

Gillette

#ShaveTheStigma

Campaign



BACKGROUND

Gillette, founded by King Camp Gillette, revolutionized the grooming industry with its safety razors. The brand introduced its iconic tagline, "*The Best A Man Can Get*," during a 1989 Super Bowl ad and has since partnered with sports influencers across tennis, football, baseball, and golf. In 2005, Gillette merged with Procter & Gamble (P&G), strengthening its position as a global leader in male grooming.

MISSION:

For 120+ years, Gillette has been committed to helping men look, feel and be their best.

VISION:

King C. Gillette's vision has inspired 120+ years of innovation to bring you the best shave in the world. And, we're not done yet.



A PERSPECTIVE ON PRECISION

"We'll stop making razor blades when we can't keep making them better."

King C. Gillette



Gillette

BUSINESS PROBLEM

Gillette is losing market share by failing to connect with 18-26 year-old Black men, due to a lack of inclusive marketing and the perception that its products don't meet their unique grooming needs.



Leveraging data-driven insights, **engage and win household penetration with Black US men** through a culturally relevant and resonant marketing campaign that **drives consideration and purchase** and **changes Gillette brand perceptions** among the Black community.



RESEARCH

What makes you feel like your shave session was successful?

24 responses

When the hair gone

When my lineups are perfect

Every hair has been trimmed or removed in that one session.

Feeling clean afterwards

Lined up and right length.

looks and feel good

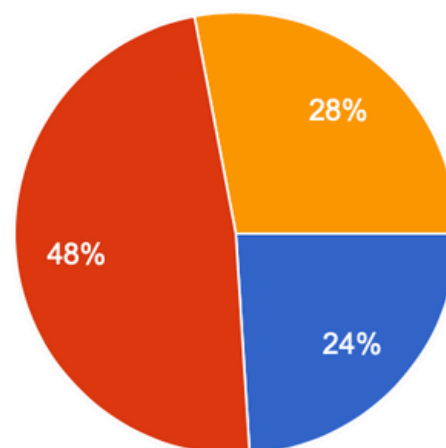


Maintaining facial hair through grooming is a direct reflection of a Black man's cultural identity



If a product (like; exfoliator, soothing gel, shave butter, or a product that minimized irritation) was sold with a razor, how likely would you be to purchase a razor?

25 responses



- Very likely
- Somewhat likely
- Not likely at all



RESEARCH



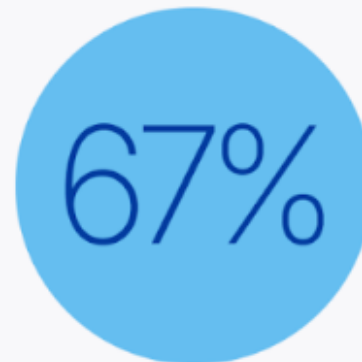
The Black community wants to see more media representation



Hip-hop and rap are musical traditions that are firmly embedded in Black culture

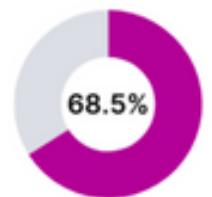


The U.S. Black population is projected to grow from 15% today to 18% by 2060

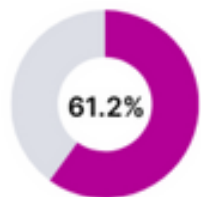


Two out of three Black Americans want to see more representation of their identity group on screen

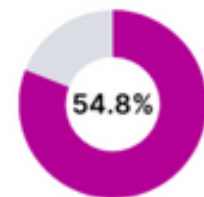
The desire to see more representation in media



African American



Black first-generation



Black foreign born

Percentages reflect agreement with this statement: I wish I saw more representation of my identity group when I watch TV.
Source: Nielsen's 2023 Black Diaspora Study powered by Toluna



[LINK TO SURVEY](#)

Data sources: U.S. Census; Pew Research Center; Nielsen Black Diaspora Study, powered by Toluna



