

Schick Campaign Planbook

Spring 2015





We are AdSpire.

A forward thinking agency focused on transforming our clients' visions into dynamic and engaging brand identities. We anticipate our clients' needs and provide ongoing advertising and public relations recommendations to support their overall marketing goals. Our work inspires direct involvement with consumers and the community to create a lasting relationship between our clients and their consumers.





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Executive Summary

The Schick Company has been in business since the 1940s and continues to grow. It has an extensive product line and is constantly working towards providing its consumers with the best possible shave. However, Schick still trails behind Gillette in sales and market share and the company doesn't have strong brand loyalty. AdSpire would like to take Schick's marketing to the next level with a new campaign that has the power to change the conversation. Through this plan, AdSpire would like to reinforce Schick's presence as a strong competitor in the wet shave market, increase its sales and market share, create a stronger and more concrete brand image that consumers can relate to and engage with, as well as foster positive attitudes towards Schick's brand.

Through both primary and secondary research, we found that the majority of males tend to chose Gillette over Schick and that there is an overall indifference towards Schick's product line and brand. This is not because Gillette has a better product; it is because Gillette has a strong and recognizable brand image that males have come to relate to. Schick offers a quality product that is comparable to Gillette and through the right marketing campaign, consumers will be able to recognize this. Through our marketing campaign, AdSpire will show consumers that Schick can provide them with what they want and what they need just as well as Schick's competitors.

The target audience for this campaign is males ages 18-25. Males in this age range are just starting to find themselves and decide what they want in life and who they want to be. They are getting ready for their professional careers and are starting to become more concerned with their appearance. Schick can provide them with the proper tools to become the person they want to be. Men in this age range also have not been shaving as long and may be less brand loyal and/or more likely to switch brands. We also found that most men 18-25 don't put a lot of thought into their shaving routines. They shave mostly for their jobs or just to upkeep their facial hair enough to be presentable. They want a product that is inexpensive and gives them a smooth shave.

To achieve these goals, Adspire has put together a cohesive plan utilizing mostly social media platforms while also hosting various events and contests to allow consumers to engage with Schick. We will have a promotional tent at the University of North Florida market days that will have contests and coupons. We will also sponsor a concert with local bands, food, and drinks. There will also be an event hosted at the Sulzbacher Center in which young men can volunteer at a shaving clinic for the homeless, in an effort to help them get jobs. All of these events will be supported by social media postings for our audience to interact with. Adspire hopes to get Schick more involved with the community and this niche group of consumers in hopes that these young men will become more excited and invested in their brand. The campaign will run for a total of nine months, starting on August 12, 2015 and concluding on April 30, 2016.





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Situation Analysis

The male shaving market in the United States will see steady growth over the coming years. In 2012, the shaving segment, which includes razors, blades and shaving cream, generated retail sales of approximately \$3.6 billion; about 8.6 percent of the U.S. beauty and personal care market's total sales. As of 2013, the average annual expenditure on shaving needs per consumer unit in the United States is \$22.62.

However, according to Experian Marketing Services annual consumer insight report, “17 percent of all men and 35 percent of young men ages 18 to 24 have facial hair today, up from 14 percent and 31 percent, respectively, since 2009.” Furthermore, MRI data collected from fall of 2013, shows adult males between the ages of 18 and 34 in the United States were 86 percent more likely to heavily use razors than male razor consumers in other age groups.

Currently, Gillette controls over half of the United States shaving market. Schick, has the second highest percentage of the market, but controls less than 20 percent of the market share.

Both companies products are equal in terms of quality, however, Gillette’s products are sold at a higher than average price point.





SWOT Analysis

Strengths

- Variety of products
- Strive to get consumers involved
- Strong corporate backing
- Product quality comparable to competitors

Weaknesses

- Weak ad content--not memorable or consistent
- Website is not user friendly
- Unorganized social media content
- Weak brand image
- No distinct brand positioning
- Not setting themselves apart from the competition

Opportunities

- Moving into a more specific segment to increase profits
- Strategic alliances with local businesses
- Re-establish brand image and tone in Northeast Florida
- Allows Schick to gain exposure to a niche market of potential buyers

Threats

- No growth in the industry
- Gillette holds nearly 60 percent of the market share
- Dollar Shave Club is gaining market share





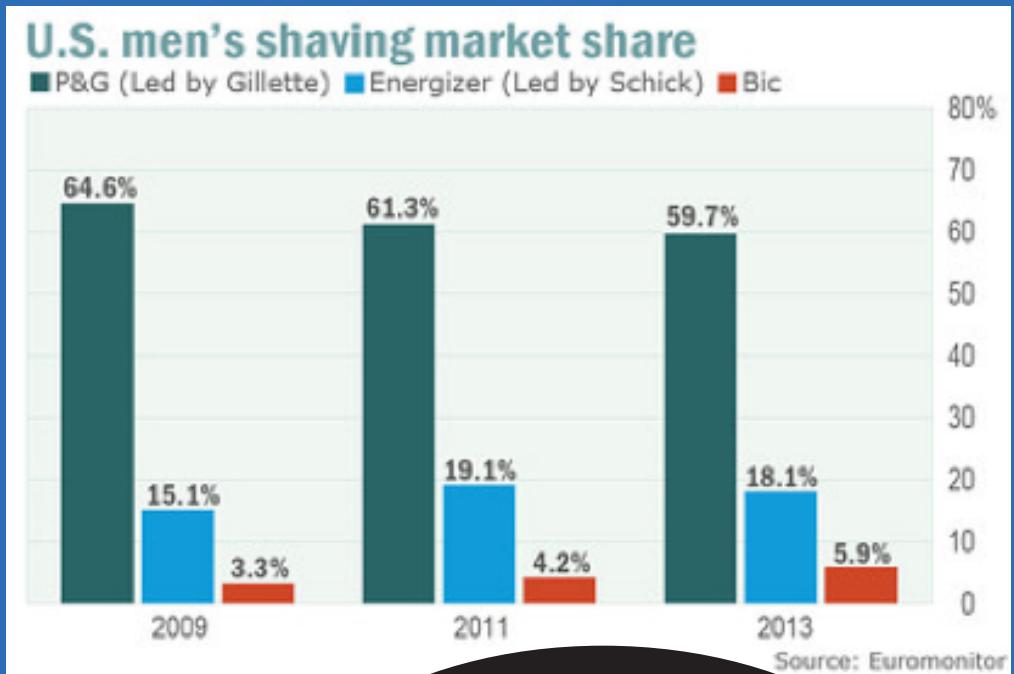
Secondary Research

Industry Analysis

The men's shaving market in the United States continues to grow. In 2012, the shaving segment, which includes razors, blades and shaving cream, generated retail sales of approximately 3.6 billion U.S. dollars; about 8.6 percent of the U.S. beauty and personal care market's total sales.

