

Gillette

#ShaveTheStigma

Campaign



WHO WE ARE



**BREANNA
PALMER**



**BELLA
LANGFIELD**



**ALEXIA
GALINSKY**



**HANNAH
WELDON**



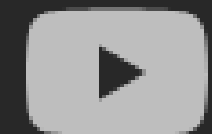
**MICHAEL
BELLINO**

***FATHER TIME* – KENDRICK LAMAR**



Video unavailable

[Watch on YouTube](#)





PREVELANT THEMES

Father issues

Depression & Anxiety

Addiction

Generational Curses

Vulnerability

Body Confidence



16.8M followers



39B+ total streams
(20.6M+ daily
streams)



Gillette

GILLETTE'S BRAND PURPOSE

“— For more than 120 years, Gillette has been committed to **helping men look, feel and be their best...equipping men to serve as role models to the next generation.** —”

To feel their best and be equipped to serve as role models to the next generation, **black men's mental health cannot be ignored.**

Gillette has an opportunity to reach Gen Z black men on a deeply personal and authentic level by **leaning into its brand purpose** and encouraging young black men to **#ShaveTheStigma** around mental health so they can not only be **better role models for the next generation, but for themselves.**

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.

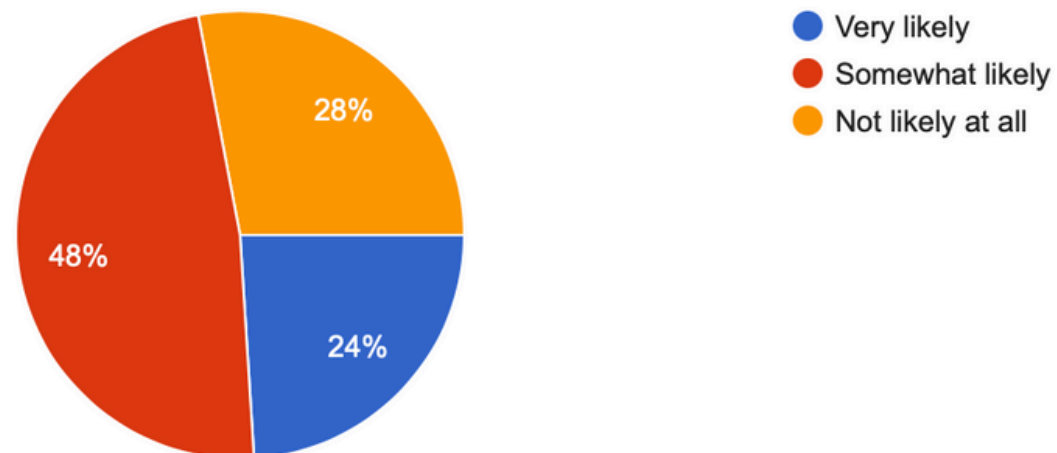
Feeling clean afterwards

Lined up and right length.

looks and feel good

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



Maintaining facial hair through grooming is a direct reflection of a Black man’s confidence



RESEARCH



Black men suffer disproportionately from their white counterparts (less likely to seek help)

Men'sHealth

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](#)

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

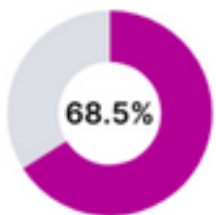


Two out of three Black Americans want to see more representation of their identity group on screen

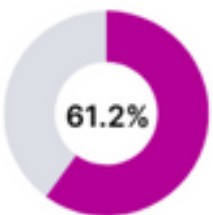


When the media misrepresents black men, the effects are felt in the real world
Leigh Donaldson