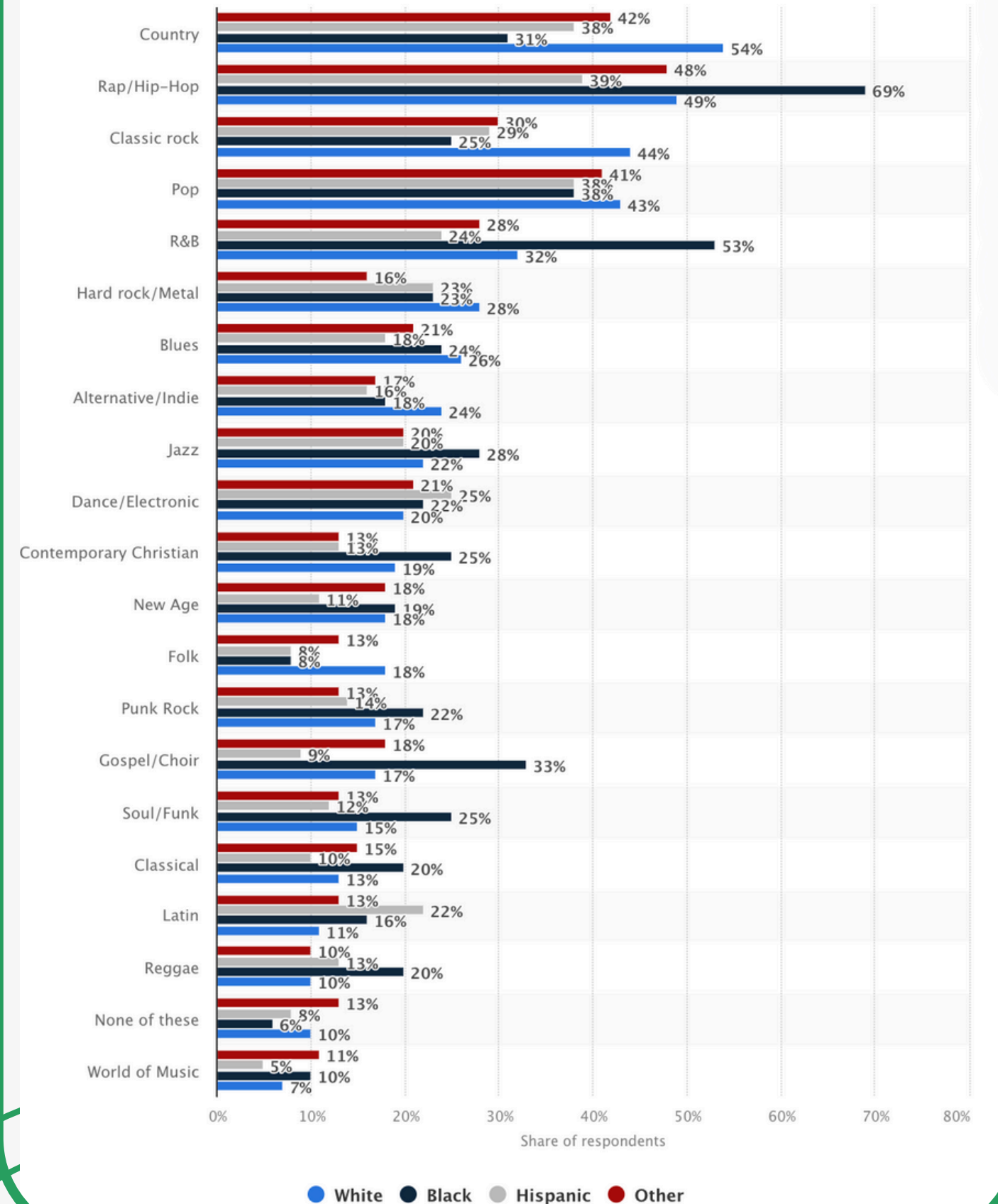
When the media misrepresents black men, the effects are felt in the real world

Leigh Donaldson

“More than 35% of Black Americans believe brands portray all Black people the same in advertising”



Public opinion on the music genres which are representative of America today in the United States as of May 2018, by ethnicity



RESEARCH



Black men suffer disproportionately from their white counterparts

Men's Health

Black men suffer disproportionately from these issues. These things impact the confidence of our community yet have frankly gone ignored for almost the entire 200-year history of the health and beauty industry. I felt that I could do better for an audience that I care very deeply about and a community that I've been a part of my entire life.



