

A photograph of two men in a warehouse. The man in the foreground is sitting in a red wooden cart, wearing a blue polo shirt, dark pants, and a grey cap. He is smiling broadly and has his feet propped up on the cart's sides, showing green sneakers. The man in the background is pushing the cart, wearing a light-colored button-down shirt and a grey cap. The warehouse is filled with stacks of cardboard boxes on pallets. The text "DOLLAR SHAVE CLUB" is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by two white horizontal lines.

DOLLAR SHAVE CLUB

CONTENTS



1. COMPANY OVERVIEW
 2. BRAND PROMISE, PERSONALITY AND ATTRIBUTES
 3. TARGET AUDIENCE
 4. SWOT ANALYSIS
 5. FUNCTIONAL AND EMOTIONAL BENEFITS
 6. POSITIONING STATEMENT
 7. PERCEPTUAL MAP
 8. BRAND EVALUATION
 9. CURRENT ACTIVITIES
 10. THE BIG IDEA
 11. CREATIVE THEME
 12. MARKETING CHANNELS
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COMPANY OVERVIEW

COMPANY OVERVIEW



A photograph of two men in a warehouse. The man in the foreground is wearing a blue polo shirt and a grey cap, smiling broadly while pushing a red wooden cart. A skateboard with a green deck is on the cart. The man in the background is wearing a light-colored shirt and a grey cap, looking towards the camera. The warehouse is filled with stacks of cardboard boxes on pallets. The text "PROMISE, PERSONALITY & ATTRIBUTES" is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by two white horizontal lines.

PROMISE, PERSONALITY & ATTRIBUTES

BRAND PROMISE, PERSONALITY AND ATTRIBUTES

BRAND PROMISE

- Dollar Shave Club promises to provide its target market high quality razors every month at a lower cost compare to others, so that a razor blade purchase becomes a part of one's routine.

PERSONALITY

- Dollar Shave Club's brand personalities are simple, clear, functional, efficient and hilarious.

ATTRIBUTES

- Dollar Shave Club provide functional, high quality razor every month that ensure their customer's benefit to enjoy their great razors at a lower rate



TARGET AUDIENCE

TARGET AUDIENCE

DEMOGRAPHICS

- Both male (primary) and female (secondary)
- Age from 18 to 29
- High school diploma or better
- Tech Savvy
- Income at least 30,000/yr

PSYCHOGRAPHICS

- Individuals who use razors as their primary hair removal device
- Busy lifestyle and are on the go
- Individual that is looking for a good deal and not looking to spend a lot on razors/shaving cream

A photograph of two men in a warehouse. The man in the foreground is wearing a blue polo shirt and a grey cap, sitting on a red cart and smiling broadly while holding a skateboard. The man in the background is wearing a light-colored shirt and a grey cap, pushing the cart. The warehouse is filled with stacks of cardboard boxes on pallets. The text "SWOT ANALYSIS" is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by two white horizontal lines.

SWOT ANALYSIS

SWOT ANALYSIS

STRENGTHS

- Inexpensive
- Low operating cost
- Low Advertising cost
- Convenient
- Great quality at low rate
- A membership subscription model

**A GREAT SHAVE. DELIVERED.
TRY ANY RAZOR
FOR JUST \$1**

Includes a weighty handle, 4 cartridges
and free shipping.

SWOT ANALYSIS

WEAKNESSES

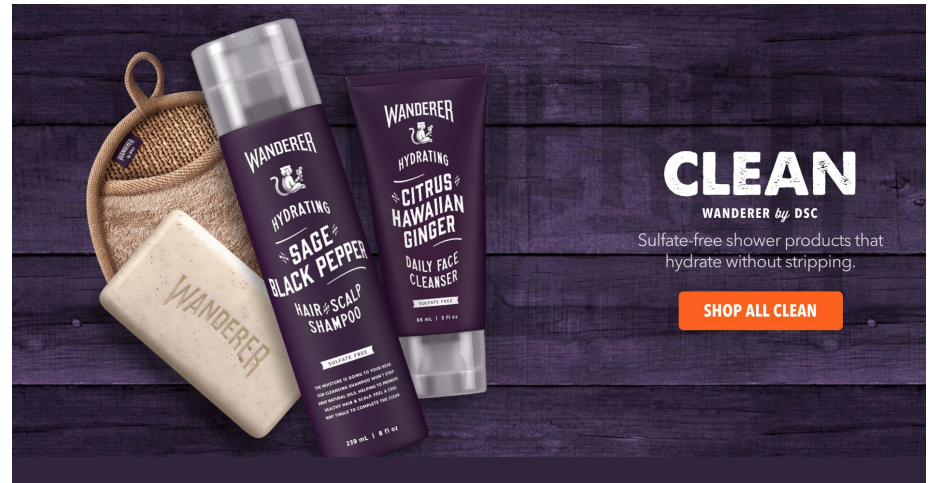
- Line not as large as other competitors
- Only sold online
- Limited funds
- Manufactured out of the country



