



## SUMMARY:

### Making a Private Buzz Public

#### It's Why Oprah Says "Vajayjay" Instead of Vagina.

When it comes to bikini maintenance women speak in code, ranging from polite and vague to irreverent and humorous. This was our discovery and the cultural truth Planning would propagate to give both Schick and women permission to openly discuss a new razor, one that also trimmed the hair "down there."



#### When It Comes To "Down There," Mum's the Word.

Bikini maintenance for women is like Fight Club for men: the first rule is you don't talk about it. It is an unspoken cultural code. However, if people wouldn't talk openly, we'd have a hard time competing against Gillette's massive media voice. Gillette consistently outspends Schick 3-to-1.

When Planning cracked this code of silence we gave women license to talk, blog and literally sing the praises of the Schick Quattro TrimStyle. This additional conversation amplified Schick's modest launch budgets and catapulted Schick's new brand to sales leadership in just three months.





## What's All the Buzz About?

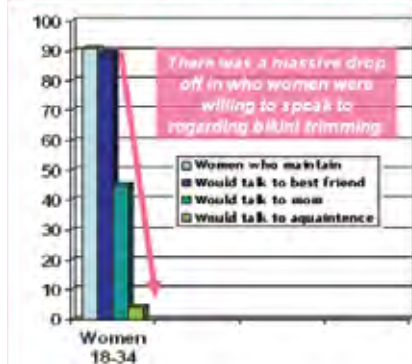
When Schick showed us a prototype of the Schick For Women Quattro TrimStyle, one thing was clear—we were entering sensitive territory. The product was the first all-in-one solution for women who want to maintain the length and shape of their bikini area and bikini line. The client had learned in private one-on-one interviews that women welcomed the waterproof trimmer. Interest in the product wasn't going to be a challenge. However, two behemoth communications challenges emerged:

1. Schick could not compete with Gillette's share of voice. Breaking through was a serious concern. Gillette outspends Schick, on average, 3-to-1<sup>1</sup>. In order to compete, we'd need to get people talking to offset our limited media budget.
2. Women were uncomfortable talking about bikini trimming openly. It's the reason Oprah says "vajjayjay" instead of vagina. There is a natural stigma to talking about this topic in public.

What we were preparing to launch addressed something most women rarely talked about in person or online—maintaining their pubic hair.

The challenge wasn't selling the benefits of the razor—they were obvious. We needed to find a way to make women comfortable so they'd talk about TrimStyle to everyone and anyone. Our mission would be to make a private buzz public.

The 'Close Circle of Confidants' Needed to Be Widened



Sonar Data

<sup>1</sup>Schick Internal Media Monitoring Data 2007

<sup>2</sup>Sonar Bikini Maintenance Study 2008

## Making Our Way Through the Tall Grass

Schick had done a lot of research with women to gear up for this global launch. In qualitative research, women loved the convenience of the Trimstyle's all-in-one design. The form factor was indeed convenient and a breakthrough for the category. However, it was our fear that focusing on this would not directly widen the circle of bikini-maintenance conversations among women. We needed to focus on a strategy that would both permeate and provoke consumer conversations. We needed to challenge a polite culture of "mum's the word."



## It Was Time To Stop Beating Around the Bush

The client had clearly focused on how women responded to the product. We needed to find a way to address the context of “trim talk” head on. Especially since women didn’t seem to open up during the hands-on qualitative discussions.

The Planning team responded with a proposal for one more piece of research. We recommended using an online quantitative survey tool to enable women to anonymously talk to us about maintaining their private area, why they do it, what embarrassing moments they’ve endured, an intimate confessional section and most importantly, how they actually talked about trimming when comfortable.

Guaranteed anonymity allowed us to negate the social pressures that dictated silence. It proved to be a liberating, comfortable and humorous forum for our respondents. They talked about the first time they awkwardly attempted to trim their “patch,” or the date they wanted to have sex on but couldn’t because their “bush was in bloom.” Many of these stories were bottled up and we gave them a forum to share.

