

ACTIVATING THE COMMUNITY TO BRING NFL PEACOCK TO LIFE

WIL POWER SPORTS CAPABILITIES DECK



WHAT

WIL POWER GIVES BRANDS UNMATCHED ACCESS TO THE HEART OF THE BLACK HAIR EXPERIENCE, A CULTURAL INSTITUTION IN THE BLACK COMMUNITY

HOW

ACCESS TO AN AUDIENCE OF 30 MILLION ACROSS A NETWORK OF OVER 50K BEAUTY AND BARBERSHOPS NATIONWIDE—AND A VIRTUAL COMMUNITY OF 15 MM UNDUPLICATED IN SOCIAL MEDIA FOOTPRINT

WHY

BRANDS GET THE BENEFIT OF OUR CULTURAL CAPITAL AND CREDIBILITY IN BLACK BEAUTY INDUSTRY (OUR FOUNDER WAS A LICENSED COSMETOLOGIST AND BARBERSHOP OWNER FOR OVER 10 YEARS)



WILPOWER INTEGRATED MARKETING IS:

- AN AFRICAN-AMERICAN-OWNED COMPANY, SPECIALIZING IN AUTHENTICALLY CONNECTING BRANDS AND WITH MULTICULTURAL AUDIENCES
- A MASSIVE NETWORK OF OVER 50,000 BARBERSHOP/SALON PARTNERS ACROSS THE U.S.
- A HIGHLY-ATTENTIVE AUDIENCE OF OVER 30 MILLION AFRICAN-AMERICAN CONSUMERS
- A 15+ MILLION UNDUPLICATED SOCIAL MEDIA WEEKLY FOOTPRINT (INSTAGRAM, TIKTOK AND FACEBOOK)
- A LEADER IN PREMIUM, ORGANIC AND HIGH-TOUCH EXPERIENTIAL, OOH AND SAMPLING DESIGNED TO BUILD PURCHASE INTENT AND BRAND LIFT
- MULTI-TOUCH AND DEEP ENGAGEMENT WITH 12-20 VISITS TO OUR VENUES PER YEAR
- NIMBLE, AGILE AND WORKS AT THE BREAKNECK SPEED OF CONSUMERS

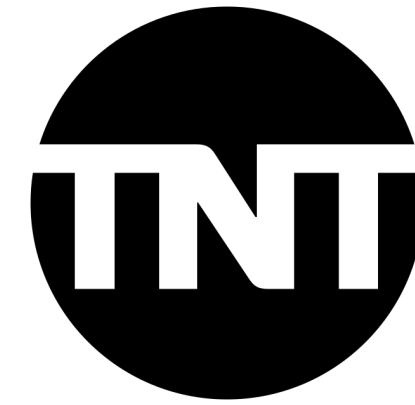




BRANDS THAT TRUST WPIM



AT&T



Paramount+



MGM



AUTHENTIC BARBERSHOP/SALON PARTNERS MEANS:

- DEEP ACCESS TO THE CULTIVATORS OF CULTURE
- A TRUSTED COMMUNITY OF INFLUENCERS WHO HAVE THE UNIQUE POWER TO IMPACT TRENDS AND CONSUMER BUYING DECISIONS
- A HIGHLY CAPTIVE AND RECEPTIVE AUDIENCE THAT VALUES WHAT THEIR HAIRSTYLIST RECOMMENDS
- UNQUESTIONED CORNERSTONES OF THE COMMUNITY
- HIGHLY TARGETED LOCATIONS—DOWN TO SPECIFIC AND KEY TARGET NEIGHBORHOODS
- AN AUTHENTIC WAY TO CONNECT WITH A VERY HARD-TO-REACH AND SKEPTICAL AUDIENCE
- GENUINE CONSUMER BUZZ AT SCALE



THE DATA THAT INFORMS OUR APPROACH:

- **AFRICAN-AMERICANS HAVE \$1.6 TRILLION (AND GROWING) IN BUYING POWER (AC NEILSEN)**
- **62% OF AFRICAN AMERICAN ADULTS ARE FANS OF THE NFL. (AC STATISTA) 42% ARE AVID FANS OF THE NFL WITH AND 32% BEING CASUAL FANS. (AC STATISTA)**
- **HIGHLY CAPTIVE AUDIENCES: AFRICAN-AMERICAN MEN AND WOMEN SPEND AN AVERAGE OF 2-4 HOURS WEEKLY IN A SALON**
- **AFRICAN-AMERICANS SPEND BETWEEN 2 TO 4 HOURS WEEKLY WATCHING FOOTBALL (AC STATISTA)**
- **AFRICAN-AMERICANS HAVE CULTURAL CAPITAL—AND OUTSIZED INFLUENCES IN AMERICAN CULTURE: 81% MORE LIKELY TO INFLUENCE WHAT PEOPLE LISTEN TO OR WEAR**



WHERE WPIM EXCELS FOR BRAND PARTNERS

- DEEP CULTURAL IMPACT, RELEVANCE AND ENGAGEMENT
- AUTHENTICALLY POSITIONED TO GAIN TRAIL AMONG FAST-GROWING MULTICULTURAL CONSUMERS
- ACCESS TO CULTURAL CAPITAL AND CULTURE SHAPERS
- HIGHLY CREDIBLE INFLUENCERS WHO FOSTER TRUST AND CONVERT INTENT TO SALES, STREAMING SUBSCRIBERS AND RETENTION
- CONVINCING BRAND STORIES THAT GO FAR BEYOND TRADITIONAL COMMUNICATION
- POWERFUL IN-VENUE, PERSONALIZED EDUCATION ABOUT BRAND PRODUCTS AND ATTRIBUTES
- CONSISTENT SALES AND OVER-INDEXING IN:
 - GLOBAL CPG
 - ENTERTAINMENT AND MEDIA



WPIM IN ACTION: SHOWTIME BOXING

THE CHALLENGE

- Beauty & Barbershop Activations to execute a barbershop activation to promote the Showtime Canelo-Charlo mega fight. Our barbershops and social media influencers delivered fan engagement messaging in top barber shops in the top 10 markets across the nation. The branded posters and swag subsequent distribution were an effective way to engage a captive AA & HA boxing fan base. The posters served as a conversation starter and buzz driver to PPV buys
- We delivered a targeted promotion that appeals to the core boxing fan and builds momentum and pay-per-view intent for fight night.

ACTIVATIONS

- Drive pay-per-view sales by sparking debates and fight prediction conversations
- The barbershop became a hub of heated discussions about the Canelo-Charlo bout, legendary fighters, and upcoming prospects.
- Barbershops are laced with posters.
- Elements included **static window posters**.



THE RESULTS

- **Over 700,000 pay-per-view buys**, raking in over **\$50 million in revenue**.
- Over the 21-day final push campaign duration, the number of fight fans who considered **purchasing** the PPV more than **doubled in metropolitan areas**
- **10-15 X higher** purchase intent.
- THE SHOWTIME + CANELO - CHARLO barbershop activation was a hit with AA and HA fight fans.





We look forward to growing your steaming network as the go-to destination for cultural relevance , sports and entertainment.

CONTACT:

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