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# TOP

CASE STUDIES

## Shops

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CAMPAIGN: LET'S FACE IT  
 CLIENTS: UNILEVER (AXE), SCHICK & NORELCO  
 AGENCY: IN MARKETING SERVICES

While the men's shaving category is quite mature, with well-established Brands, the current category is a one-size-fits all proposition; it fell short meeting the needs of a younger generation of guys who are just developing their shaving styles and grooming regimen. So when Unilever, Schick and Norelco joined forces to great a unique offering for guys 14-24yrs old, IN was challenged to develop the communication strategy and shopper marketing plan for a launch exclusive to Walmart.

Building from our insight that "grooming" is a foreign concept for him, with very little notion of a personal regimen beyond getting clean, we knew that a broad assortment was important to give him options to try – multiple access points - supported by education on why a shaving and face-care regimen is needed.

By drafting off the Brand's existing awareness levels for body wash, deo and hair among this segment, we had an advantage introducing this premium offering from Axe. But our ambitions were larger – we not only wanted to multiply his choices in the shave and groom category - freeing him from using the same products as men twice his age - we wanted him to embrace a regimen.

Our creative concept put that regimen in the context of the mating game, with "LET'S FACE IT":

*The game is different now. Girls expect more. Guys have to be smooth. Get that right and nothing else matters. The right way starts with the right groom—both face and body. That's where AXE can give you the edge.*

*Introducing AXE Face + Shave—a new line of wet and dry shaving and grooming*

*products, available only at Walmart. Buy the entire regimen and you'll get something every guy wants: skin so irresistibly smooth, girls will love to touch it.*

*Get your face ready for action.*

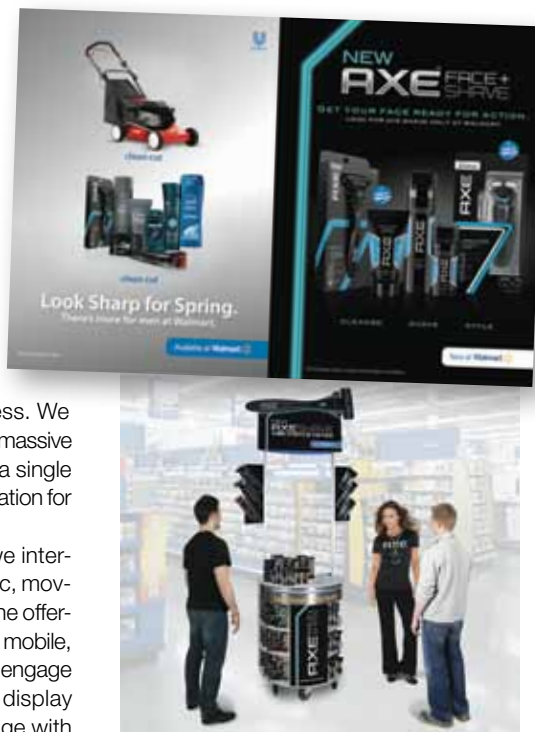
Launching exclusively in Walmart gave us both great opportunity for customer collaboration and a larger communication challenge when trying to overcome our primary shopper barrier: awareness. We knew we had to strike the balance of massive reach with directed conversion to a single outlet – making Walmart THE destination for younger guys' grooming needs.

To overcome those barriers, we intersected in his passion points – music, movies, gaming, sports – introducing the offering and regimen story across online, mobile, print, in order to first reach and then engage him. Contextual and data driven display ads drove to a custom landing page with interactive product selector and educational video – always teasing that "there's more for Men at Walmart". We partnered with his favorite magazines and websites, and then reached his mom and girlfriend via the 37MM circ Tab and a rich integration on Walmart.com.

But to win with Walmart, we couldn't just win at home. We had to pull him in store and convert at shelf.

This is a guy who likes to feel engaged while shopping, he needs interactive, disruptive merchandising and signage to break him out of his mission-based shopping mode. And to make the experience feel more like shopping the electronics and gaming departments he prefers.

Eye catching displays lit up and let him



touch and feel the razors, pop the cap on the product to smell it, while endcap TV delivered custom content that also ran across all TVs in the electronics department. "Let's Face It" ambassadors reached him in the electronics and auto departments to educate him on the range and encourage that first purchase. And based on guy-relevant purchases in other departments, 850K register receipt ads let him know Axe know had a premium shave offering, Axe Face + Shave, perfect for him.

The strategy of intersecting with his passion points ran throughout the purchase journey, with the activation stacking parts of the marketing mix for maximum impact and a tremendously successful launch.