According to the National Institute of Minority Health and Health disparities, Black men are **four times likelier** to die by suicide than Black women. The American Academy of Child and Adolescent Psychiatry has seen a **60 percent rise** in suicide rates among Black boys over the past two decades.

Forbes

Mental health issues are relatively common in the Black community at large. According to the [National Institute on Minority Health and Health Disparities](#), African Americans are 20% more likely to experience serious psychological distress, such as [major depressive disorder](#), than white Americans. Rates of major depressive disorder in young Black adults ages 18 to 25 increased by more than 3% between 2015 and 2018, according to the [Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#), yet Black Americans of all age groups are less likely to seek treatment than white Americans. Additionally, the [U.S. Department of](#)

INSIGHT

A Black man's **mental health**, like his grooming, is often neglected.



HISTORY OF SUPPORTING MENTAL HEALTH



P&G and our grooming brands Gillette and Braun have partnered with Australian nonprofit Movember to support men's mental health and prostate cancer and testicular cancer.

Adrian Janjua, Shave Care Vice President and Commercial Leader, said, "We believe in being a force for growth and a force for good in the communities where we live and work. As globally leading men's grooming brands, we can think of no better way to show our support locally here in Australia than through Movember and its community of participants and supporters."

Globally, Movember has invested in 600+ biomedical research projects focused on prostate cancer and testicular cancer, four cancer registries, and over 1,320 men's health projects.

All funds raised through the partnership will go toward programs that make a difference for men, their families and their communities.



Former New York rep paralyzed after horseback riding accident
BLOG BRIEFING ROOM | 3 MINUTES AGO

Dean Phillips: My voice was 'ignored' but so were 'tens of millions' of Americans
CAMPAIGN | 27 MINUTES AGO

OPINION What the results of the US election mean for the fight against antisemitism worldwide
INTERNATIONAL | 43 MINUTES AGO

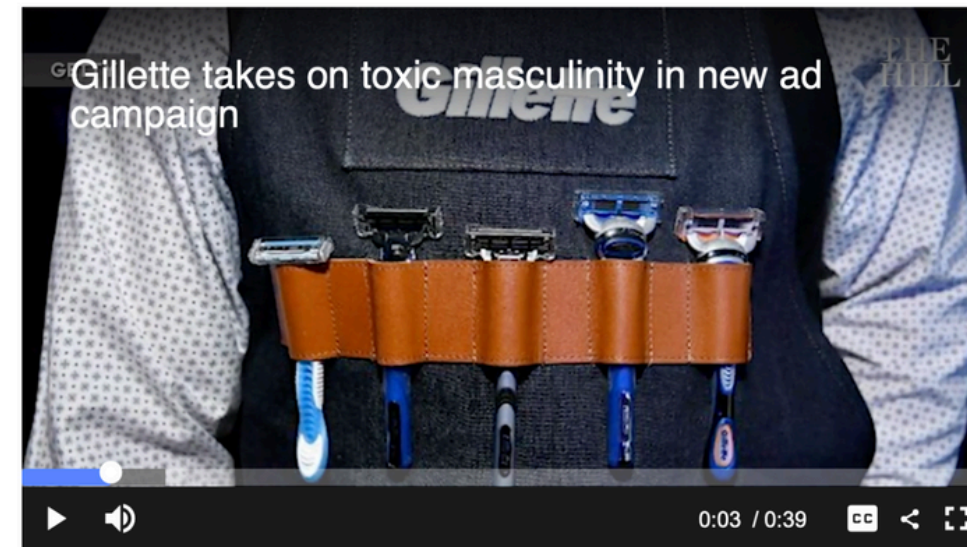
RFK Jr.'s new bully pulpit sends public health shock waves
HEALTH CARE | 43 MINUTES AGO

Should you set heat to a constant temperature or turn it on and off?
NEXSTAR MEDIA WIRE NEWS | 1 HOUR AGO