The key players in the wet shaving market are Gillette, Schick and BiC. Gillette is the industry leader with almost 60 percent of the market share. Schick resides in second place with roughly 18 percent market share. BiC, a disposable razor manufacturer, controls less than 6 percent of the market.

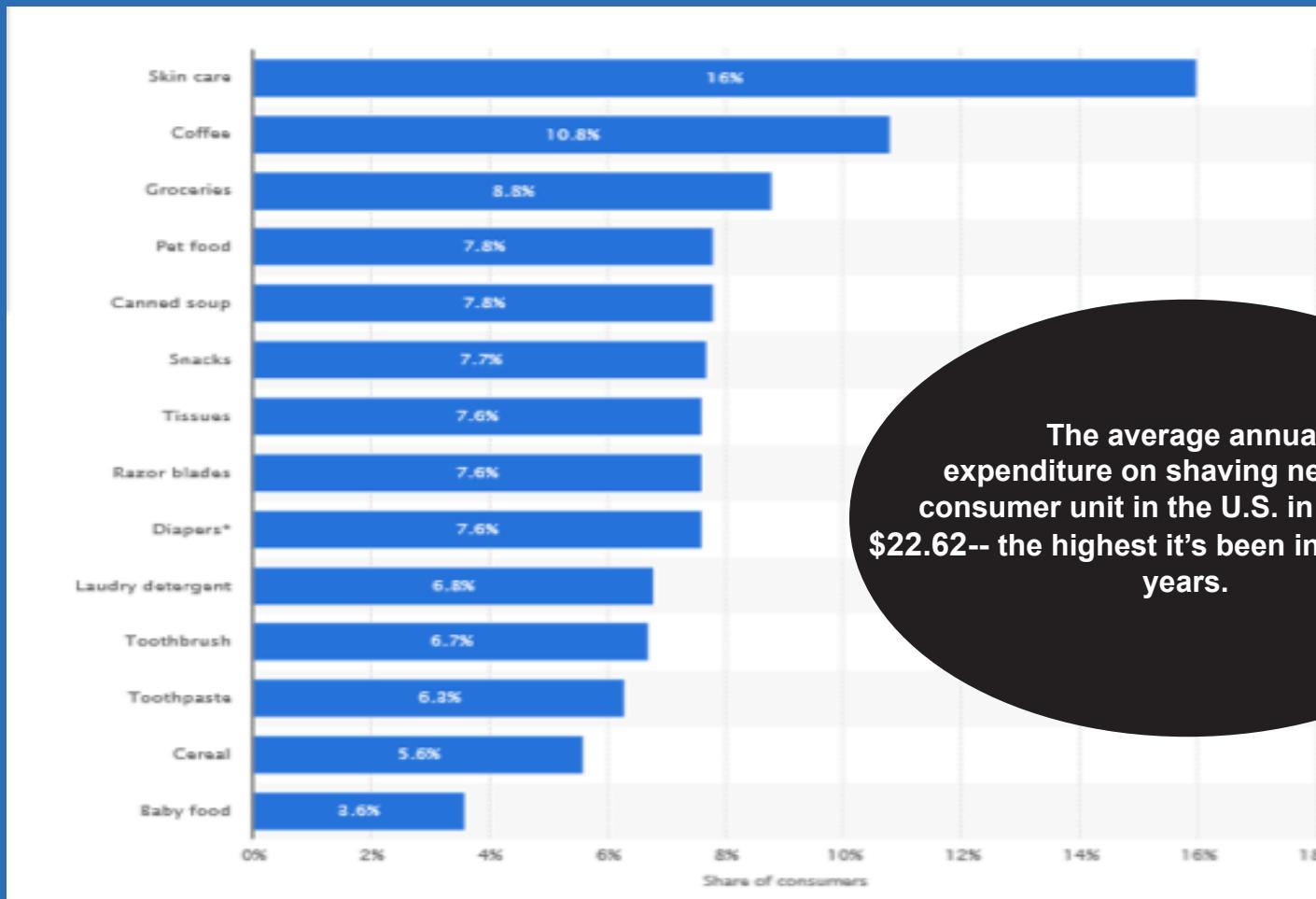
Dollar Shave Club is a more recent player and has taken advantage of shifting purchase trends. With a little more than witty content and a YouTube channel, the founder's of Dollar Shave Club have turned their brand into an overnight success. The company has acquired almost nine percent of the market share since entering the wet shave market in 2011.



In 2013, Gillette had 59.7 percent of the market share. Schick is second in terms of market share with only 18.1 percent.



Industry Analysis



The average annual expenditure on shaving needs per consumer unit in the U.S. in 2013 was \$22.62-- the highest it's been in the past five years.





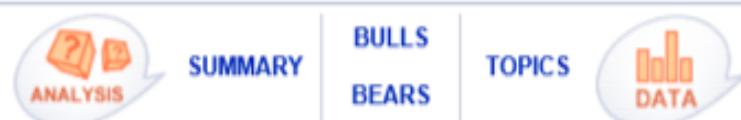
Schick Brand Analysis

Energizer Holdings recently released their fiscal 2015 first quarter results, and segment sales and profitability for the quarter ending in December 2014 show a decline in net sales for their personal care division from \$550.2 million to \$537.1 million. The wet shave category specifically shows a 6.2 percent decline from \$365.2 million in 2013 to \$342.5 million in 2014.

Schick appears to target men ages 18-45, however their target market is not clear or consistent through their advertising campaigns. They do not have a definitive voice that represents them and this is a big weakness. They need to narrow it down further and target a smaller demographic to be more successful. Schick has recently tried tapping into the Hispanic community which is a step in the right direction because they are taking a more directed and unified approach.

Energizer Holdings (ENR)

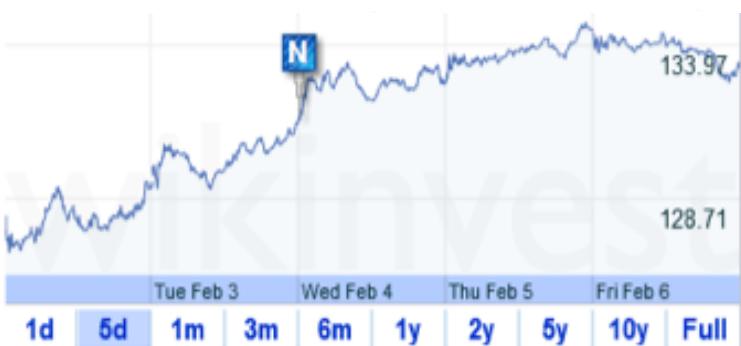
133.44 ↓ 1.05 (0.78%) as of Feb 6, 4:00 PM EST



QUOTE AND NEWS

133.44 ↓ 1.05 (0.78%) as of Feb 6, 4:00 PM EST

Day	132.69 - 134.62	Vol	444.7K	P/E	23.45
52 Wk	91.63 - 134.78	Avg Vol		Mkt	0700007.04T





Distribution Analysis

The Schick and Wilkinson Sword razor systems' primary markets are the United States, Japan and several Western European countries. Schick razors are commonly distributed to and sold in convenient stores, various gas stations, retail stores such as Wal-Mart and Target, drugstores such as Walgreens and CVS and online.