The desire to see more representation in media



African American



Black first-generation



Black foreign born

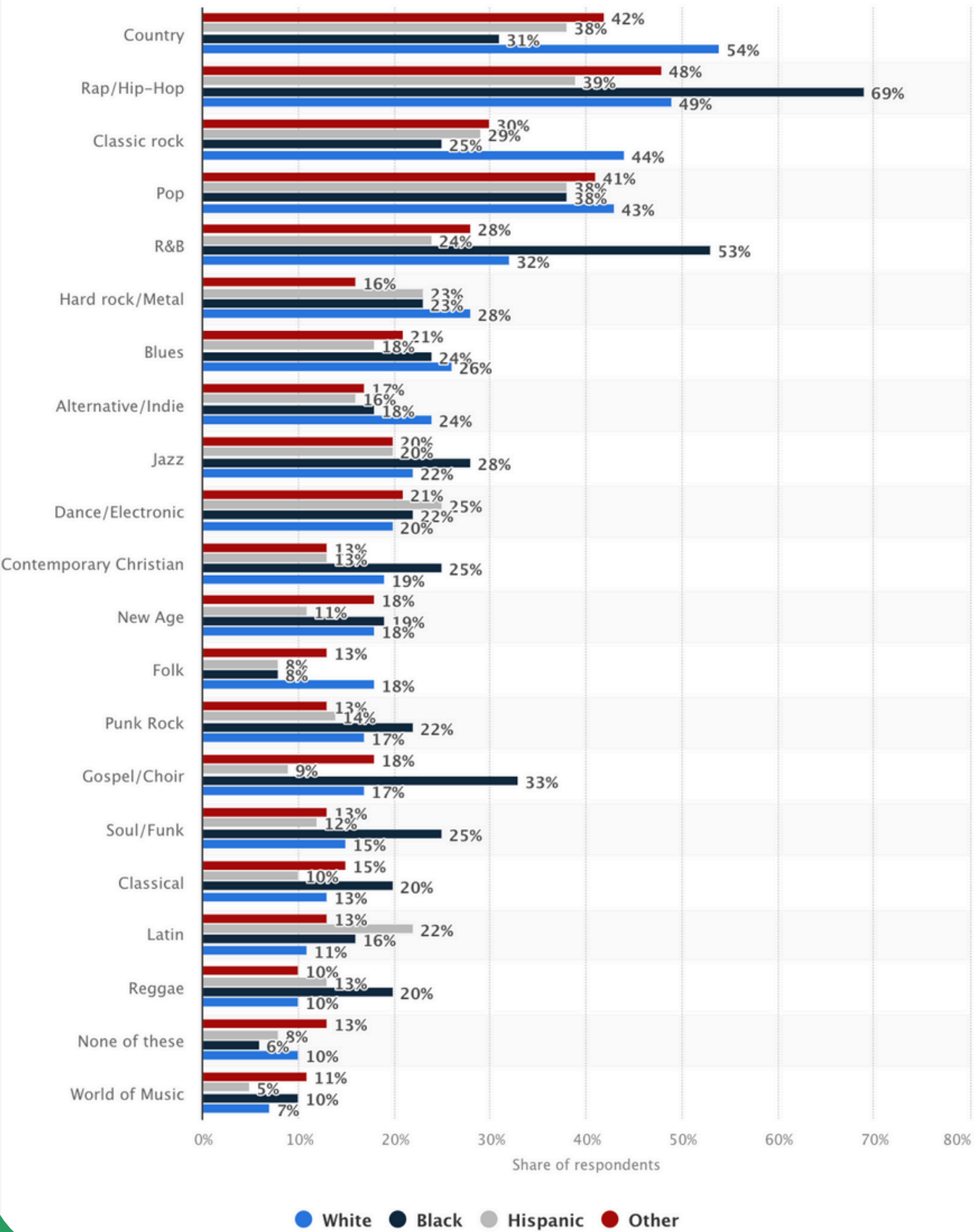
Percentages reflect agreement with this statement: I wish I saw more representation of my identity group when I watch TV.
Source: Nielsen's 2023 Black Diaspora Study powered by Toluna



[LINK TO SURVEY](#)