Ramaswamy says top

Gillette takes on toxic masculinity in new ad campaign

BY AVERY ANAPOL - 01/14/19 10:30 AM ET



A new ad campaign from Procter & Gamble-owned razor brand Gillette

HomeServe
YOUR TYPICAL REPAIR COST WITHOUT HOMESERVE:
REPAIR CIRCUIT BOARD
\$536
National average cost
GET A PLAN >



OUR STRATEGY

Using Gillette as a catalyst, develop **authentic storytelling**, launch **black Gen Z-backed products**, and engage in a **credible celebrity collaboration** to break mental health stigmas, reinstate confidence, and empower Black men to redefine strength through vulnerability and self-care.



THE CREATIVE IDEA

#ShaveTheStigma campaign x
limited-edition product launch
with Kendrick Lamar

Why Kendrick?

Relevance

As the Super Bowl LIX halftime headliner, he'll be in the cultural zeitgeist during first half of 2025

Resonance

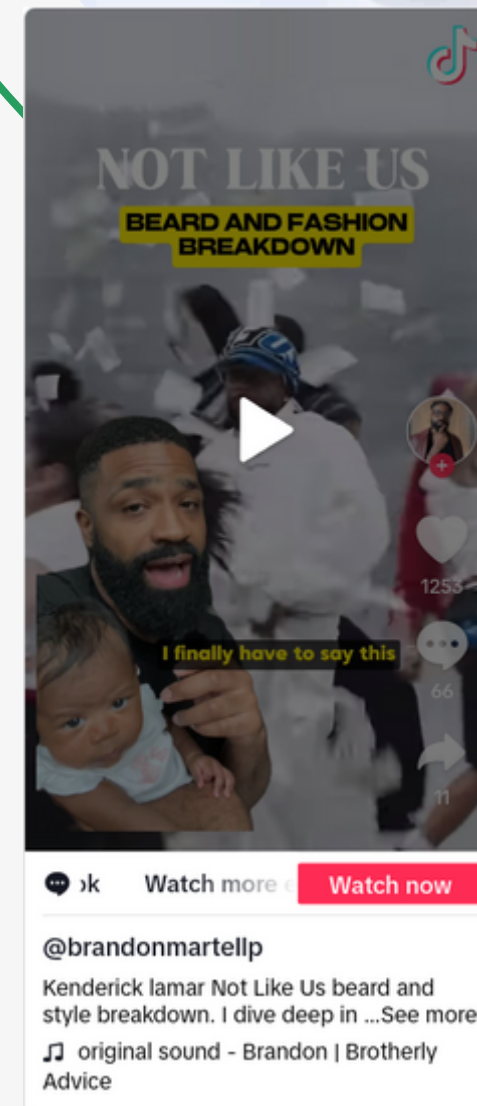
His lyrics, song themes and life experiences resonate deeply with Gen Z Black men

Credible

Big mental health advocate for black men (incorporates messaging into his song lyrics)

Relatable

Kendrick talks openly about his various facial hair and how it's not only a reflection of his style, but his identity



OWNED MEDIA

- **Product Launch**

- “Shave The Stigma” Series
 - Single-blade razor, hydrating shaving gel and Vitamin B-infused beard oil

- Publish personal stories on Gillette’s site in which consumers share how they’re using the new grooming kit to maintain their beards (how they represent their best self, stepping away from the norm of a clean-shaven face as the face of success.)

- Customers share how they found their identities through grooming (why they maintain the style they do)

- TikTok, Instagram, YouTube & Twitter/X (using **#ShaveTheStigma**)

The image shows a composite of digital assets for Gillette. At the top right is a screenshot of the Gillette Instagram profile, featuring the brand logo, 359 posts, 158K followers, and 258 following. Below the profile is a grid of Instagram posts, including one for 'Gillette SKINGUARD' and another with the text 'CAN YOU SPOT THE HAIRS I MISSED SHAVING WITH MY GILLETTE LABS RAZOR?'. On the left is a screenshot of the Gillette website's navigation bar with links for 'GET A FREE RAZOR', 'PRODUCTS', 'SHAVING TIPS', and 'ABOUT'. Below the navigation is a large hero image of a man shaving with the text 'HOW TO SHAVE YOUR FACE: A GUIDE TO MEN'S SHAVING'. Underneath the hero image is a short paragraph of introductory text. At the bottom is a YouTube video player for 'Shaving Tips for Men: How to Shave Your Face | Gillette ProGlide Shield', featuring a man shaving and the text 'SHAVING TIPS' and 'Watch on YouTube'.

