

AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT

CASE STUDY





# 90 Proof.

#### **AFRICAN AMERICAN BARBER & BEAUTY SHOP INFLUENCER ENGAGEMENT**

jasblack · Follow Luv4rent

> jasblack The rich, vibrant colors have been coming through and I'm here for it!

This copper/gold tone compliments her skin so well And can we talk about the shine?! @aveda botanical repair treatment and styling cream are my new favs for treating the hair during and after a color service, her hair felt just as amazing as it looks.

No lightener was used to create this look. Just my favorite high-lift tint followed with a gloss for added depth and vibrancy. Y'all feeling it?

#aveda #avedaartist #detroitcolorist #modernsalon #behindthechair

Add a comment..

QQA

167 likes NOVEMBER 4

Pan

### Challenge

- To execute a social media barbershop influencer activation to promote Motown Records artist Simno's record release (90 proof). Our social media influencers integrated the song into their hair transformation posts.
- We created an awareness campaign using barbershop influencers engagement.
- Our barbershop social media influencers organically connected Smino's record with his target audience.
- We delivered a targeted promotion that appeals to the core fan base and builds momentum for album downloads and sales.

#### CAMPAIGN PERIOD: October 28th – November 11th 2022

Leverage WPIM to reach African American Males/Females HipHop fans aged 18+ years.





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### **Social Media**

Our social media influencers integrated the song into their hair transformation posts. View sample Instagram promotions by clicking on them.



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0	stepthebarber Never confuse "Natural" with "Basic", this new ic is 90 Proof use Song: 90 Proof by Gismino featuring Greatocleworld Client @101paulae III: Big salute @imeilpower III: LUXURY LIFESTYLEIII	
	#hairtransformation #newhaircut #newhairstyle #thecutife 2*	
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kbbsalon - Follow Smino, J. Cole - 90 Proof	
kbbsalon You name the look, a our stylists will make sure it's of best lucury hair experience you have - & here's the proof Come experience your next hal at KBB!	he J'll
#Smino #90Proof #Luv4Rent ?#	
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Jazkhalifa Perfect color!!!	0
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### **Total Exposure**

- Over **3.5** MM followers accounts reached through our influencers.
- 4.1 percent accounts engaged to date.
- Liked over 150k+ times on Instagram, TikTok and Reels.
- Sold over <u>13k</u> copies in first week.