SWOT ANALYSIS

OPPORTUNITIES

- Growing industry
- Demand is high
- Shipping razors is a new trend
- Could expand product line to include other hygiene items for women (soap, body wash, etc)



SWOT ANALYSIS

THREATS

- Unshaven look becoming popular (Dollar Beard Club)
- Similar companies such as Harry's
- Larger companies have achieved brand loyalty
- Alternatives to traditional razors (electric)





FUNCTIONAL & EMOTIONAL BENEFITS

FUNCTIONAL AND EMOTIONAL BENEFITS

FUNCTIONAL BENEFITS

- Convenient
- Low Price
- Uses Aloe and Vitamin E in razor strips
- Online-Based
- Subscription model

EMOTIONAL BENEFITS

- Easy and direct user friendly experience
- Environmental friendly
- as the packages are made with recyclable material
- Caring

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POSITIONING STATEMENT

POSITIONING STATEMENT

- To the tech savvy and environmentally friendly men and women, the Dollar Shave Club is the brand of simple, efficient and functional razor and razor blades that offers her/him the experience of a clean smooth and refreshing shave so she/he can truly enjoy feeling confident and attractive while only spending a dollar.

A photograph of two men in a warehouse. The man in the foreground is sitting in a red wooden cart, wearing a blue polo shirt, dark pants, and a grey cap. He is smiling broadly and looking towards the camera. The man behind him is wearing a light-colored button-down shirt and a grey cap, and is pushing the cart. The warehouse is filled with stacks of cardboard boxes on pallets. The floor is concrete. The text "PERCEPTUAL MAP" is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by two white horizontal lines.

PERCEPTUAL MAP

PERCEPTUAL MAP



A photograph of two men in a warehouse. The man in the foreground is wearing a blue polo shirt and a grey cap, smiling broadly while pushing a red wooden cart. A skateboard with a green deck is on the cart. The man in the background is wearing a light-colored shirt and a grey cap, looking towards the camera. The warehouse is filled with stacks of cardboard boxes on pallets. The text "BRAND EVALUATION" is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by two white horizontal lines.

BRAND EVALUATION

FIRST LAUNCH

- In march 2012, video “Our Blades are F***** Great!” with 12000 razor subscribers within 2 days
- Must be shareable
- Entertaining
- Interesting
- useful
- informative
- Relatability=irreverence and humor
- 1 billion all cash acquisition by Unilever



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CURRENT ACTIVITIES

CURRENT ACTIVITIES

- Offering a real solution
- The problem: razor too expensive
- The solution w/DSW: 3 dollars monthly subscription for good quality alternative
- No hidden contract, no extra fees, no “BS”
- Product Market Fit, Why?



CURRENT ACTIVITIES

- Create A Unique Customer Experience
- Young, stylish, playful. Not just a contract, but get in on a joke and get a sense of community that no other razor brands can offer.
- When join the club, you get a warm welcome email that confirms the transaction.



CURRENT ACTIVITIES

- Shortly after, the first shipping arrives.
- A beautifully branded box
- Another playful welcome note
- Shaving products
- Occasionally free sample
- The Bathroom Minutes,” Dollar Shave Club's monthly lifestyle newsletter (including a note from the chairman, monthly quotes, member spotlights, trivia, and club news.



CUSTOMER EXPERIENCE EXAMPLE

SEPTEMBER 23, 2016

DSC DEBATES: PEEING AT NIGHT—TO SIT, OR TO STAND?

Team Sit:


Andrew F.: “Standing up straight is the last thing I want to do after being woken up in the middle of the night by my bladder. I’d lay down flat to use the toilet if I could.”

