards**



4,262



83



# SUPPORTING BLACK HAIR ARTISTS



**TO AMPLIFY NISSAN'S COMMITMENT TO UPLIFTING NEW AND EMERGING BLACK INNOVATORS , ENTREPRENEURS AND HAIR ARTISTS, WE PROPOSE THE FOLLOWING INITIATIVES:**

- 1. NEXT UP: BEAUTY & BARS COMPETITION:** A platform for aspiring black hair artists to showcase their talent, with substantial scholarships, grants and mentorship opportunities.
- 2. BEAUTY ENTREPRENEUR WORKSHOPS:** Training programs, hair clinics and workshops to empower creative entrepreneurs in the black community, focusing on business development and artistic expression.
- 3. SCHOLARSHIP PROGRAMS:** Expanding the next up beauty & barber scholarship program to provide financial support and resources for young black hair artists and barbers pursuing education and careers in the beauty industry.
- 4. MENTORSHIP PROGRAMS:** Celebrity stylists/barbers mentor up and coming emerging artists pursuing careers in the entertainment industry. (This could become the concept for a reality show brought to you by Nissan)



# PROMOTING NISSAN'S BRAND

**TO REINFORCE NISSAN'S BRAND PRESENCE  
THROUGHOUT THESE INITIATIVES, WE WILL EMPLOY  
THE FOLLOWING STRATEGIES:**



# PROMOTING NISSAN'S BRAND



Alexander's display at *The Culture: Hip Hop and Contemporary Art in the 21st Century*.  
Photo: Mitro Hood/Courtesy of the  
Baltimore Museum of Art

- 1. SPONSORSHIP AND PARTNERSHIPS:** Collaborate with influential Black Hair show events, Hip Hop events, artists, and beauty industry organizations to prominently feature Nissan as a committed sponsor.
- 2. CONTENT MARKETING:** Produce engaging content pieces that highlights Nissan's dedication to innovation and diversity, with a focus on supporting the Black beauty industry.
- 3. SOCIAL MEDIA CAMPAIGNS:** Engage with our 15MM + social unduplicated footprint audience through impactful social media campaigns, utilizing the hashtag **#NissanInnovatesBeauty** to promote our initiatives and values.



## CONCLUSION



**THIS PROPOSAL OUTLINES A COMPREHENSIVE STRATEGY TO PAY HOMAGE TO HIP HOP 50 AND THE INNOVATIVE ICONIC HAIRSTYLES, UPLIFT BLACK HAIR ARTISTS, AND REINFORCE NISSAN'S BRAND COMMITMENT TO INNOVATION AND COMMUNITY SUPPORT. BY BLENDING CULTURAL APPRECIATION WITH ACTIONABLE SUPPORT, WE WILL CREATE A LASTING IMPACT ON BOTH THE BEAUTY INDUSTRY AND THE COMMUNITIES WE AIM TO EMPOWER.**





**WE LOOK FORWARD TO GROWING  
OUR COMMUNITY WITH YOU**