GILLETTE'S SHAVE THE STIGMA PRODUCT LAUNCH



Shave off that shame. Groom that guilt.

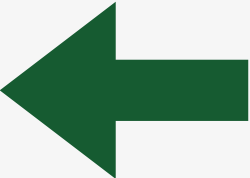
For too long, Black men have been burdened by stereotypes, historical trauma, and societal pressures to suppress their emotions. This stigma must end. Vulnerability is strength. Centuries of systemic racism and violence have deeply scarred the collective psyche of Black men, impacting mental health. Healing requires individual and collective action.

Prioritizing mental health is an act of self-love and resistance. It empowers Black men to be fully present for themselves, their families, and their communities. Building supportive spaces where mental health is valued equally with physical health is essential.

With over 120 years of commitment to helping men look, feel, and be their best, Gillette can be a catalyst for change. Beyond grooming, Gillette supports men's journeys to becoming role models. By encouraging young Black men to #ShaveTheStigma around mental health, Gillette can inspire self-care, strength, and authentic connection. Together, we can build a culture of support, healing, and resilience.

SHAVE THE STIGMA

Manifesto featured on side of packaging



EARNED MEDIA

Mid-to-late January 2025:

- Pitch and send press kits featuring Gillette's limited edition #ShaveTheStigma series to black reporters at top consumer, music, pop-culture, black-focused and men's health publications (under embargo until 2/10).

February 10, 2025:

- Coordinate full media day for Kendrick immediately following the Super Bowl (2/10) as media interest will be high in which he discusses his partnership with Gillette and the importance of mental health advocacy.



billboard

Kendrick Lamar's Latest Collab With Gillette Aims to #ShaveTheStigma Around Black Men's Mental Health.

ADWEEK

Gillette's #ShaveTheStigma Campaign with Kendrick Lamar Encourages Black Gen Zers to Vocalize Their Mental Health Struggles

EBONY

Kendrick Lamar On Why Routine Shaving Rituals Are Key to a Healthier Mind and Positive Self-Image: "Grooming is Black Excellence."

USA TODAY

Want to be featured in Kendrick Lamar's latest music video? Join Gillette's #ShaveTheStigma conversation for your chance to enter.

Men'sHealth

Millions of Black Men, Including Kendrick Lamar, Have a Mental Health Condition. His Biggest Act of Self-Love? Routine Grooming.

GQ

Gillette and Kendrick Lamar Want You To Look Your Best To Feel Your Best With The Limited-Edition Mental Health Awareness Month Grooming Kit — Available Now