*“I trim at least 80% of the time between waxing. I think my current boyfriend, and most of the men I’ve dated, prefer it, but less so than I do. It makes me feel a little sexier and a lot cleaner.”*

*“I never want to end up in a situation where I’m not prepared. It could be a date gone “right” or an impromptu pool party. You just never know.”*

*“One of my friends was at the beach and completely hairy. A little boy walked by and made a comment—I felt horrible for her. She kept her shorts on the rest of the afternoon.”*

*“My roommate found out that her boyfriend and his buddies nicknamed her Chewbacca behind her back...I think I’d die.”*

This would lead to one of the most revealing studies the client or agency had ever seen. A study that covered 475 women in the U.S. and was later duplicated in Europe. The research debrief had the potential to be a study in awkward meetings. Instead, something magical happened—the sense of humor and candid responses that women gave in quantitative anonymity brought an air of levity into the discussion—a key discovery for our future brief.

***We needed an idea that would give the women permission to talk about this openly in public, to anyone who would listen. (Ultimately, encouraging them to break the first rule of Fight Club.)***

The learning that guided our big idea was in how women answered the following question, “If you were talking to a friend about bikini hair or bikini-area trimming, shaving or removal—what words or phrases might you use?”

What we learned is that there was an entire metaphoric language that women used to code their coyness and talk indirectly about the topic. The language of metaphor was the unifying language shared by women



of all ages, races, relationship status and geographies. This code made it OK for women to talk about their topiary, their shrubbery, their grassy field and so on. They all predominantly used metaphors related to things that grow naturally:

Her hair metaphors	Her maintenance metaphors
<ul style="list-style-type: none"><li>• The Bush</li><li>• My Garden</li><li>• My Fur</li><li>• The Shrubs</li></ul>	<ul style="list-style-type: none"><li>• Landscaping or "ladiescaping"</li><li>• Cut the forest</li><li>• If it's too long since a waxing I need to shape it or trim it</li><li>• Trim the bush</li><li>• Style the beast</li><li>• Keeping the kitty soft</li><li>• Shave the beaver</li><li>• Maintaining my fur-arri</li><li>• Mowing my lawn</li></ul>

Source: Quattro Trimstyle Sonar 08

When women were comfortable with how the topic was encoded, they had fun with it. We'd use this metaphoric language to celebrate the new Schick Quattro Trimstyle loudly and proudly. Our big idea would empower women to openly and symbolically discuss Schick's new bikini-trimming product. We'd be as playful as they are when talking about the labor of feminine landscaping.

Thus, our big strategic platform was born from women's humorous metaphoric language—

*"Transform Your Topiary!"*





**“Transform Your Topiary!”** was a loosely veiled and playful call-to-action giving people permission to openly purchase, use and talk about the new Schick Quattro TrimStyle. It couched the topic in a way that got it through women’s cultural filters and allowed them to comment to a friend, co-worker, acquaintance or anyone who cared to read about it online. The work’s metaphoric nature enabled it to cross geographic borders, languages, morals thresholds and media guidelines. The campaign launched in mid-February as a fully integrated TVC, print and viral Web campaign.

### **To Drive Conversations Online We Created a Viral Music Video Called “Mow The Lawn”:**

“Sometimes a girl can’t help feeling a little blue. When everything’s a mess, my favorite thing to do is... Mow the lawn! Mow the lawn.... Some bushes are really big, some gardens are mighty small... Whatever shape your topiary, it’s easy to trim them all. Whenever I see a weed, I mow that rascal down, so all that’s left for me to see are tulips on the mound... Mow the lawn, and mow the lawn. Feeling rough around the edges? It feels great to trim the hedges!” The Web film drove women to the [www.mowthelawn.co.uk](http://www.mowthelawn.co.uk) Web site.