Nick L.: “Here are the options as I see them... 1: Pee while standing in the dark, then have to clean up the mess when it turns out I’m not even facing the right direction. 2: Pee while standing and turn the light on, then not be able to get back to sleep for three hours (or just fall down the stairs in the dark because my night vision has been screwed up). 3: Sit down to pee in the dark, feel sweet, sweet relief and stumble sleepily back to bed. No contest.”

Luke L.: “I’m a firm believer in sitting down with the lights off because I don’t want to **mess up my REM cycle by being exposed to too much light in the middle of the night**. But, learn from my mistake: Make sure the toilet seat is down when you sit—otherwise, you may just fall in the toilet and hurt yourself.”

CURRENT ACTIVITIES (SOCIAL ACTIVITIES)

- DSC Social team does a good job at replying to followers with personalized and characterful response
- Keep followers loyal and committed to the brand.



The screenshot shows a social media thread. At the top, a user named Stacy Adams has a comment: "Extremely disappointed! Tomorrow will be 6 days since I placed my order and I have received nothing!". Below this, the Dollar Shave Club (DSC) account has a reply: "Don't forget the holiday does not count as a shipping day. You can also track it in your account page." Another user, Jessica Fraser, has a comment: "Is there anyway to get an extra handle I steal my hubbies blades lol". The DSC account has a second reply: "Sure Jessica, message us your account email and we'll get him an extra handle".

Stacy Adams Extremely disappointed! Tomorrow will be 6 days since I placed my order and I have received nothing!
Like · Reply · 5 · 13 hours ago

Dollar Shave Club Don't forget the holiday does not count as a shipping day. You can also track it in your account page.
Like · 7 · 12 hours ago

Jessica Fraser Is there anyway to get an extra handle I steal my hubbies blades lol
Like · 1 · 12 hours ago

Dollar Shave Club Sure Jessica, message us your account email and we'll get him an extra handle
Like · 2 · 11 hours ago

CHARITY

- Dollar Shave Club proudly flies the flag for these underfunded and overlooked charities.
- there is a history of colon cancer in his family
- Mike Dubdin live streamed his colonoscopy on YouTube in partnership with the Colon Cancer Alliance.
- This led to \$10,000 being donated to Colon Cancer Alliance,



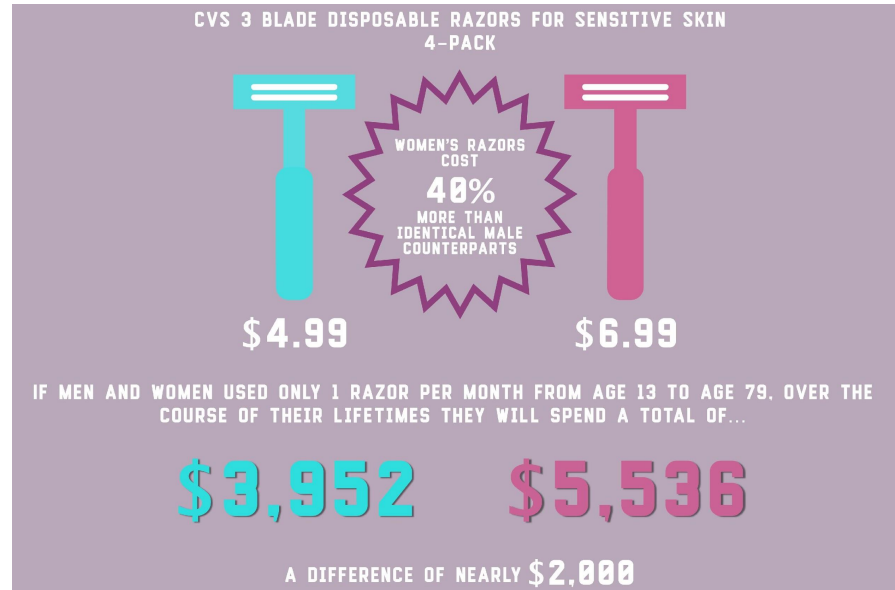
A photograph of two men in a warehouse. The man in the foreground is sitting on a red cart, wearing a blue polo shirt and a grey cap, smiling broadly. The man behind him is wearing a light-colored shirt and a grey cap, looking forward. The warehouse is filled with stacks of cardboard boxes on pallets. The text 'OUR 'BIG IDEA'' is overlaid on the image in white, bold, sans-serif font, flanked by two horizontal white lines.