Gillette

PRESS KIT

SHAVE THE STIGMA SERIES



**The Stigma
Shaver**

Single-blade razor

**The Stigma
Shaver Gel**

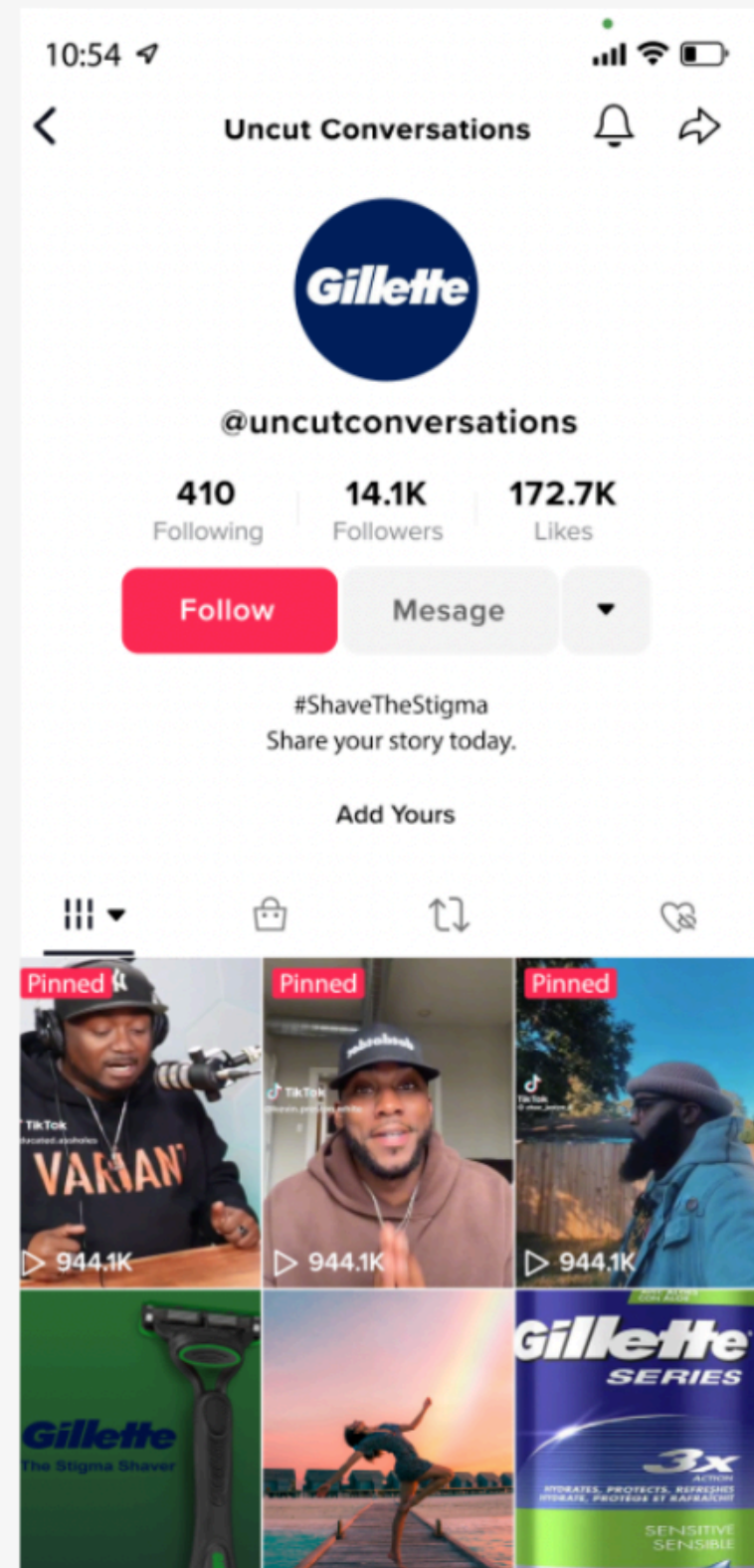
Hydrating shaving gel

**The Stigma
Beard Oil**

Vitamin B-infused
beard oil

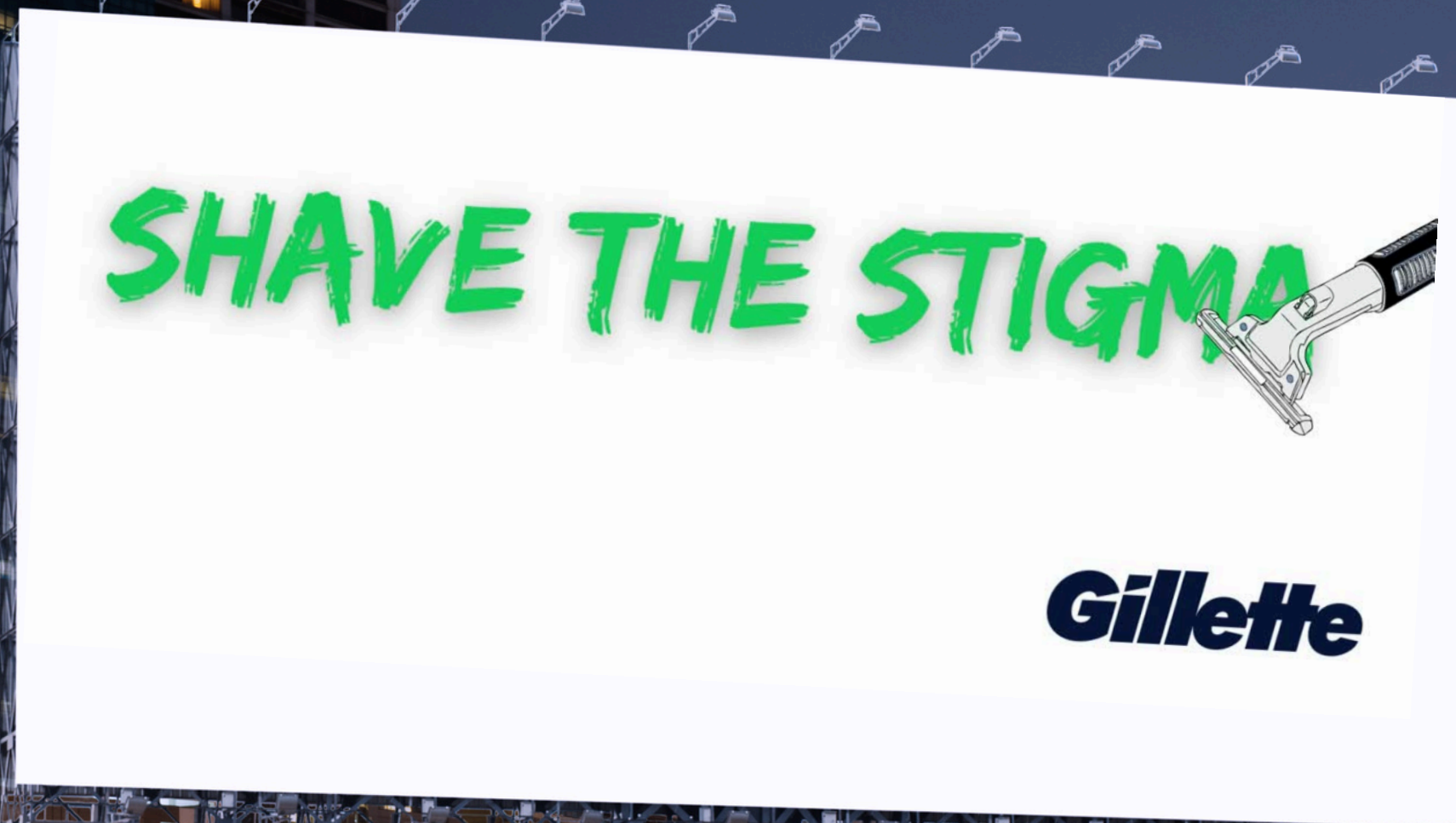
SHARED MEDIA

UNCUT CONVERSATIONS



- The best mental health advice received from a friend, family member, or mentor
- Shared via Instagram, TikTok, and X using **#ShaveTheStigma**
- Encourages global dialogue surrounding Black men's mental health
- Create "Uncut Conversations" as an extension of Gillette's TikTok page
- Submissions enter participants for a chance to be featured in Kendrick's music video, "Behind The Beard" (20 selected)

PAID MEDIA



#1: Digital OOH - Billboard

#2: Sponsored content from Kendrick Lamar

- Upcoming music video to promote men's mental health
- Promoted through social Media Posts

African Americans are **20%** more likely to develop a mental illness during their lifetime compared to their white counterparts.



From the beginning of Black History Month (Feb. 1st), through the end of Mental Health Awareness Month (May 31), **20%** of proceeds will be donated to  **BLACK MEN HEAL**

20 user submissions from our Uncut Conversations series who use #ShaveTheStigma will be selected to be featured in Kendrick's music video tied to the campaign, "*Behind The Beard*."