It's estimated that almost 80 percent of the wet shave market is represented between Proctor & Gamble's Gillette and Energizer Holding's Schick-Wilkinson Sword brands. Energizer Holdings Financial Report from 2013 state that Wal-Mart is Schick's largest distributor, accounting for about 20 percent of its net sales.





Product Analysis

Schick has a variety of different men's razors including specific and identifiable brands for each:

Schick Hydro, Schick Quattro Titanium, Schick Xtreme 3 and Schick Slim Twin



Schick Hydro-

- Comes in 3 and 5 blade versions, a 4-1 groomer, a power select version, a sensitive version and 5 blade disposables
- Designed to reduce friction during strokes by releasing water-activated gel, which hydrates skin during each use
- Five 'ultra glide' blades contain built-in skin guards that not only reduce friction, but also control skin moisture



Product Analysis



Schick Quattro Titanium-

- Comes in a refillable version, smooth disposables and sensitive disposables
- Contains four titanium-coated blades that stay sharp to reduce irritation
- Edging blade provides extra precision for hard to reach spaces



Schick Xtreme3-

- Comes only in disposable, but it is also available in a sensitive version and a version with a scented handle
- Contains three blades that flex and pivot to the curvature of your face, creating a close shave every time
- Contains comfort strips with anti-razor burn technology, including pre-shave oil and Vitamin E



Schick Slim Twin-

- Contains two blades
- Only offered as a disposable
- Comes with lubricating strip, enhanced with Vitamin E to help reduce irritation





Competitive Analysis



THE BEST A MAN CAN GET™

Gillette is Schick's largest competitor.

Originally owned by the Gillette Company, the razor powerhouse was founded by King C. Gillette in 1901. In 2005, the company merged with Proctor & Gamble, a major manufacturer of health, beauty and toiletry products.

Gillette controls 59.7 percent of the market share in the United States men's shaving market as opposed to Schick's 18.1 percent.

Although, they control the market, Gillette's prices are slightly higher than average.

Gillette has three main razor product lines: Fusion, Mach3, Sensor 3.

Gillette's most recent razor release is the Fusion Proglide Silvertouch Razor with Flexball technology. Gillette focuses on the technology behind their Flexball and its ability to pivot while shaving to create maximum contact by contouring the face.



BiC is a European company known for its stationery products and lighters, but it has also been manufacturing razors since 1975.

BiC has 16 razors for men. They are categorized into three groups: Value Range, Premium Range and System. However, the System line is not available in North America.

BiC only produces disposable razors, but at a cheaper price than Schick. However, Schick offers a more premium product.

The company only spent one million dollars in media advertising last year and is not expected to release a new campaign for men's razors in the United States until spring of 2015.

BiC razors are distributed around the world in 160 countries. In the United States, its razors are sold mainly in drugstores, but also in large retailers, such as Target and Wal-Mart.



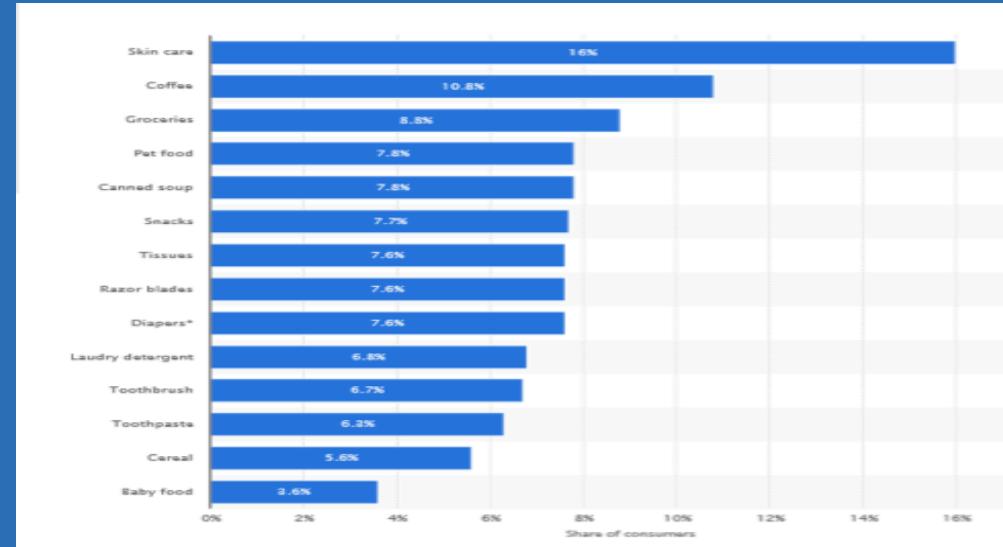


Competitive Analysis

Partnering with one of the world's leading razor manufacturers, Dollar Shave Club was born in July 2011. As of 2015, Dollar Shave Club has 1.1 million active subscribers and \$7.2 million in monthly sales, according to the companies annual report. Dollar Shave Club has three razors, "The Humble Twin", "The 4X", and "The Executive"; each with a different price tag.

The first youtube commercial for Dollar Shave Club was posted on March 6, 2012. It went viral, reaching one million views within the first few months. As of today, the video has over 18 million views and it only cost the company \$4,500 to make.

Dollar Shave club has a strong presence online and has established a humorous tone with all of their marketing efforts, which is consistent across platforms. These tactics have been paying off for Dollar Shave club as they now have one million subscribers and are expected to bring in 60 million in revenue this year, tripling revenue earned in 2013.



Although Dollar Shave Club has made a significant impact on the wet shaving industry in a short period of time, research shows that only 7.6 percent of consumers in the U.S. purchase razors online.





Consumer Analysis

Schick appears to target men ages 18-45, however their target market is not clear or consistent through their ad campaigns. They do not have a definitive voice that represents them and this is a big weakness. They need to narrow it down further and target a smaller demographic to be more successful. Schick has recently tried tapping into the Hispanic community which is a step in the right direction because they are taking a more direct and unified approach.

