



# DR. BOMBAY



AFRICAN AMERICAN BARBER & BEAUTY SHOP ENGAGEMENT  
CASE STUDY

# DR. BOMBAY™



## WPIM IN ACTION: SNOOP DOGG DR. BOMBAY ICE CREAM



## Challenge

- Barbershop and Beauty Shop Activations to execute a barbershop activation to market Snoop Dogg's new ice cream brand Dr. Bombay. Our barbershops and social media influencers delivered consumer engagement messaging in top barbershops and salons in the top 10 markets across the nation. The branded swag subsequent distribution was an effective way to engage a captive AA consumer. The posters served as a conversation starter and buzz drive trial
- We delivered a targeted promotion to the core consumer infiltrating these spaces with Dr. Bombay by tapping into authenticity and common unity that's always at the forefront of what's hot and what's not in these venues.
- **CAMPAIGN PERIOD:**  
June – August 2024

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## Barbershop and Salon Takeovers

- Driving trial through organic integration into the fabric of these venues.
- The seamless blend of community, culture, and creativity transformed Dr. Bombay into more than just a dessert—it became a symbol of authenticity and connection.
- Barbershops are laced with branded cutting capes, tent cards and mirror clings. • Elements included free coupons, t-shirts, Dr. Bombay tip jars and branded keychains

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## BACK 2 SCHOOL FREE HAIRCUTS AND ICE CREAM

500 free haircuts provided to kids in barbershops from LA to NY



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## Results

- 10% increase in IG page social media followers
- SNOOP DOGG + DR. BOMBAY barbershop activation was a hit with AA community
- Over the 60-day campaign duration **purchasing intent more than doubled in priority markets.**
- **15-18 X higher purchase intent.**

