

# HairClub establishes itself within the U.S. Hispanic Market

WITH A CAMPAIGN FOCUSED ON GIVING BACK TO THE COMMUNITY AND ANNOUNCES WINNER OF NFT



**HAIRCLUB®**



(Boca Raton, FL) HairClub, the leading provider of hair loss solutions in the United States, remains determined to expand and strengthen its commitment to multicultural markets. During Hispanic Heritage Month, the renowned brand partnered with the Celia Cruz Foundation for the campaign El Poder del Cabello honoring the legacy of the late iconic performer. HairClub impacted the Hispanic community through generous donations that benefit music and cultural programs. This effort resulted in the commission of an NFT of one of Celia Cruz's wigs, making HairClub the first brand to do so.

"This NFT, commissioned as a result of HairClub's sponsorship will nurture Celia Cruz's legacy through one of her most memorable accessories, her wigs – carried out by Archetype IO, a company dedicated to new technologies within the metaverse. It is an honor to continue being a part of the Celia Cruz Foundation and the creation of the first NFT to remember her by," said Celia Cruz Foundation CEO and Founder, Omer Pardillo.

La Reina de la Salsa (The Queen of Salsa) Celia Cruz was a memorable performer known for her larger-than-life on-stage presence. The Cuban singer had a unique voice and an extravagant style, and one of her memorable accessories was an array of colorful wigs. Cruz understood that good hair could make you feel joyful, secure, and empowered, a message that HairClub understands.

Launched during Hispanic Heritage Month, el Poder del Cabello drew attention to the US Hispanic Market by sharing its knowledge of the Hispanic experience, diversity, and culture by educating and engaging with the public and providing tools to enable positive change. To do so, HairClub donated \$40K to causes that benefit the development of music, art, and communication within Hispanic communities. The beneficiaries include the Bronx Celia Cruz School of Music with the donation of the Celia Cruz Foundation scholarship of \$20K and in Puerto Rico with a donation of \$10K to Pro Arte Musical Endowment Fund. Florida State University received a contribution of \$10K for the Center for Hispanic Marketing Communications on January 20th, 2023 at the center's annual gala.

"We are thrilled to partner with the Celia Cruz Foundation, representing such an iconic figure in the music world and supporting the Hispanic causes they serve and as part of our award-winning 'El Poder del Cabello' campaign, which calls attention to the empowerment that people can feel through hair," affirmed Mike Nassar HairClub President and CEO. "As the leading provider of hair loss solutions in the United States, we are determined to expand and strengthen our commitment to the Multicultural markets."

The Public Relations component of the El Poder del Cabello campaign relied on events and the strategy WIN LOCAL FIRST to attain national media coverage, which generated interest from major networks including Univision and Telemundo among others, accomplishing an average publicity value of \$331K and garnered over 200 million impressions. With WIN LOCAL FIRST, HairClub hosted and participated in multiple events that brought attention to their community efforts and business practices in South Florida, New York, Houston and Puerto Rico markets. Through interactions with known associations and local professionals, HairClub's voice within the community expanded, resulting in raising awareness, which leveraged and positioned HairClub within the Hispanic market throughout Florida.



The campaign utilized the Latina singer as their figurehead, as her cultural legacy and iconic sense of style aligned perfectly with HairClub's mission of empathy and empowerment. HairClub relied on two main components to relay its message: Digital and Public Relations. Under Latin2Latin, the digital component was carried out by Digo, that leveraged cultural nuances to deliver an appropriate message through its first and third-party data while utilizing other technological tools to effectively reach and impact the Hispanic community in new and powerful ways. The digital initiative generated in just 4 weeks, over sixty-four thousand page views spending 2:47 minutes online.

At the Florida State University Center for Hispanic Marketing Communication's annual gala the winner of the NFT was announced. The lucky winner was Enrique Santos, President and Chief Creative Officer of iHeart Latino where he heads iHeart Media's Latin strategy, including My Cultura Podcast Network, showcasing Latino creators and their experiences. He also hosts a nationally syndicated Spanish morning show and a weekly English show.

Mr. Santos gravitates fluidly between the Hispanic and mainstream American radio landscapes. His bicultural broadcasts are a crossover hit amongst a diverse cosmopolitan audience through a combination of humor, social satire, political commentary, and celebrity interviews that bridge two worlds effortlessly, regardless of language. Enrique has built an enthusiastic following thanks to his energy, heart and strong connection with his listeners. His smart, fun radio persona has made him one of the most popular Hispanic radio hosts in America and has earned him unprecedented access to some of the most influential people today.

"As the winner of the NFT of one of Celia Cruz's wigs, I am grateful and would like to thank HairClub for being the first brand to honor her this way. The Queen of Salsa will always be remembered in our hearts and now through this priceless NFT." Said President and Chief Creative Officer of iHeart Latino, Enrique Santos

HairClub remains committed to creating emotional connections while providing life-changing hair solutions that help its members like who they see in the mirror. The successful campaign increased interest from Hispanic Markets while encouraging and demonstrating social responsibility. El Poder del Cabello positioned HairClub as a recognized brand within the US Hispanic market, and as a reliable resource for men and women suffering from hair loss.



**About the Celia Cruz Foundation:** The Celia Cruz Foundation is a 501 (c) (3) non-profit organization whose main commitment is to preserve, proliferate and promote the legacy of the late Cuban singer and "Queen of Salsa" Celia Cruz, and help students in music education. Celia was an incredible musical ambassador, bringing Salsa, in particular, and Latin music in general, to the forefront of the world's consciousness. It was always her mission to open doors for Hispanic students who wished to pursue musical studies, but due to financial constraints, were not able to do so. Now, as part of her amazing musical legacy, The Celia Cruz Foundation has set its mission to raise funds for underprivileged Hispanic students whose dreams are to study music. In addition, as it was cancer that took Celia from us too soon, the Foundation is also an important contributor in the fight against Cancer.

**About HairClub:** HairClub (formerly Hair Club for Men, also Hair Club for Men and Women) is an American hair restoration, hair regrowth, and hair replacement company with locations in the United States and Canada. HairClub was founded in 1976 providing various hair restoration options including surgical hair replacement, non-surgical hair replacement, hair loss therapy and prevention for at-home use. The company originally offered services to male clientele only, but has long since added services for women to address female hair loss and thinning. Hair Club provides free hair restoration services to children with medical conditions that cause hair loss.

By: Latin2Latin Marketing Communications & Digo:

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