

VENUS BREEZE:

Increased awareness, purchase intent, and sales follow TREMOR™ engagement with Venus Breeze.

AUGMENT TRADITIONAL MASS MARKETING STRATEGIES WITH PERSONAL CONVERSATIONS THAT ENGAGE CONSUMERS AND DRIVE TRIAL.

The Challenge

Shaving is a chore and isn't something that women like to talk about. When Gillette introduced the Venus Breeze, they knew they had a great product that women loved to use. It features a high-quality, ergonomic triple-blade design with breakthrough Flexible Shave Gel Bars that provide the shave gel experience without any help from other products. The Venus Breeze was a product that made shaving less of a chore and more of an enjoyable experience. While Gillette had a media launch plan, they wanted a way to amplify those efforts by using TREMOR to generate more meaningful awareness and engagement to drive trial. The challenge was to create a message so disruptive that once a Vocalpoint connector was exposed to it, she would eagerly share it with others in her social network.



WHY TREMOR?

The simple answer? It's personal.

When it comes to effective broadcast and print campaigns that reach mass audiences, Gillette is second to none. These kinds of tactics, however, are not designed to communicate on a personal level with consumers who, every day, must choose from dozens of competitive razor brands. Gillette knew that TREMOR could be very effective in augmenting the existing "mass media" launch plan with a "word of mouth" campaign that would generate even more—and more meaningful—awareness and conversation.

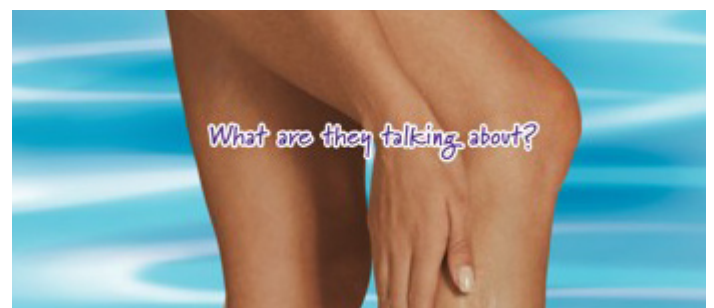
HOW TREMOR DELIVERED THE MESSAGE.

The TREMOR network of 400,000 highly connected women provided an ideal starting point for a "talkable" message. To get the conversation started, TREMOR engaged Vocalpoint connectors to "get softness from a surprising source." The offline mailer included a sample for the connector and coupons for her to share with friends. Participants were directed to a Venus Breeze site where they could learn more about the product.

THE TREMOR METHODOLOGY.

Because a strong mass audience message has already been established ("easy 2-in-1 shaving"), the role for TREMOR was to create a disruptive, personal message that could trigger conversations between Vocalpoint panel members and her social network.

Using qualitative and quantitative research, TREMOR uncovered several consumer expectations, or schemas. They found that most users described shaving as a two-step process—the act of shaving and the application of lotion afterward to prevent dry skin. The Venus Breeze was designed to eliminate the need for shave cream. The disruptive idea? Now that you have a razor that provides moisture, you just might skip the lotion. The disruptive message? Get softer, smoother skin from a surprising source.





How TREMOR delivered results.

Matched market analysis of test versus control market and representative population surveys reported a significant lift in sales, awareness, purchase intent and equity, raising the value of the entire Venus line.

- Positive profit ROI
- 18% increase in awareness
- 40% increase in purchase interest

The TREMOR program succeeded for Gillette by adding wave after wave of conversations to the marketing mix for Venus Breeze. All of which has meant new waves of TREMOR engagements with Gillette on additional Venus campaigns.