

# case study

## HBO - Hair Raising Event for the Premier of Chris Rock's "Good Hair"

**Client Objective:** Looking to target the female African American audience, HBO and Roadside Attractions wanted to generate some hair-raising excitement about the release of Chris Rock's comedy-documentary, "Good Hair."

**Why They Chose The Kerry Group:** Because we have really good hair. Or because we know how to create and execute an entertaining experience. For "Good Hair" we created an event that would reach the target audience where they work and play – the largest African American hair show, Bronner Brothers in Atlanta. More than 60,000 people attended this 3-day hair show annually, including targeted consumers and industry professionals.

Working alongside Roadside Attractions, a division of HBO, The Kerry Group built and staffed a lounge that gave attendees a place to relax, watch clips from the film, watch local celebrity appearance interviews and a special visit from Chris Rock himself. Attendees also got to have their pictures "taken with" the film's star, Chris Rock. After the event, participants were directed to the film's microsite to retrieve their photos. All the photos were featured in an online gallery where consumers voted for best hair.

In addition, good-looking "Good Hair" models served as ambassadors, mingling with the crowd and capturing additional images for the website gallery.



**The Results:** The lounge was a big hit with attendees and Chris! The photo opportunity delivered and extended the experience with 1,300 guest photos, which were uploaded to the micro site and where over 40% of the images were visited at least once. The micro site generated thousands of unique page views to date.

See, we do know a thing or two about extensions!

