



# CODES OF CULTURE

AFRICAN AMERICAN CONSUMER ENGAGEMENT  
CASE STUDY



AT&T





## CHALLENGE

AT&T tapped WP Integrated Marketing to maximize awareness around the AT&T Codes of Culture campaign. We developed and executed an African American targeted campaign including beauty salon and barbershop influencer outreach, experiential activations and social media management . It was supported with custom content integrations, creating an audio experience of the code through custom radio programming, grassroots OOH, display and social.

# IT'S A (404) THING

@clew.life

## SOLUTION

Understanding the cultural significance of beauty salons and barbershops as a way to drive buzz and WOM within the African-American community, WPIM activated selected beauty and barbershops in the top AA markets across the nation. Beauty and barbershop activations included customized 'in-store' merchandising to enhance the barber and beauty shop experience for AA patrons as well as street teaming activities to increase awareness.





## SALON & BARBERSHOP TAKEOVERS

To promote the AT&T Codes of Culture campaign our ambassadors distributed branded premium assets (designed and developed as custom pieces for salon distribution) to top beauty salons and barbershops in key markets. The branded swag and subsequent distribution were an effective way to reach a captive AA consumer, while organically messaging about AT&T through branded premiums. The branded swag items served as a conversation starter and buzz driver of the AT&T brand through an interactive and immersive experience.

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@renacaptures

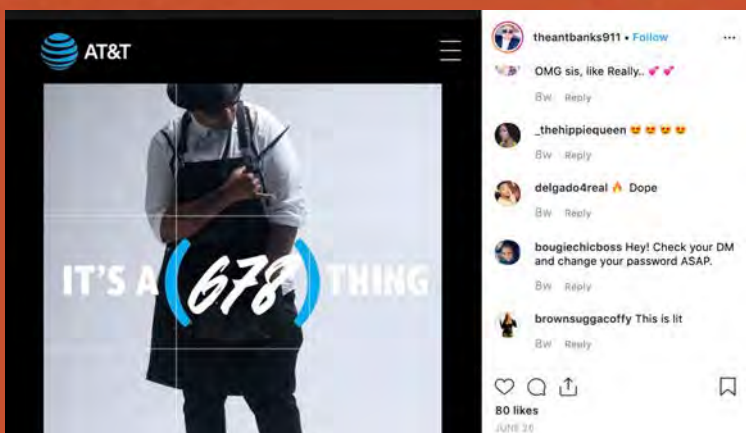




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## SOCIAL MEDIA STRATEGY

WPIM created a robust social activation that worked across multiple platforms with AT&T Codes of Culture barbershops beauty shop-driven content.





## SOCIAL MEDIA STRATEGY

The captured video/audio content served as the foundation for inspirational Codes of Culture social media campaign.

AT&T distributed the assets across their social channels, resulting in an uptick in increased conversation around #Codesofculture which helped AT&T's brand engage with African American millennials fans long after the campaign has wrapped.

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@daswavy

<https://instagram.com/p/BzQsBSGh2Ks/>  
<https://instagram.com/p/BzLTLvCgm34/>  
<https://instagram.com/p/BzDgA6bFLOW/>  
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## DRIVING CONVERSATION IN THE COMMUNITY

- To date Shared over 30,000 times on Facebook, Instagram, twitter and 'liked' by over 800,000 consumers, AT&T Codes of Culture barber & beauty shop experience was a hit with AA consumers.
- The campaign received over 6.2 million impressions to date.

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