CAMPAIGN TIMELINE 2025



January

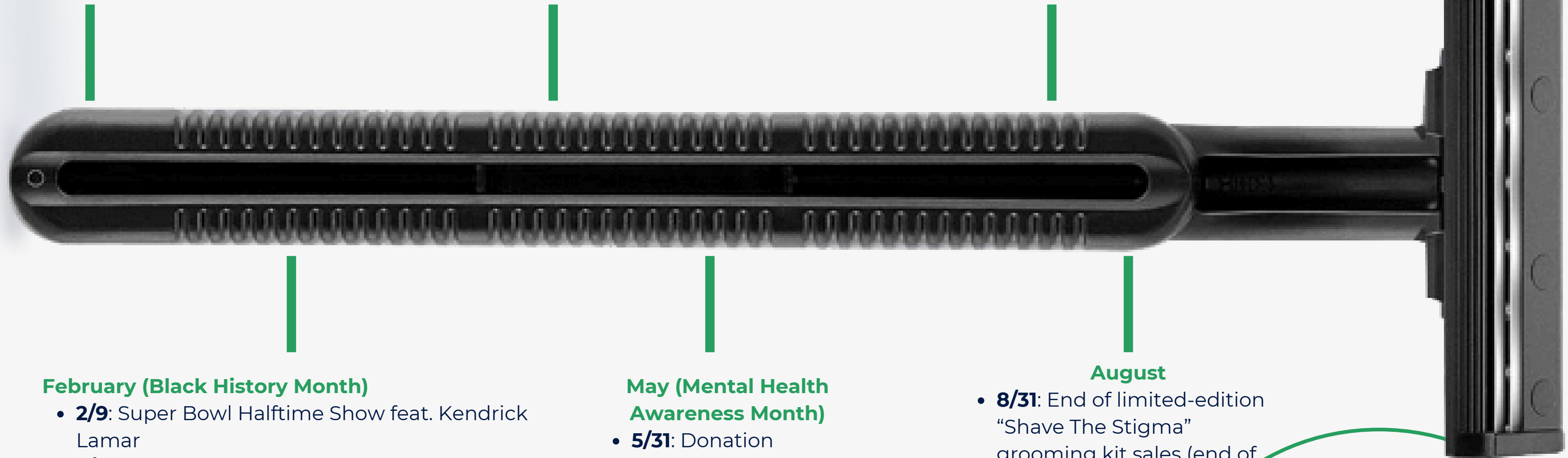
- **Mid-Jan.:** Tease product launch (Gillette's owned media channels)
- **Late Jan.:** Share press kits with reporters (under embargo until 2/10)

March

- "Uncut Conversations" series/ social plan
- Continue pushing paid social to encourage engagement in the #ShaveTheStigma conversation
- Billboard- Digital OOH
 - Detroit, MI; Memphis, TN, Baltimore, MA; Washington, D.C.; Chicago, IL; New York, NY

June

- **Juneteenth (6/19):** Kendrick releases music video feat. 20 Black Gen Z men who engaged in the #ShaveTheStigma conversation online



February (Black History Month)

- **2/9:** Super Bowl Halftime Show feat. Kendrick Lamar
- **2/10:** Tease partnership during full-day media tour
- Product launch (Gillette press release on corporate site and distributed across the Wire)

May (Mental Health Awareness Month)

- **5/31:** Donation proceeds from "Shave The Stigma" grooming kit ends

August

- **8/31:** End of limited-edition "Shave The Stigma" grooming kit sales (end of campaign tracking)



MEASUREMENT OF SUCCESS

+30% SALES

lift by black male consumers
between Feb. 1 - Aug. 31
2025 vs. YoY

**750M
EARNED
IMPRESSIONS**

between Jan. - Aug. 2025

**+25%
SOCIAL
ENGAGEMENT**

lift in comments, likes &
content shares

**+10% BRAND
SENTIMENT**

lift (positive brand favorability)
post-campaign, measured
through surveys assessing
consumer perception

**500M
SONGS**

streamed of Kendrick's new song
and music video, "*Behind The
Beard*," on streaming platforms
(i.e. YouTube, Spotify, Apple
Music, Amazon Music, etc.)

**3M
HASHTAG**

mentions generated for the
#ShaveTheStigma campaign
between Feb 1. - Aug. 31, 2025



THANK YOU

#ShaveTheStigma



Gillette