Currently, Schick does not have control of the United States market, however if they condense their focus to a single potential market of college students between the ages of 18 and 25, they may be able to influence their market share positively. The millennial market is projected to surpass the baby boomers as the largest generation in the United States, according to the U.S. Census Bureau's projections this year.

According to Gale Research, students in the colleges and cafes demographic are predominately white, but with a growing multi-cultural presence. The millennial generation as a whole is currently the most racially diverse generation compared to past generations. Millennials tend to be indifferent in terms of purchasing concerns and brand loyalty. This colleges and cafes demographic is mostly concerned with convenience and a good deal and they spend a great deal of time on the Internet.

The 18-25 marketing segment is a highly social demographic. With a strong social media presence, this market is tweeting, sharing and interacting with audiences all the time. Eighty-one percent of millennials have Facebook accounts.





Consumer Analysis

Therefore, word of mouth marketing and an effective social media campaign are crucial in identifying with this target audience. In its current state, Schick's social media strategy has been ineffective due to a lack of continuity; there are different social media pages devoted to different razors, versus one single page for the Schick brand. It would also be beneficial to host on campus events and offer promotions to increase word of mouth advertising. College students respond very well to free products, and are more likely to try something if it is free.

Students in this target demographic are particularly concerned with finances. According to Pew Research, "Millenials are also the first in the modern era to have higher levels of student loan debt, poverty and unemployment, and lower levels of wealth and personal income than their two immediate predecessor generations (Gen Xers and Boomers) had at the same stage of their life cycles." Most have high amounts of student loan and personal debt after college. However, with new careers shaving becomes a necessity for most of this demographic.

With growing pressures to conform to societal norms, advertisements targeting this demographic need to focus on convenience and a quality shave on a budget. These young men are looking for jobs and learning to be men. Most of these men are also starting to make their own purchasing decisions for the first time.





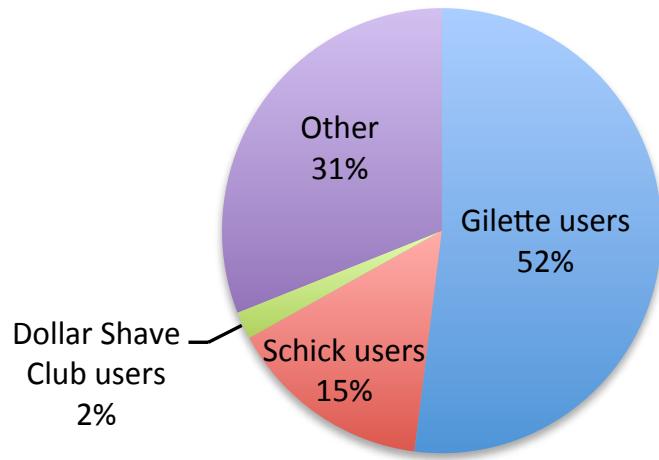
Primary Research

Relevant Survey Data

AdSpire conducted a survey over the period of one month starting February 25, 2015.

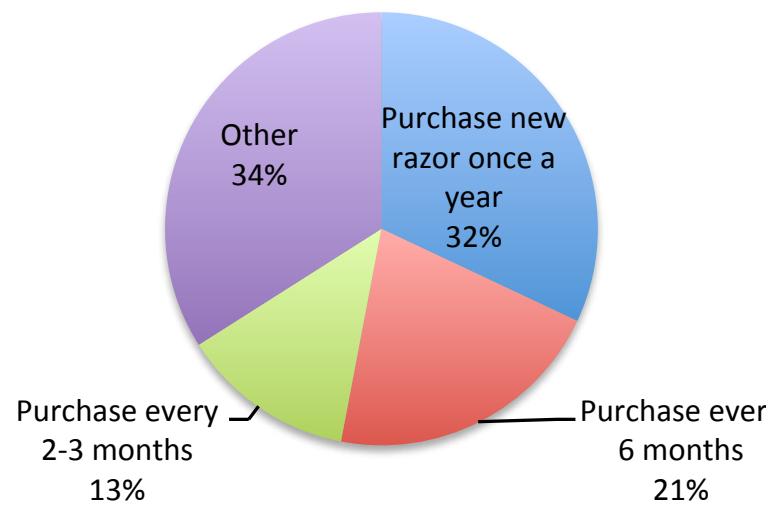
Our research team used this survey to determine attitudes, purchasing preferences and grooming trends of males 18-25 in the Jacksonville Area. We used our findings to determine appropriate strategies for engaging our niche market.

A. Current Razor Brand



When asked what razor brand they currently used, 52 percent of participants said they currently use Gillette, while only 15 percent use Schick and 2 percent use Dollar Shave Club.

B. Razor Purchase Frequency

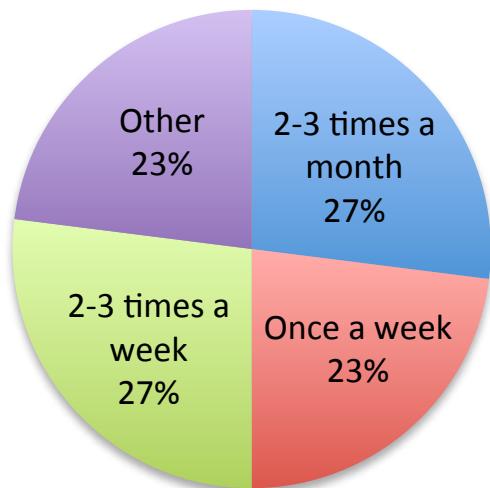


When asked what razor brand they currently used, 32 percent of participants purchase a new razor once a year, 21 percent purchase once every six months and 13 percent of participants purchase a new razor once every 2-3 months.



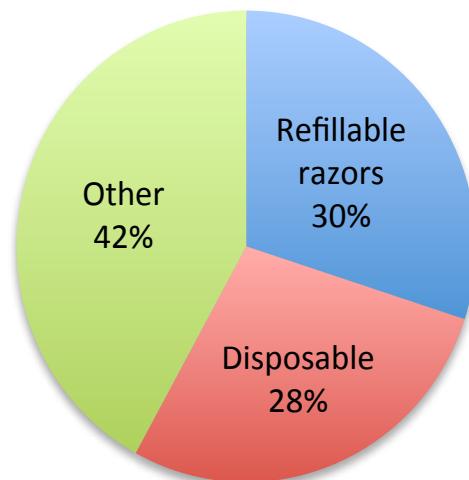
Relevant Survey Data

C. Shaving Frequency



When asked how often they shave 27 percent of participants shave 2-3 times a month, 23 percent shave once a week and 27 percent shave 2-3 times a week.