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



INSIGHT

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

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

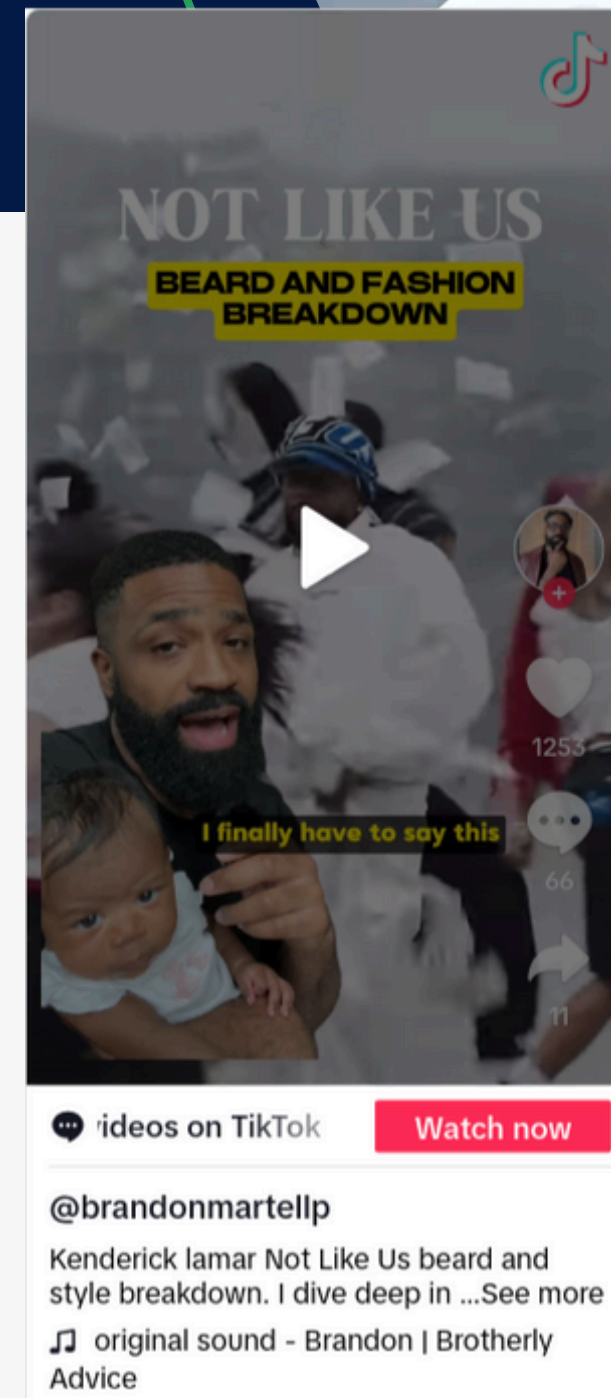
Why Kendrick?

Relevance

Resonance

Credible

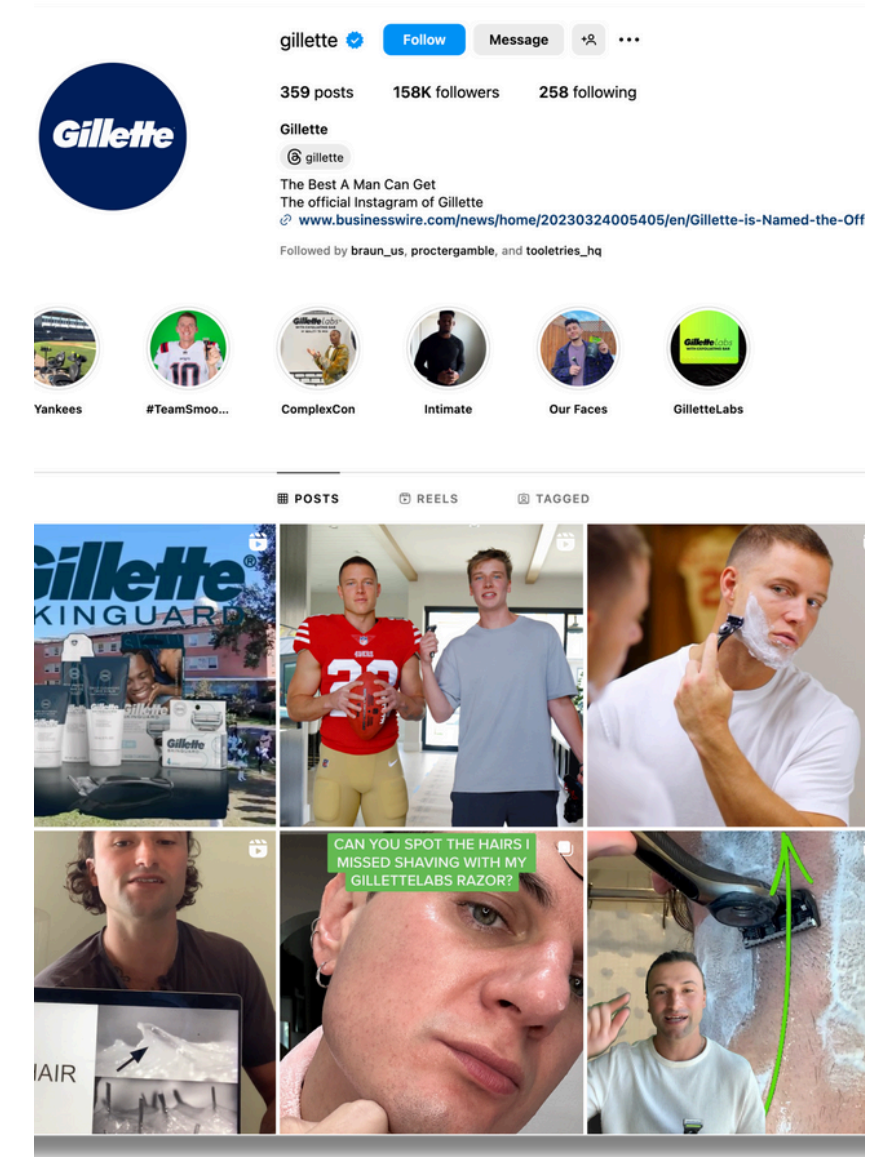
Relatable



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
 - HOW they used it
- Identities found through grooming
- TikTok, Instagram, YouTube & Twitter/X (using **#ShaveTheStigma**)



