

CANELO

UNDISPUTED VS UNDISPUTED

CHARLO



SHOWTIME PPV

BARBERSHOP ACTIVATION



CASE STUDY



SHOWTIME PPV CANELO-CHARLO BARBERSHOP ACTIVATION



Challenge

- To execute a barbershop activation to promote the Showtime Canelo-Charlo megafight. 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.

CAMPAIGN PERIOD:
September 8th – 30th 2023





SHOWTIME PPV CANELO-CHARLO BARBERSHOP ACTIVATION



Leverage WPIM to reach African American Boxing Fans

- 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**.





SHOWTIME PPV CANELO-CHARLO BARBERSHOP ACTIVATION



Driving Conversation in the Community

Reaching over **1MM + consumers** in 10 markets through barbershops THE SHOWTIME + CANELO-CHARLO barbershop activation was a hit with AA & HA fight fans.

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.