D. Preferred Type of Razor



When asked what type of razor they preferred 30 percent of participants preferred to use a refillable razor, while 28 percent preferred to use a disposable





Primary Research

Focus Group Summary

AdSpire conducted a focus group on Wednesday, February 18, 2015, at 11 a.m. The focus group contained seven college-age male participants ranging from ages 20-24 who currently reside in the Jacksonville area. Out of our participants four use Gillette, one uses Phillips Norelco, one uses Merkur safety razors and the other uses clippers. The session lasted about 70 minutes and both audio and video were recorded. All participants completed a screening questionnaire prior to the focus group and each participant signed necessary audio and video recording consent forms.

General Razor Usage:

The participants varied in types of razors used. We had several participants who used disposable razors, a couple of participants who used electric razors and trimmers, a couple of participants who used refillable razors when the price was low, and two outliers; one used a straight razor to shave and the other used clippers to trim his beard.

All of the participants of this focus group admitted that they did not spend a lot of time thinking about or discussing shaving. Nearly all of the participants said that they thought of shaving on an as needed basis. Overwhelmingly, the participants in our focus group felt the pressure to conform to societal normality's drove them to shave. Whether the participants were looking for jobs or already had jobs that required them to shave, each participant cited job standards as a major influence of their shaving habits. However, the participants were split when asked if they were not required to shave, if they would. Most participants admitted to shaving less in the early college years. Not all participants felt that the time of year influenced shaving habits at all. For instance, shaving less in winter and more in the summer months or participating in No Shave November.





Focus Group Summary

Attitudes Towards Schick:

Two participants responded that they had used the Schick product before, but no longer use it. The majority responded that they had heard of the brand and not tried any of its products. The overall attitude towards Schick was indifferent. The participants had nothing negative to say about the brand.

Purchasing Preferences:

When asked what variables influenced razor-buying preferences, participants cited price as a major influence in their buying decisions. The majority of the participants noted price over quality when choosing a razor especially when in a bind. However, there were a couple of participants who claimed brand loyalty as a major influence. One participant stated that he had used Gillette since adolescence and that he never switched brands. Another participant also stated he used Gillette because the quality was much better. Both of the aforementioned participants claimed they would buy Gillette disposables over another brand when making hasty-last minute purchasing decisions. The participants who used electric razors were most impressed with its durability.

Media Usage:

When asked about advertising exposure participants responded that they were exposed to advertisements on television, the Internet and various social media platforms. The most memorable campaigns were the humorous, viral Dollar Shave Club advertising campaigns that participants unanimously agreed successfully infiltrated Facebook. Memorable television advertisements included celebrity endorsements and participants agreed they should be humorous and aired during male-friendly programming like sports programs or the Walking Dead. Specific advertisements that the participants referred to that stuck in their minds over the years were Progressive's Flo and the Geico Gecko. Participants also agreed that they preferred the targeted advertising efforts on Facebook rather than more generalized advertising on other Internet sites.

Overall, although all of the participants admitted to being exposed to Dollar Shave Club advertising campaigns on social media; none of the participants were willing to sign up for a subscription based razor purchasing program. Fear of subscription fees, identity theft and delivery complications were among the reasons participants felt that requiring a subscription was a deterrent for direct to consumer efforts like the Dollar Shave Club.





Positioning

Problem Statement:

Schick holds the number two spot in the market for razors; however Gillette still has an overwhelmingly large portion of the market share. Schick has products comparable if not equal to Gillette, but they do not possess the consumers or brand loyalty. Schick needs to target a more specific audience and have concrete positioning for more consumers to identify with their brand and subsequently purchase their product. The overall view of Schick right now is somewhat positive but mostly indifferent. In order for Schick to increase their market share as well as overall positive brand image and usage, the company needs to target a more specific audience with a clear and consistent message.

Message:

Schick offers a product that gives you a smooth, clean shave without all of the unnecessary bells and whistles.

Positioning Statement:

For men ages 18-25 who need to shave, but are also concerned with cost and quality. Schick is a brand that provides solutions for your shaving needs without all of the extras that can cause shaving to be expensive. The reason is- we think shaving should be simple. Our products are designed with you in mind – everything you need and nothing else. Our brand character is affordable and convenient, with less flash and more fun.



Goals and Objectives



Goal 1:

To reinforce Schick's presence as a strong competitor in the wet shaving market.

Objectives:

- Increase Schick's razor sales by four percent within four months and by nine percent in nine months.
- Increase Schick's social media engagement rate by 25 percent in four months and by 40 percent in nine months.

Goal 2:

To gain and retain a positive brand image.

Objectives:

- Increase positive attitudes about the Schick brand amongst college-aged males in the Jacksonville area by 30 percent within nine months.
- Increase local media (Print, Radio, TV etc.) coverage by 20 percent in nine months.

Goal 3:

To encourage consumers to switch to the Schick brand.

Objectives:

- Increase our portion of the market share by three percent in four months and six percent in nine months.
- Acquire three percent of Gillette's loyal customers in the Jacksonville market within four months and acquire six percent of Gillette's loyal customers within nine months.





Advertising Recommendations

Advertising Strategy

Creative displays and humourous engaging content to attract men 18-25. This demographic responds well to vivid imagery in advertising and witty, or even suggestive content. We intend to use platforms that our target audience is contact with frequently.

DO



DON'T



Get your Schick together!



24

When you start your day with Schick



When you don't



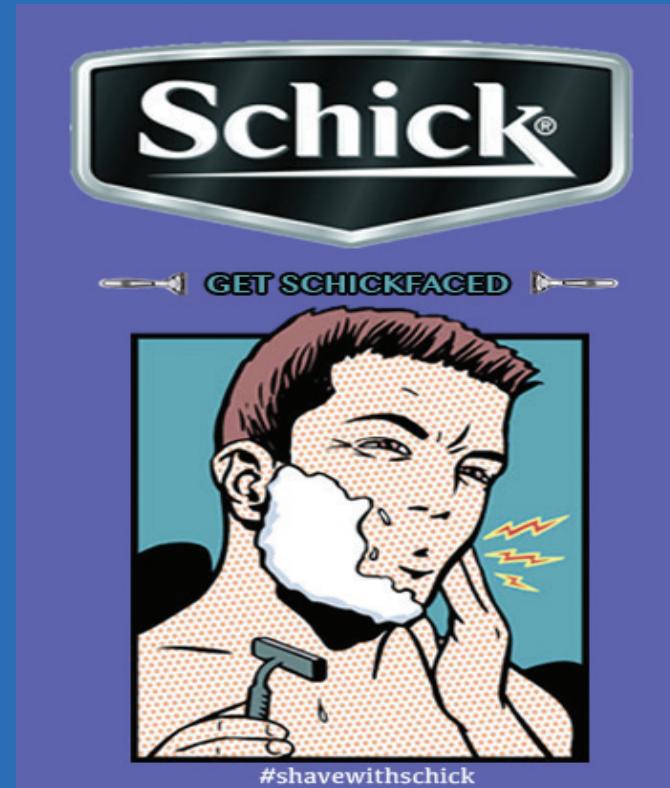
Get your Schick together!



