



2007 Gold Effie Winner and Grand Contender

Philips Norelco “Bodygroom”

Category: New Product or Service

Lead Agency: DDB New York

Media Agency: Carat USA

Contributing Agencies: Tribal DDB New York

Manning Selvage & Lee

Client: Philips DAP NA

Strategic Challenge

Get guys talking about an uncomfortable subject.

How does a brand go from being known as your “grandfather’s razor” to a man’s best weapon against unwanted body hair in unmentionable areas? How does a brand that has built its reputation on face shaving make the transition to “below the neck”? How does a brand overcome its stodgy image to reinvent itself among a new young, enlightened, and urban male target? How does a brand talk about a subject such as male body grooming with men who have an aversion to talking about their personal grooming habits?

That was exactly what Philips Norelco had to do to successfully launch the Bodygroom—their first electric razor designed for shaving and trimming body hair “below the neck.”

Not only did we have to launch a new product about an unfavorable topic, but Philips Norelco began this dialogue with little equity in sensitive subjects; after all they had built their reputation around removing facial hair, hardly a controversial topic. Without the budget to support traditional broadcast media, Philips Norelco needed a big viral idea to take bodygrooming from a private act to a public topic.

In short, to meet their aggressive sales goals of selling 150,000 units in seven months with a budget of only \$375,000, Philips Norelco had to take body grooming out of the closet.

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The Big Idea

The Target:

Males, 25-34, a few of whom were already "closet body groomers," relegated to using "feminine" tools like Nair and Wax, but most guys in this age group saw body grooming as unnecessary, uncool, and un-macho and wanted no part of it.

The Big Idea:

In order to defeminize male body grooming we shifted the focus from how they groom to *why* they groomed: to help them get girls. In their words it was all about "trimming the hedges so the house looks bigger." Thus, we positioned Philips Norelco Bodygroom as a tool to help them optimize their assets by adding an "optical inch" to their manhood.

Bringing the Idea to Life

With a limited budget, we needed to activate social networks to get guys talking. In order to do so, we devised an agent who could embody the strategy and act as an icebreaker: "Innuendo Man." He is an ambassador to male body grooming who is so disarmingly comfortable in his own skin that he takes away the embarrassment of body grooming.

When visitors arrived at www.shaveeverywhere.com they were immediately greeted by Innuendo Man. His opening monologue utilizes humor to break the ice and foster an open dialogue with the visitor. Other features on the site further engage and educate visitors through a mock music video, Q&A session with Innuendo Man and segments about where to shave. All areas on the site serve to tell men that with the Philips Norelco Bodygroom they can really optimize their assets.

Media Strategy:

Reach Body Groomers when they are thinking about optimizing their assets

The campaign launched on May 2, 2006, on the Howard Stern Show through a provocative segment about looking better to attract women.

Additionally a few other mediums were utilized:

Talking Urinal Ads: where else to bring home the message of "optimizing your assets" than at a bar? The motion censored ads acknowledged that men don't like talking at the urinal, but that with a little help "down there" they might be feeling a lot more confident.

Wild Postings: were placed near gyms and bars showing fruit and vegetables such as carrots and kiwis as stand-ins for body parts with a simple line: "Now you can shave wherever you want." These made it clear to men this was no ordinary shaver.

Banner Ads: reached guys when they were surfing on sites such as Maxim.com, Men's Health.com where they go to get tips about looking good, again hitting home the idea that with the Philips Norelco Bodygroom they could make the most of what they've got.

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Results

The response to the campaign was immediate and unprecedented.

Business Success:

- In only six months, Bodygroom became Philips Norelco's second best-selling grooming SKU, representing 25% of dollar sales for 2006. (source: Client data)
- Bodygroom has contributed to a 33% sales increase in Philips Norelco's grooming business from 2005 to 2006. (source: Client data)
- Philips Norelco went from 0% to 70% share of the electric bodygrooming category. (source: Client data)
- #1 on Amazon for eight consecutive weeks following the launch in the Health and Personal Care category, becoming one of the most successful product launches in Amazon.com history. (source: Client data)

Buzz Success:

- 47% of visitors to www.shaveeverywhere.com sent the link to a friend. (source: Marketing Evolution, 2006)
- Mentions on over 2,000 blogs, discussions on CNBC, WSJ, The New York Times, Advertising Age and Geraldo. (source: Business Week, 2006, & Client data)
- Awarded Advertising Age's Digital Campaign of the Year, Cannes Gold Cyber Lion, two Golds at New York Festivals and site of the day and site of the Month for Map on FMA.com

A snapshot of the buzz:

"Wonderful to see the fairly edgy site...under the Philips brand"- (ThreeMinds@Organic blog, 2006)

"Wow. That's all I can say after looking at this site. We really are living in a different world. When two large corporations like Philips and Norelco can partner to manufacture and market a product designed to make your dick look bigger, we have truly passed over to the other side of the looking glass.

So what did I do? I bought it, of course! Today I ordered The Philips BodyGroom from amazon.com and I requested RUSH overnight shipping. After all, the weekend begins tomorrow and I want to be ready." (source:<http://willmckinley.blogspot.com/2006/08/giveinch-get-smile.html>)

Budget: Under \$500 thousand

Campaign Reach: National, Local

Media Channels: Radio, Consumer Magazine, OOH, PR, Interactive/Online

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