**OUR
'BIG IDEA'**

BIG IDEA BRIEF

OVERVIEW OF THE OPPORTUNITY

- Women are still paying the “pink tax”
- Retail sales of women’s razors and blades reached \$2.5 billion in 2013
- It’s time to talk to the ladies.



BIG IDEA BRIEF

BUSINESS OBJECTIVES

The business goal is to increase market share in the women's market by 10% by the end of 2017, and strengthen the brand image and personality.



The communication goal is to send a message to the audience that they do not need to pay extra money for those pinky fancy “special” razors because products provided by DSC can be used by both men and women.

BIG IDEA BRIEF

KNOWN BARRIERS

The market is dominated by Gillette

It's hard to change audience's perceptions



MARKETPLACE DYNAMICS

A fundamental shift in the industry

Dollar Shave Club has shown that the shaving market can still be transformed - thanks to an online subscription model, a memorable brand, and a strong consumer experience. For more evidence of this, consider that Gillette, still the No. 1 razor brand, saw its market share fall from 71% in 2010 to 59% in 2015.

BIG IDEA BRIEF

MARKETPLACE DYNAMICS

Gillette Shave Club

Gillette
SHAVE CLUB

SHAVE PLANS HOW IT WORKS MY PLAN

FREE SHIPPING

LIMITED-TIME OFFER

Razor Handle + Shave Cream Included
When You Sign Up for a New Shave Plan Today

GET DEAL

Fusion
PROSHIELD

TRY NOW GET DEAL GET REWARDS SEE HOW IT WORKS

ENJOY FREE SHIPPING ON ALL TIDE PLANS

Tide ON DEMAND BETA

Join Now How It Works My Plans

Detergent. Stain remover. Brightener. Perfectly measured and ready to wash.

Learn More

Tide on Demand brings the 3-in-1 power of Tide PODS® right to your door, right when you need it. With a perfect mix of detergent, stain remover and brightener in every pac, and a variety of subscription options, this is laundry at its simplest.

NEVER THINK ABOUT DETERGENT AGAIN
Join Now

FREE SHIPPING, NO HASSLES
See How It Works

NO COMMITMENT, CANCEL ANYTIME
Manage Subscription

Tide Wash Club

BIG IDEA BRIEF

Market share
for women's
razors and
blades

PROCTOR
AND GAMBLE
(owner of the
Gillette brand)

53.2%

ENERGIZER
HOLDINGS
(owner of the
Schick brand)

23.1%

STÉ BLC SA
(owner of the
Bic brand)

10.2%

COMPETITIVE LANDSCAPE

Gillette's razors and blades command more than 50 percent of the women's shaving market

Price for refill cartridge is around \$6 per count.

The high-end blade of DSC is \$2.25 per count.



Venus Swirl Razor in Blue

★★★★★ (432)

\$8.99-\$13.59 MSRP

COMPARE



Venus Swirl Razor in Purple

★★★★★ (983)

\$8.99-\$13.59 MSRP

COMPARE



Venus Swirl Refills

★★★★★ (410)

\$20.99-\$30.49 MSRP

COMPARE

BIG IDEA BRIEF

COMPETITIVE LANDSCAPE



See Flavor & Size Options

Schick Intuition Renewing Moisture Razor Blade Refills...



~~\$16.62~~ \$19.99

Subscribe & Save

More options available:

\$11.88 **fresh**

\$17.49 **Prime**

In the meantime, the biggest player on the online retail block, Amazon, is growing as a serious competitor to consumer products companies, with its push into private-label goods – diapers, detergents and grocery items – combined with its “subscribe and save” option for these sorts of staples that require regular replenishment.

BIG IDEA BRIEF

KEY INSIGHTS

- The same product can be used by both men and women as there is no different razor
- The campaign should be an extension of the current one
- The tone of communication should be fun, quirky and out there
- Approach production with agility. Don't be afraid to improvise.
- Tell a story, don't just sell. Ads are by nature intrusive – videos should reward the consumer for giving you a moment of their time.
- Seasonality

TOUCHPOINTS FACTORS

- DSC born online
- Target audience is tech savvy
- Box
- Has its fan base on social media and has its own APP



CREATIVE THEME

CREATIVE THEME

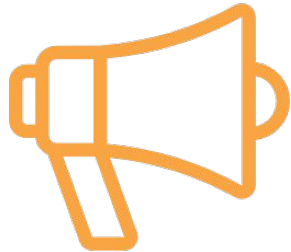
Campaign Name: What's his is hers

- We want to focus on equality in all spaces but subtly.
- In keeping with the brand voice, we can deliver the message, 'What's his is hers'
- The point to be made here is why should men have all the fun, women can use the same product differently
- Have that authentic feel, is to be relatable, allow women to put themselves in your shoes as a brand, as opposed to talking at them or talking above them
- Lastly, be more informative, focus on answering FAQ's so that we can convince women who normally would go to a store and buy a product like this.

