

## ***Rock 2 Win x Floyd's 99 Barbershop***

For 15 years, Floyd's has integrated their styling experience with the rock & roll lifestyle. Inside each of their 97 shops across the U.S., the traditional all-American barbershop has been augmented to *rock-out*; Floyd's now connects with 250,000 customers a month, 95% of which are dedicated music fans. Each shop looks like the combination of a tattoo parlor and urban music venue, where gig flyers, pin-up girls, band stickers, and thumping music give Floyd's the edge with music fans as the "Original Rock 'N Roll Barbershop."

Visitors at Floyd's become immersed in a VIP experience where Floyd's barbers are influencers in music — which makes them ambassadors in music culture. In fact, all 1,500 employees of Floyd's are dedicated music fans (many of whom are musicians themselves).

Hayden Lanham, a college student who gets his hair cut at Floyd's: "Where else can you get a great cut and listen to Motörhead at the same time? I go to Floyd's because I can get a classic cut without the stuffy, old-school barbershop atmosphere."

In other words, Floyd's has the cultural cachet to give your artist access to a captive and loyal army of music fans. *Rock 2 Win* is how Floyd's gives artists the edge with access to an untapped ecosystem and established brand — online, on the road, inside the shop, and in the media.

### **How It Works**

*R2W* is a customized sponsorship program where Floyd's gives your artist access to the brand's unique musical voice and captive audience, who are 18-46, 90% male, 10% female, and obsessed with music.

**Online:** *R2W* includes a full 360 digital marketing campaign armed with tools to promote concert tours or other creative projects, such as podcasts. The online component of *R2W* includes takeovers of Floyd's social graph, online promotions, giveaways, development of digital artwork to target local markets, strategic influencer connections, and outreach to Floyd's *Buzz Club* membership base — which includes 60,000 loyalists.

**On the Road:** Floyd's mobile barbershop, the Barberbus, is the mobile hub for fans at tour stops, signings, and major music festivals like Lollapalooza. Each Barberbus experience will be customized for your artist and their promotional needs. It will offer the Floyd's experience, on wheels, along with an immersive, tailor-made promotional campaign that includes curated playlists on Floyd's 99 Radio, custom signage, and unique experiences that will help your artist build new loyalists in major music markets.

**Inside the Shop:** Each Floyd's barbershop will act as an integrated marketing space for your artist. Gig flyers, stickers, and exclusive merch will be offered to Floyd's customers — incentivized by Floyd's barbers, who are tastemakers in the world of music and style. Additionally Floyd's locations will be decorated with customized mirror clings to directly market to someone getting a rockin' cut, while Floyd's 99 radio plays overhead, streaming everything from classic rock to your artist's new album.

**In the Media:** As part of each *R2W* campaign, our team will act like a surrogate publicity firm for your artist to secure coverage in both print and online media. The added publicity component will help your artist stand out from the rest of the pack by leveraging the Floyd's brand.

## **R2W: A Case Study**

R2W x Foo Fighters' Chris Shiflett

### **Image of Chris**

*R2W* launched last year when Foo Fighters lead-guitarist Chris Shiflett was on tour, while hosting his newly launched country music podcast. Chris needed a sponsor to give his podcast some wings. Floyd's stepped in with a five-month, 360 marketing campaign that boosted his listenership on *Walking the Floor* and helped Chris build new fans by leveraging Floyd's trusted voice in music. Which is the key in every *R2W* campaign: Authenticity. We aren't selling a product, we're making a recommendation that rocks and gives fans an opportunity to directly engage with the artist. We're influencers, not advertisers

### **Quote from Chris about authenticity and reach.**

#### **Online:**

*R2W* helped Chris' podcast gain **300,000 listeners** over the course of 15 episodes. From May through September, Floyd's pushed *Walking the Floor* on their website and included promos on Floyd's 99 radio. An online giveaway of Chris' guitar led to **40,000** entries and garnered **1.3 million online impressions**.

#### **On the Road:**

The Floyd's Barberbus is *R2W*'s rockin' mobile experience. At four strategic tour stops, the Barberbus acted as Chris's autograph signing booth, campaign bus for *Walking the Floor*, and experiential station to interact with fans. The bus became a location to promote Chris podcast, but it also acted as hub for *R2W* ticket giveaways, merch sales, and a gathering point for fans. In other words, the Barberbus became a mobile merch table for Chris.

## **Quote from Chris about building new fans on the road.**

### **Inside the Shop:**

*Walking the Floor's* takeover of Floyd's included posters and stickers plastered all over Floyd's in markets like Chicago and L.A. Floyd's 99 Radio, which is streamed live, nonstop, at all 97 locations, became a platform to hear *Walking the Floor*, announce giveaways, and build buzz for Chris' podcast and tour with the Foo Fighters.

### **In the Media:**

As part of *R2W*, Floyd's created a strategic marketing campaign to help promote Chris' podcast. As a sample, we helped secure coverage in *Rolling Stone* and *The Boot*, which included additional placement in country music blogs and outreach to influencers in rock & roll and country.

## **Snapshot of Floyd's 99 Barbershop**

**Inside the Shop:** Serving 250,000 customers per month that are, based on a recent consumer survey, 95% music fans. Floyd's currently has 97 stores in major music markets such as L.A., Chicago, and Boston.

**Floyd's 99 Radio:** **XX** listeners.

**Website:** Receives **XX** unique visitors per month.

**Facebook:** 39,000 followers.

**Instagram:** 6,730 followers.

**Twitter:** 3,720 followers.

### **What It Costs to Rock 2 Win**

**XX**