Things go smoother when you choose **Schick**

- A. Sponsor a Buzzfeed article and use vivid imagery to drive traffic to the Schick Website.

B. Create and insert four unique presentation displays in four Wal-Mart stores throughout the duration of the nine-month campaign.



C. Place advertisements on the University of North Florida shuttles each semester.





Public Relations Recommendations

Public Relations Strategy

AdSpire will use earned media coverage to increase positive attitudes of the Schick brand amongst our target audience. Media coverage not only increases exposure, but is form of brand endorsement.

A. Send press releases to local reporters inviting them to local events. Including:

- “Rock That Schick” Music Festival on October 8, 2015 from 7 p.m. to 11 p.m.
- Swoop the loop 5k in February (Date TBA)
- “Give a Schick” Shaving Clinic, a corporate-social responsibility (CSR) event on November 21, 2015 from 9 a.m. to 1 p.m.

B. Use brand ambassadors as on campus representatives, who will spread the Schick message to their peers.





**Empowering the less
fortunate to seek new opportunities.**

**November 21st | 611 E Adams St
9 a.m. - 1 p.m. | Jacksonville, FL**

**To learn how you can
get involved visit
facebook.com/schick.**



#GIVEASCHICK





Promotion Recommendations

Promotion Strategy

We will attract our target audience by offering free product promotions and discounts. Our research indicates that our target audience is concerned with cost and responds to free promotions and discount offers.

- A. Participate in Market Days at UNF, two Wednesdays a month for the fall and spring semesters (excluding intercessions).
- B. Host a “Beard Pong” event the first Wednesday of each month during Market Days at UNF throughout the nine-month campaign.
- C. Have visitors take a picture while visiting the Schick promotional tent, and invite them to join the #shickpic instagram contest. Participants follow our instagram page and then post the picture with the hashtag #Shick-pic in order to get a free razor sample and a chance to win VIP admission to Rock that Schick.
- D. Strategically place razor coupons on print and digital marketing materials.





Beard Pong Competition



**Test your skills. Take the shot. Risk it all.
Get Schick Faced. UNF Market Days.**

#schickfaced



Show us your best #schickpic
for a chance to win VIP
@rockthatschick on October 8.



@schick #schickpic





Event Recommendations

Event Strategy

We will attract our target audience by hosting engaging events and by participating in community programs and events. Our target market likes to have fun, enjoys going to concerts and has philanthropic interests.

- A. Host the “Rock That Schick” concert at the UNF Coxwell amphitheater on Thursday October 8, 2015 from 7 p.m. to 11 p.m. Schick will partner with local businesses to bring The Band Be Easy.
- B. Sponsor the UNF Swoop the Loop Event in February (date TBA), and have promotional tent setup the day of the event.
- C. Host a “Give a Schick” shaving clinic at the Sulzbacher Center. Offering a chance for college students to get necessary volunteer hours while helping the local homeless population.

ROCK THAT SCHICK
Featuring: The Band Be Easy
October 8th, 2015

UNF's Coxwell Ampitheater
7-11 p.m.

Sponsors: INTUITION, Schick, Mr. Taco's, and a sandwich icon.



"Rock That Schick"



Calling ALL Jacksonville Musicians

**Upload your audition video to youtube.com/schick
for a chance to open for The Band Be Easy
and showcase your talents on the big stage.**

Video with the most likes wins

August 26-September 23





Digital Recommendations

Website Design

- Unify and simplify design
- Add sections that encourage user engagement
- Host promotions and in-store coupons on promotions page
- Drive visits to the website through links on all digital content and social media platforms.

The image shows the homepage of the Schick website. At the top is the Schick logo. Below it is a navigation bar with links to About Us, Women's, Men's, Events, Coupons, and Connect. The main content area features a "MANUFACTURER COUPON" for "SAVE \$4.00" on the purchase of any Schick Hydro for Men razor, including Hydro 5, Hydro 3, and Hydro Power Select. It includes a note about coupon acceptance and reproduction. To the right of the coupon is an image of three Schick Hydro razors. To the right of the razors is a section titled "Shaving Tips" with two images: one of a man's beard labeled "For Men" and one of a woman's legs labeled "For Women". At the bottom of the page are links for Energizer Personal Care, US and Canada phone numbers, and social media icons for Facebook, Instagram, and YouTube. There are also links for Terms & Conditions and Privacy Policy.

Schick

About Us | Women's | Men's | Events | Coupons | Connect

MANUFACTURER COUPON

SAVE \$4.00

on the purchase of any Schick® Hydro® for Men razor including Hydro® 5, Hydro® 3 and Hydro Power Select™

Note: Not all retailers accept home printed coupons. Reproduction of this coupon is expressly prohibited.

Schick
HYDRO

Energizer Personal Care
890 Mountain Avenue
Suite 105 New Providence, NJ 07974

US: 1.888.310.4290
Canada: 1.800.387.1300

< | 2 of 3 | >

Shaving Tips

For Men

For Women

Terms & Conditions | Privacy Policy



Social Recommendations



A screenshot of a Facebook page for "Schick Health/Beauty". The page header shows the Schick logo and a profile picture of a pink and green razor. Below the header, there's a banner featuring several different Schick razors. The main content area shows a timeline post from the page itself, which has just changed its profile picture. Other visible elements include a sidebar for people, a status update field, and various navigation tabs like Page, Messages, Notifications, Posts, About, Photos, Likes, and More.

Social Media

- Engage our target audience by posting engaging, humorous content that appeals to their interests.
- Unify social media accounts to one single brand on each platform.
- Produce and post witty print video advertising that appeals to the target audience.
- Use contests to gain exposure and increase engagement.
- Offer special promotions to followers on social media platforms.