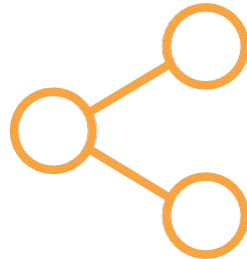
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MARKETING CHANNELS

CHANNELS



ABOVE THE LINE



THROUGH THE LINE



BELOW THE LINE

ABOVE THE LINE



SPOTIFY



PANDORA



SOUNDCLOUD

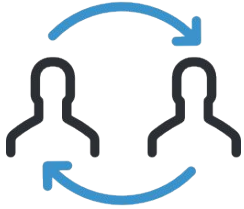


APPLY MUSIC

ABOVE THE LINE



THROUGH THE LINE



ENGAGE CUSTOMERS

Get women to trust the brand by sharing information and convincing that the the DSC is the right choice



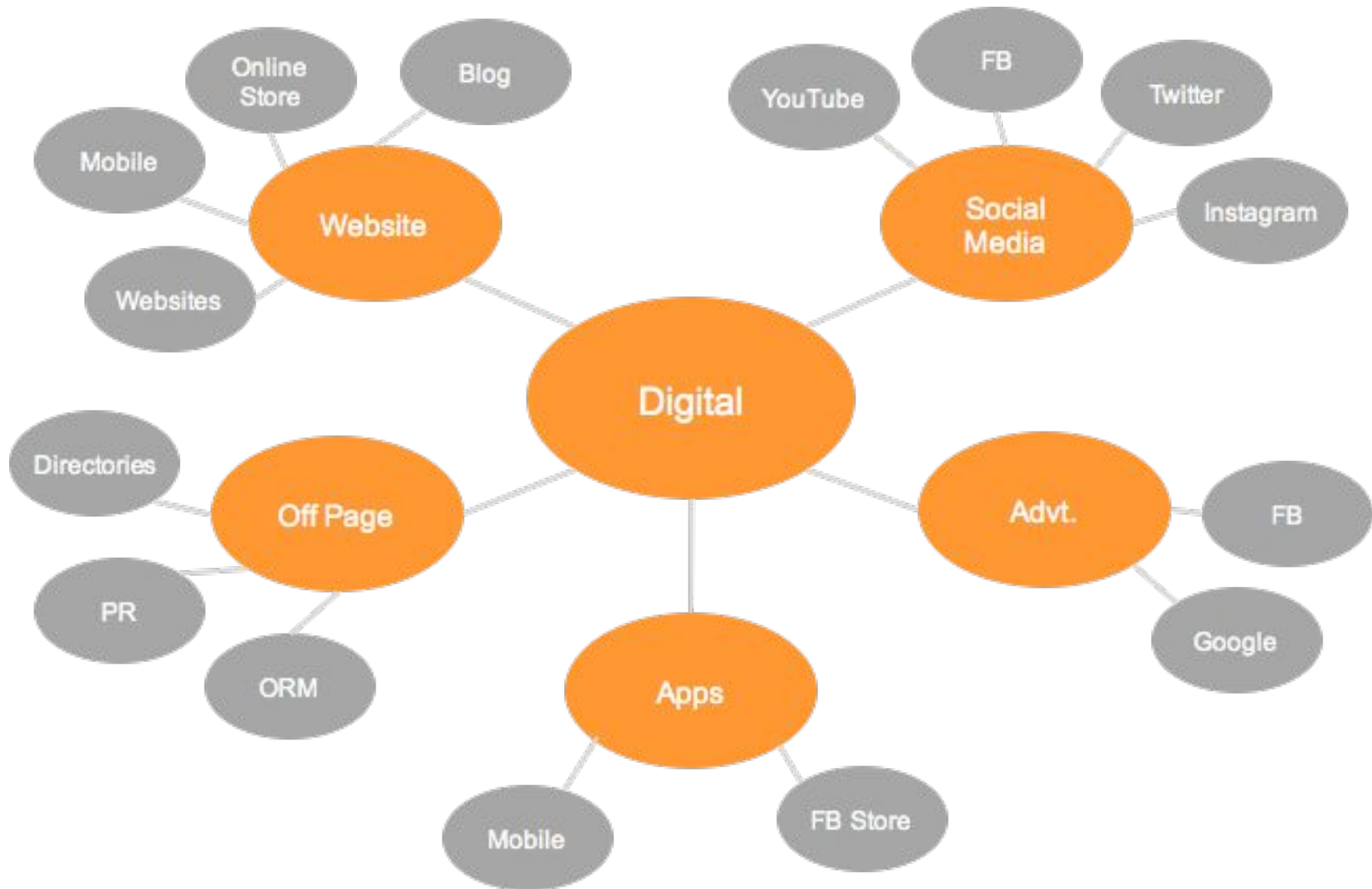
WEBSITE/ APP CLICKS

The website and app are places to share more information, promote sales and buy the product



INCREASE MARKET SHARE

The ultimate goal is to make sure we increase our market by selling to women too



SOCIAL MEDIA POSTS AND ADS



WHAT'S HIS IS HERS

Razors Women Love

Your Caption Here

Ditch sexist disposable razors & learn to shav...

Sign Up



Dollar Shave Club

Sponsored

Like Page

Ditch sexist disposable razors & learn to shave your legs like a Woman.



WHAT'S HIS IS HERS

Razors Women Love

<http://dlrshv.es/atmwd6>

YOUR CAPTION HERE

Sign Up

20

562 Comments 500K Shares

Like Comment Share



Dollar Shave Club

Sponsored

Ditch sexist disposable razors & learn to shave your legs like a Woman.



WHAT'S HIS IS HERS

Razors Women Love

<http://dlrshv.es/atmwd6>

Your Caption Here

Sign Up

20

562 Comments 500K Shares


Like Comment Share

SOCIAL MEDIA POSTS AND ADS



Instagram

Dollar Shave Club Sponsored



HIS. **HERS.**


Sign Up >

♥ 75K likes

Dollar Shave Club Stop paying the pink razor tax. Join Dollar Shave Club & get amazing razors delivered for a few bucks a month.

Instagram

Dollar Shave Club Sponsored



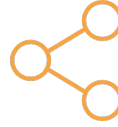
~~HIS.~~ hers.

Sign Up ...

♥ 87K likes

