

# The Lazor

## For Men

featuring

**BRAUN**® ***Gillette***

Gillette Fusion 5 Pro-shield Razor

Presented by:

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# Value Proposition

## For:

Higher income males between the ages of 18 and 50.

## Who seek:

An easy and efficient way to permanently remove body and facial hair with a one-time purchase.

## We Provide:

A one-time purchase device that provides an easy and efficient way to remove body hair using laser hair removal. On top of this, our brand name provides the customer with assurance when buying and gives the consumer a more “manly” feel when purchasing.

## Unlike competitors

As of right now, there are no men-targeted companies that have laser hair removal with a name as popular as Gillette. This will give us an advantage where it will create brand recognition when buying. Partnering up with the most well-known laser hair removal company, like Venus and Braun, will also add a further advantage.

## You can believe this because

Our product aspires to ditch the hassle of shaving every day with a one-time purchase device, unlike any other men's grooming brands.

# Creative Brief

## Problem to be solved by the communication

**Our advertisement hopes to inform the consumer of this new product and the benefits that come with it.**

## Brand positioning and personality

**We are positioning ourselves in the Beauty and Personal Care Industry by targeting men with our product. The current state of this product mainly targets women with other brands of laser hair removal devices.**

## Target Market

**Our target market for this product is men, between the ages of 18-50, who wish to permanently remove body or facial hair efficiently.**

# Creative Brief

## Key Ideal/Appeal

**Informational: regarding convenience and benefits provided**

## Why should the target believe this?

**Gillette has a strong brand image that includes decades of  
continues innovation within the beauty and care industry**

## Executional Considerations and Details

**Lowkey ambience**

**Rich Look**

**Blue with Yellow accents**

**Dark tones**

**Logos**

**New Type font**



# Instagram Ad