Budget

Event	Cost	Amount	Total
UNF Market Days			
Booth	\$42.80		15 \$642.00
T-shirts	\$4.52		1000 \$4,520
Tent	\$1,250		1 \$1,250
Display Stands	\$31.27		4 \$125.08
iPad Mini	\$209.99		1 \$209.99
Stake Road Signs	\$6.99		50 \$349.50
Postcards	\$0.12		500 \$58.18
Razor Coupons	\$2.00		712 \$1,424.00
			\$8,578.75
Rock that Schick			
Koozie	\$0.38		200 \$76.00
Wristbands	\$0.11		300 \$33.00
Banner	\$154.16		1 \$154.16
Coxwell Ambitheater	\$2,525		1 \$2,525
Mr. Taco Food Truck	\$150		1 \$150
M Shack Food Truck	\$500		1 \$500
Happy Grilled Cheese Food Truck	\$150		1 \$150
Super Food Truck	\$150		1 \$150
102.9 Promotion	\$1,820	Twice a week for 2 weeks	\$1,820
The Band Be Easy	\$2,500		1 \$2,500
Intuition Sponsorship	\$18	100 cases	\$1,800
Security Guards	\$20	3 guards for 4 hours	\$240
			\$10,098.16
Miscellaneous			
UNF Buses Ad	\$500	2 (1 poster for Fall and Spring semester)	\$1,000
Facebook Boosted Ads	\$5,000		1 \$5,000
Website Redesign	\$5,000		1 \$5,000





BuzzFeed Sponsored Articles	Flyers \$0.56 \$4,000	500 5 <hr/> Total: \$49,956.90 Budget: \$50,000
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Evaluation of Plans

We will measure Schick's razor sales by consistently tracking sales results during the course of our campaign. We will compare the initial sales numbers at the beginning of the campaign with sales results at the four and nine month marks, to see if they satisfy our objectives.

We will measure Schick's social media engagement by utilizing the analytical tools provided by each of the social media sites that we use. We are most concerned with impressions in the form of: Likes, Comments, Shares, Tweets, ReTweets, Page Visits, and Mentions/Tags.

We will measure attitudes about the Schick brand amongst college-aged males in the Jacksonville area by surveying participants that attend various Schick events during our campaign. We will compare the results at the beginning of the campaign, to the results at the midway mark, and the ending mark.

We will measure our local media coverage by reviewing how often our brand is being mentioned and what the media is saying about our brand. Our PR team will keep local media outlets updated on various events and promotions that Schick is sponsoring or supporting. We will compare our results at the beginning of the campaign with results at the four and nine month mark.

We will measure our share of the market by consistently tracking our daily market share and sale reports throughout the course of the campaign. We will then compare our share of the market at the four and nine month marks, to ensure that our results are on par with our objectives.

We will measure our success of attempting to acquire three percent of Gillette's loyal consumers in four months and six percent in nine months by consistently reviewing and tracking market share for both brands, social media analytics for both brands, and administering surveys to razor users at various Schick-related events. We will compare our data at the four and nine month marks to ensure our results are on par with our objectives.





Campaign Calender

Campaign Calendar: August 2015-April 2016

	Date:		Date:
Campaign Starts	Aug. 12	Market Day	Jan. 27
Redesigning of Schick Website	Aug. 12-25	Swoop the Loop 5K	Feb. (TBA)
Redefining and Unifying of Social Media Sites	Aug. 12-25	Market Day	
Website Relaunch	Aug. 26	"Beard Pong"	Feb. 10
Announce "Rock That Schick" YouTube Competition and Schicpic Instagram Contest	Aug. 26	Market Day	Feb. 24
Begin Recruiting Student Ambassadors	Aug. 26	"Beard Pong"	Mar. 9
Start Promoting Market Day at UNF and FSCJ for Fall Semester	Sept. 2	Market Day	Mar. 23
Start Promoting "Rock That Schick" Music Festival at UNF and FSCJ	Sept. 8	Market Day	Apr. 6
Market Day "Beard Pong"	Sept. 9	Campaign Ends	Apr. 20
Market Day	Sept. 23	Final Evaluation	Apr. 29
102.9 Promotion for "Rock That Schick" Starts	Sept. 24		Apr. 30
Announce Winner of "Rock That Schick"			
Competition and Shicpic Instagram Contest	Oct. 1		
Market Day "Beard Pong"	Oct. 7		
102.9 Promotion for "Rock That Schick" Ends	Oct. 8		
"Rock That Schick" Concert	Oct. 8		
Market Day	Oct. 21		
Market Day "Beard Pong"	Nov. 4		
Midterm Evaluation	Nov. 12		
Market Day	Nov. 18		
"Give a Schick" Shaving Clinic	Nov. 21		
Market Day "Beard Pong"	Dec. 2		
Start Promoting Market Day UNF and FSCJ for Spring Semester	Jan. 6		
Market Day "Beard Pong"	Jan. 13		





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Appendix



- Informed Consent Form
- Screener Questionnaire
- Focus Group Guide
- Focus Group Summary





Informed Consent Form

Purpose

The purpose of this study is to gain insight into the perceptions and attitudes of college students, 18-24, so that we can determine what factors influence razor purchases.

Expectations of Study Participants

Those choosing to participate in this study will be asked to participate in a focus group discussing various aspects of experiences with shaving and subsequent razor purchases. This includes what factors influence these preferences. The focus group will consist of six to ten male participants led in a discussion by a male moderator. The group will be video and/or audio taped and the focus group session should last approximately 1-1.5 hours.

Potential Risks

There are no potential health or stress risks involved with the study nor will there be any personal discomfort. Should any participant feel uncomfortable at any time during the study, they will be free to discontinue their participation with no risk of any penalty and no questions asked.

Compensation & Benefits

Participant's involvement will be completely voluntary. Refreshments will be made available during the focus group, including beverages and snacks.

Confidentiality

All information collected will remain confidential and specifics about participants will be available only to the moderator and members of Adspire. None of the statements made during the focus group session will be linked to the individual participants.

Agreement

I have read and understand all of the above information and agree to participate in the focus group research study. I understand that my participation is completely voluntary and I have received a copy of this information.

Signature: _____





Screener Questions Form

We are students who attend the University of North Florida and are looking for people to participate in a focus group about your shaving experience. The focus group will last for one hour to one and a half hours. We acknowledge that time is of the essence and will provide pizza and refreshments to all the participants. Before we conduct our focus group, we need additional information from you, our potential participant.

1. What is your age?
2. What is your level of education?
3. What type of razor do you use? Disposable? Electric? Refillable cartridges?
4. Who purchases your razors?
5. About how often do you shave?
6. What brand of razor do you use?
7. Do you feel comfortable being recorded during the focus group session?





Focus Group Guide

Focus Group for Adspire

Day: Wednesday February 18th at 11:00am

Place: Building 14D, Classroom 1011

Moderator: David Castle

Assistant moderators: Whitney Snodgrass and Meagan McEntire

Focus group participants: College age males

Objective and Informational Needs: Throughout this focus group, we wish to learn what different attitudes, perceptions, and preferences college age males, 18-24, have towards razors, specifically Schick brand. We will be looking at shaving habits and preferences as well as what has influenced these preferences. We will be looking at what types of razors are preferred, what cost is preferred when purchasing razors, and what aspects of a razor are most important when shaving. We would like to gather opinions on the Schick brand, including attitudes towards Schick's brand image, advertising, and the product itself.