Dollar Shave Club Stop paying the pink razor tax. Join Dollar Shave Club & get amazing razors delivered for a few bucks a month.

SOCIAL MEDIA COMMUNICATION PLAN



- Animated Comic Strips
- Contests to win premier free one month packages
- Did you know facts GIF
- Testimonials
- Facebook live and virtual 360 photos



- Pre Roll video advertising with a CTA to visiting the website
- Making of the movie
- Other branded content focusing on the women's market



- Contest with the use of specific hashtags
- Memes and other UGC
- Jokes and Trivia's
- FAQ's



- Influencer Giveaways
- Short videos
- Instagram focused contests
- Insta Stories
- Click to reveal offer ads
- Sign up posts

EMAIL MARKETING



- Direct mail with information about the product and offerings
- Clear call to action, in this case, a link to the membership page
- Database driven
- Links to the social media pages

DOLLAR SHAVE CLUB

WE GUARANTEE YOU'LL LOVE US

[TRY THE CLUB](#)

- ✓ First box arrives in 3-5 business days
- ✓ Free shipping
- ✓ Get razors every month or every other month
- ✓ 100% satisfaction guarantee

READY TO SHAVE? READY TO SHAVE?

WELCOME TO YOUR **BETTER BATHROOM**
IT JUST GOT A LOT COOLER IN THERE.

"I like shaving with a club razor."
— No one, ever.

You were SO close to trying the Club. You should go through with it. We deliver amazing razors for a few bucks a month. No membership fees. No nonsense. If you're not 100% happy, we'll refund your money. What do you have to lose?

[Learn more](#)

Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest icons

PUBLIC RELATIONS



- Women blogger reviews
- Tie up with hotels to include this kit in their bathroom toiletries
- Interview with the CEO about his new target audience





**THANK
YOU**