### **This Private Buzz is Now Public**

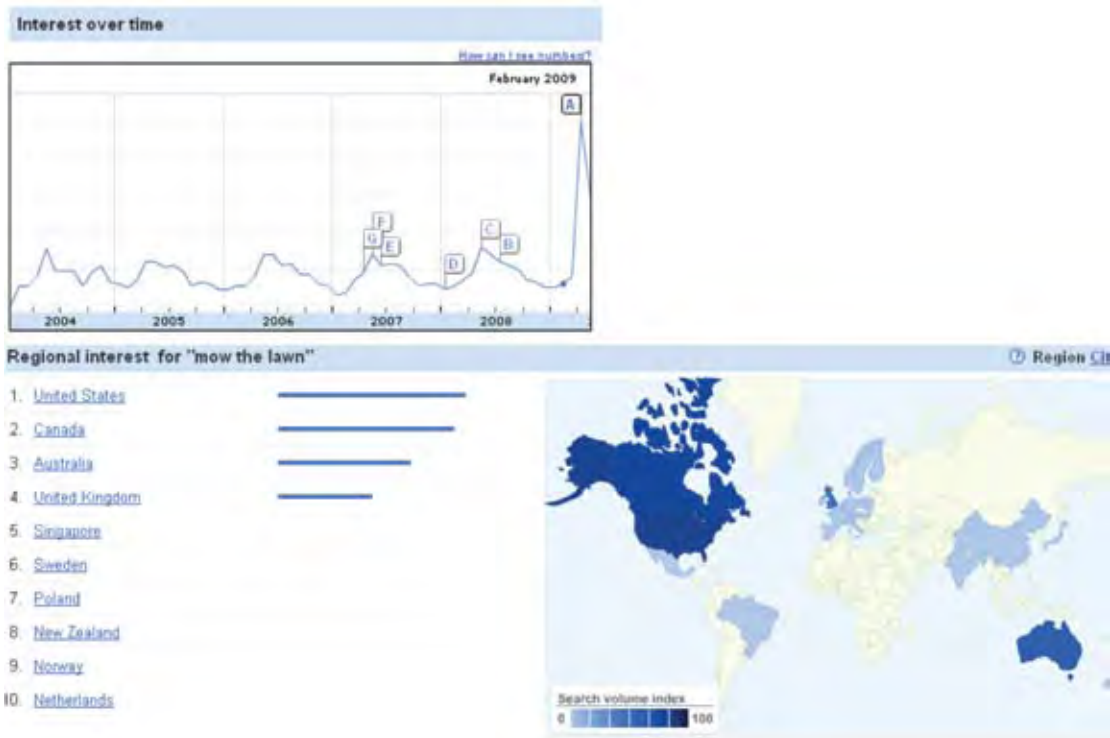
Our metaphoric strategy drove the integrated idea into culture, making it OK to talk about the Schick Quattro Trimstyle and that's exactly what it did. The campaign and viral film launched in early February 2009. Almost instantly, women could be overheard singing, laughing, blogging and recommending a new product from Schick that helped them to mow their lawns.

The “Mow the Lawn” video was seeded on a multitude of Web sites, including Digg, YouTube, Facebook and Twitter. The chatter has also been unwittingly amplified by feminist bloggers who re posted the video themselves to complain about it.





Google Insights for Search show a massive spike in consumer search interest around the topic of “mow the lawn” at the exact period of time we launched the Schick Quattro Trimstyle. And in case you’re wondering, this spike can’t be confused with interest in spring yard work, since the data shows that for the past five years, actual lawn-mowing interest has been minimal.



Source: Google Insights For Search



## People are Now Happily Talking and Buying

A sample from YouTube viewers—currently there are over 2 million views worldwide across multiple Web sites

- I just bought that razor simply because this song is so awesome.
- Excellent! Good on you Schick Wilkinson Sword!

## In Just Three Months We Have Cut Down Gillette

Comparing the latest 4 weeks to the year-ago period, it is clear that TrimStyle has been incremental to the Women's Razor Segment.

### Impact on Sales:

- In its 3<sup>rd</sup> month after launch TrimStyle was the #1 razor in the category by dollar sales
- The launch is responsible for an 11.5% growth in Schick's women's business (vs. YA)
- Wal-Mart has already requested additional displays
- Sales teams are reporting that the razor at a premium \$10.99 is moving faster than expected
- All of this success has come before the prime summer season

*Sales data from the four weeks ending 4/25/09*



Data: Nielsen FDMx - Latest 4 weeks ending 5.16.09 U.S. Specific

## The Public Buzz:

- Digg.com – #1 in videos from last 7 days (noted on April 8th)
- Ranking on adcritic and creativity-online.com: #1, week of April 6th
- Ranking on viralvideochart.com: #14 in videos from last 7 days (noted on April 9th)
- Ad Forum – Editor's picks featured spot, April 24th, 2009
- Ad Forum – #1 in Top 5 Ads This Week (April 27th)
- AdAge.com: #8 on Viral Video Chart (noted April 29th)
- Featured on Gruen Transfer – National advertising critique talk show in Australia – on May 8th, bringing total views up to over 2 million

Our TVC scored over double the norm. Earning a persuasive 267 Copy Effectiveness Index (CEI) Score, it is the highest testing CEI in Schick history.<sup>3</sup>

<sup>3</sup>Schick TrimStyle ASI Copy Test 2008

