

The background of the entire image is a stylized, overlapping collage of various Black women's faces. The women have different hairstyles, including natural curls, braids, and a headwrap. They are depicted in a painterly, illustrative style with soft lighting and a warm, earthy color palette of browns, tans, and muted greens. The faces are arranged in a way that creates a sense of depth and community.

wegotTM retail

CUSTOM IN-STORE RADIO

MUSIC MESSAGING & MARKETING

Delivered at the “Point of Purchase”



UPTOWN BEAUTY

MARKET

CUSTOMERS: Women of color of all ages

LOCATION TYPE: Retail Chain: **Health & Beauty**

LOCATIONS: 16 Stores In Houston, Texas

TRAFFIC: 250,000+ of monthly in-store traffic

MUSIC

MUSIC GENRES: R&B • Hip-Hop • Power Pop • Latin Pop

MUSIC SOURCE: Independent Artists from 79 Countries

TONE & VOICE: Urban Casual Positive (**DJ Adam Beason**)

MESSAGING

TONE & VOICE Urban • Casual • Positive

MONTHLY CAMPAIGNS

AWARENESS: 1 Spot Per Day Per Location • Total Spots 500 • Cost \$250

ENGAGEMENT: 4 Spots Per Day Per Location • Total Spots 2,000 • Cost \$1,000

IMPACT: 8 Spots Per Day Per Location • Total Spots 4,000 • Cost \$2,000

PRICE PER SPOT: \$.50 for each spot at each location



UPTOWN RADIO

IN-STORE MUSIC & MESSAGING

Delivered At The Point Of Purchase

**A WIN FOR
ADVERTISERS**



wegetTMretail

Low Cost

(Less than \$.50 a Mention/Spot)

**Targeted
Customer**

Point of Sale



UPTOWN RADIO

IN-STORE MUSIC & MESSAGING

Delivered At The Point Of Purchase

**A WIN FOR
LOCATIONS**



wegetTMretail

No Cost

(Station costs paid by advertisers)

**Free
Marketing**

More Revenue

UPTOWN RADIO

IN-STORE MUSIC & MESSAGING

Delivered At The Point Of Purchase

A **WIN** FOR
MUSIC MAKERS



EVERYONE GETS PAID



Meaning all of the music played at this location has been tracked and reported. All of the music creators and rights holders have been fairly paid for the use of their compositions, recordings, and performances.

wegoTMretail



w^eg^et™ retail

WIN! WIN! WIN!

REVOLUTION

ADVERTISERS LOCATIONS & MUSIC MAKERS

Low Cost • Targeted Customer • Point Of Sales

No Cost • Free Marketing • More Revenue

More Listens • More Money • Paid To More People