Introduction:

- Moderator introduces himself, and other assistants
- Thanks participants for being a part of the group
- Offer whatever incentive we will provide
- Let participants know that the purpose of our focus group is to learn about shaving habits of college age males and also to learn their opinions and perceptions of the Schick brand.
- Let the participants know what we would like from them

- We would like everyone to participate in discussion, and would like you all to do most of the talking
- There are no right or wrong answers, feel free to express your opinions whether you agree or disagree
- We will be recording the focus group to make sure we capture everything you all have to say
 - Give form to fill out requesting demographic/screening information
 - Ice breaker: each participant can introduce themselves.





Focus group Questions:

I. General Shaving Behaviors

1. Describe your current shaving routine. Include what parts of your face you shave and why.
2. Why do you shave?
 - Do you shave for work?
 - Do you shave for a significant other?
 - Do you shave to be clean shaven?
 - Do you trim your beard?
3. How often do you shave?
4. How does the weather affect your saving patterns?
 - Do you shave more in the summer?
 - Do you shave less in the winter?
 - Do you shave the same amount either way?
5. What parts of your body do you shave?
- 6.. How do you feel about shaving?
 - Is it relaxing?
 - Is it annoying?
 - Is it time consuming?
 - Is it too expensive?

II. General Razor Usage

7. What type of razor do you currently use?
 - Refillable? Electric? Disposable?
8. How long have you been using this type of razor?
9. Why did you choose this type of razor?
10. What are the pros or you razor? What about the cons?
11. Would you ever switch what type of razor you use? Why or why not?
12. How often do you replace your razor?
 - Every week? Every other week? Once a month?
13. What factor is the most important in determining your razor purchase?
 - Cost? Number of blades? Brand? Type?





14. Imagine you woke up late one morning and needed to shave but you were out of razors, so you had to run to the store to get a new razor. Which razor would you grab and why?
15. Imagine you needed to shave for an upcoming job interview. How would this affect your razor purchase?

III. Brand

16. What brand of razor do you currently use?
17. Why did you choose that brand?
18. What are the pros of that brand? What are the cons of that brand?
19. What are the first words that come to mind when you think of the brand Schick?
20. What are the first words that come to mind when you think of the brand Gillette?
21. In what ways is Schick different from Gillette?
22. What features would your ideal razor have?
23. What razor brands come to mind when you hear the word...
 - Clean? • Prestige?
 - Cheap? • Smooth?
 - Fresh? • Liberating?
 - Hydrating?
24. Have you ever used a Schick razor?
 - What were the pros and cons of the razor?
 - Why haven't you ever used a Schick razor?
 - What drew you to the Schick razor?

IV. Media Usage

25. What kind of media are you exposed to on a daily basis?
26. What type of media do you use the most? Why?
27. Can you recall an advertisement for a razor that you liked?
 - When did you watch it?
 - Where were you?
 - What media outlet?
 - What did you like about it?



28. What kind of ads appeal to you?
 - Something funny?
 - Serious?
 - Sports related?
 - Sensual?
29. How do celebrity endorsements affect your likelihood of purchasing a product?
 - Depends on the celebrity?
 - Depends on the product?
 - Depends on how the celebrity matches the product?
30. What is the best way to reach you with advertising?
 - Television?
 - Radio?
 - Internet?
 - Social media?
31. How do you utilize social media for product information?
 - Do you follow pages of products you like?
 - Does it help you to learn more information about a product?
 - Do you notice social media advertisements?
32. What do you think if this Schick ad campaign?





Focus Group Summary

AdSpire conducted a focus group on Wednesday, February 18, 2015, at 11 A.M. The focus group contained seven college-age male participants living in the Jacksonville area and the moderator was Ad Spire copywriter David Castle. The session lasted 67 minutes and both audio and video were recorded.

All participants participated in a screening questionnaire prior to the focus group and each participant signed necessary audio and video recording consent forms. The following is a summary of the focus group AdSpire conducted for Schick:

All of the participants of this focus group admitted to not spending a lot of time thinking about or discussing shaving. Almost all of the participants said that they thought of shaving on more of a need basis, as in the felt the need to shave. Overwhelming, the participants in our focus group felt the pressure to conform to societal normality's drove them to shave. Whether the participants were looking for jobs or already had jobs that required them to shave; each participant cited job standards as a major influencer of shaving habits. But the participants were split when asked if they were not required to shave if they would. Most participants admitted to shaving less in the in early college years. However, not all participants felt that the time of year influenced shaving habits at all. For instance, shaving less in winter and more in the summer months or participating in No Shave November.





When asked what variables influenced razor-buying preferences, participants cited price as a major influencer of buying decisions. Surprisingly, the majority of the participants noted price over quality when choosing a razor especially when in a bind. However, there were a couple of participants who claimed brand loyalty as their major influencer. One participant stated that he had used Gillette since adolescence and that he never switched brands. Another participant also stated he used Gillett because the quality was much better. Both of the aforementioned participants claimed they would buy Gillette disposables over another brand when making hasty-last minute purchasing decisions.

The participants were split in types of razors used. We had several participants who used disposable razors, a couple of participants who used electric razors and trimmers, a couple of participants who used refillable razors when the price was low, and two outliers; one used a straight razor to shave and the other used clippers to trim his beard. The participants who used electric razors were most impressed with its durability. One participant used a straight blade by Shark, One participant used a Phillips electric razor and several participants used one of Gillette's products.

When David asked the participants about Schick, two responded that they had used the product before, but longer use it and the majority responded that they had heard of the brand and not tried any of its products.





When asked about advertising exposure participants responded that they were exposed to advertisements on television, the Internet and on various social media platforms. The most memorable campaigns were the humorous, viral Dollar Shave Club advertising campaigns that participants unanimously agreed infiltrated Facebook. Memorable television advertisements included celebrity endorsements and participants agreed they should be humorous and aired during male-friendly programming like sports programs or the Walking Dead. Specific advertisements that the participants referred to were Progressive's Flo and the Geico Gecko. Participants also agreed that they preferred the targeted advertising efforts on Facebook rather than more generalized advertising on other Internet sites.

Overall, although all of the participants admitted to being exposed to Dollar Shave Club advertising campaigns on social media; none of the participants were willing to sign up for a subscription based razor purchasing program. Fear of subscription fees, identity theft and delivery complications were among the reasons participants felt that requiring a subscription was a deterrent for direct to consumer efforts like the Dollar Shave Club.