PRESS KIT

“SHAVE THE STIGMA” SERIES



The Stigma
Shaver

Single-blade razor

The Stigma
Shaver Gel

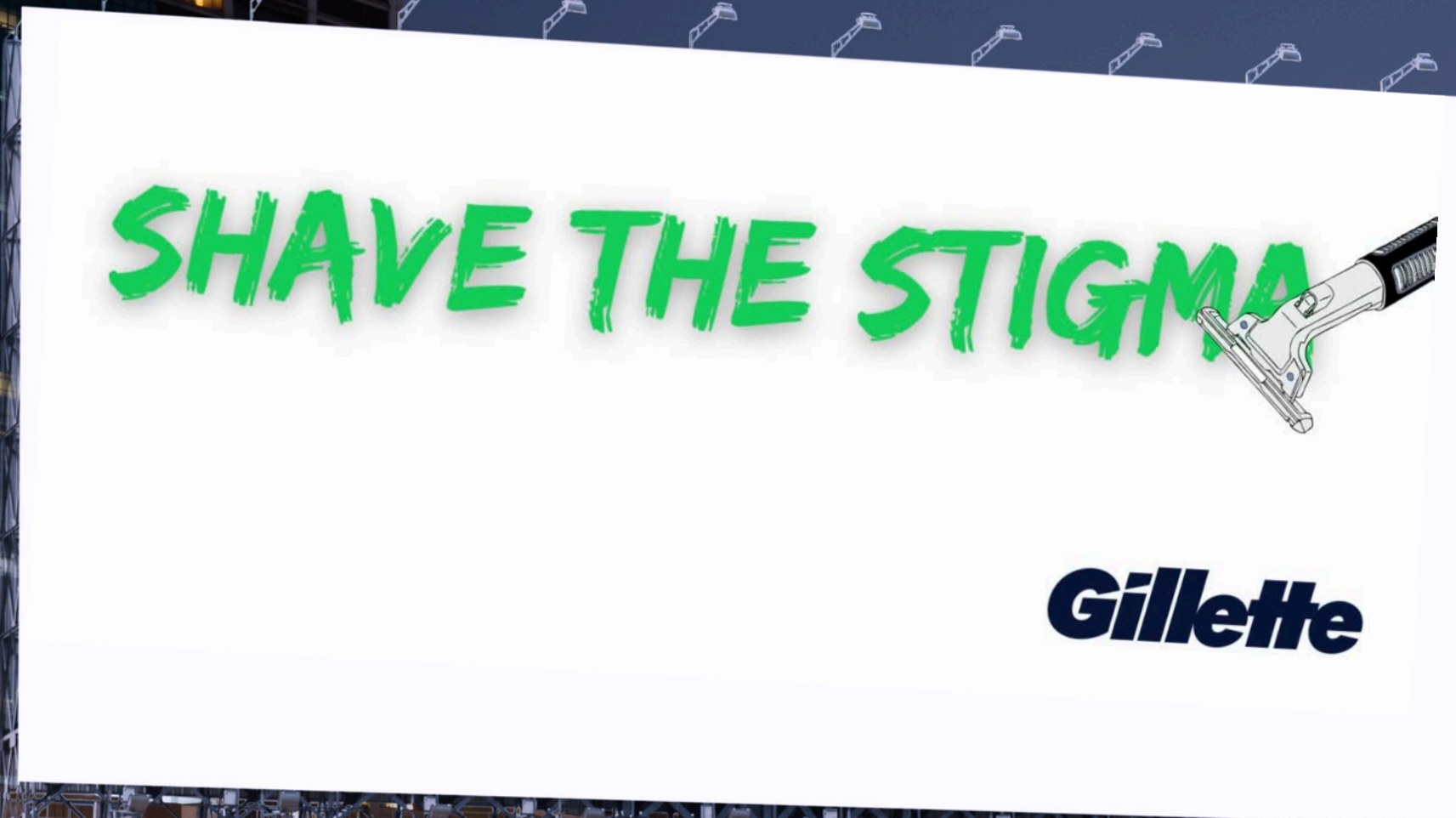
Hydrating shaving gel

The Stigma
Beard Oil

Vitamin B-infused
beard oil

Gillette

PAID MEDIA



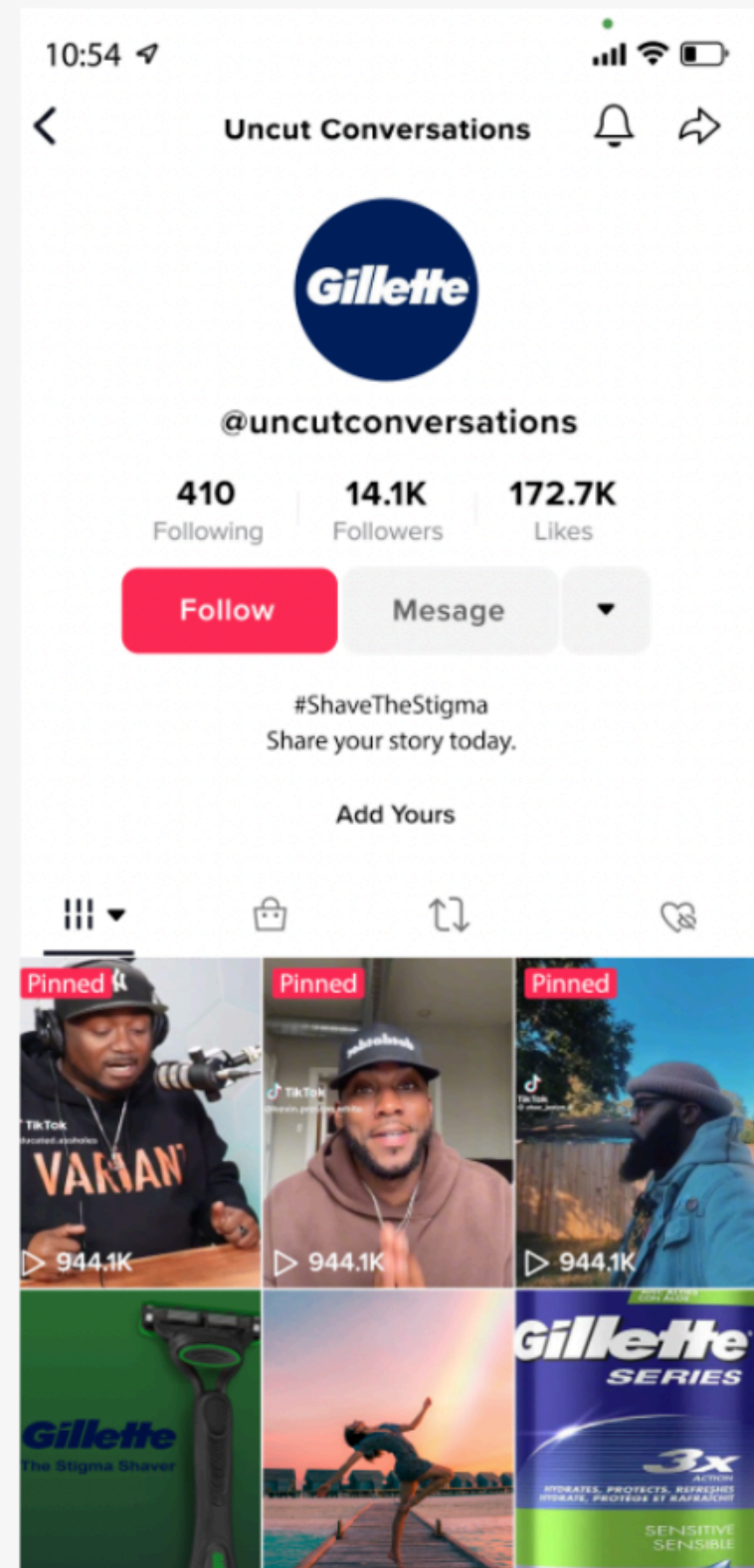
#1: Digital OOH - Billboard

#2: Sponsored content from Kendrick Lamar

- Upcoming music video to promote breaking the stigma around Black men's mental health
- Promoted through social media posts

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*"

EARNED MEDIA

billboard

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

EBONY

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

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



Brandon Pope
Ebony Magazine



Joseph Cheatham
Men's Health



Jonathan Limehouse
USA Today

ADWEEK

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

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.

Gillette

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

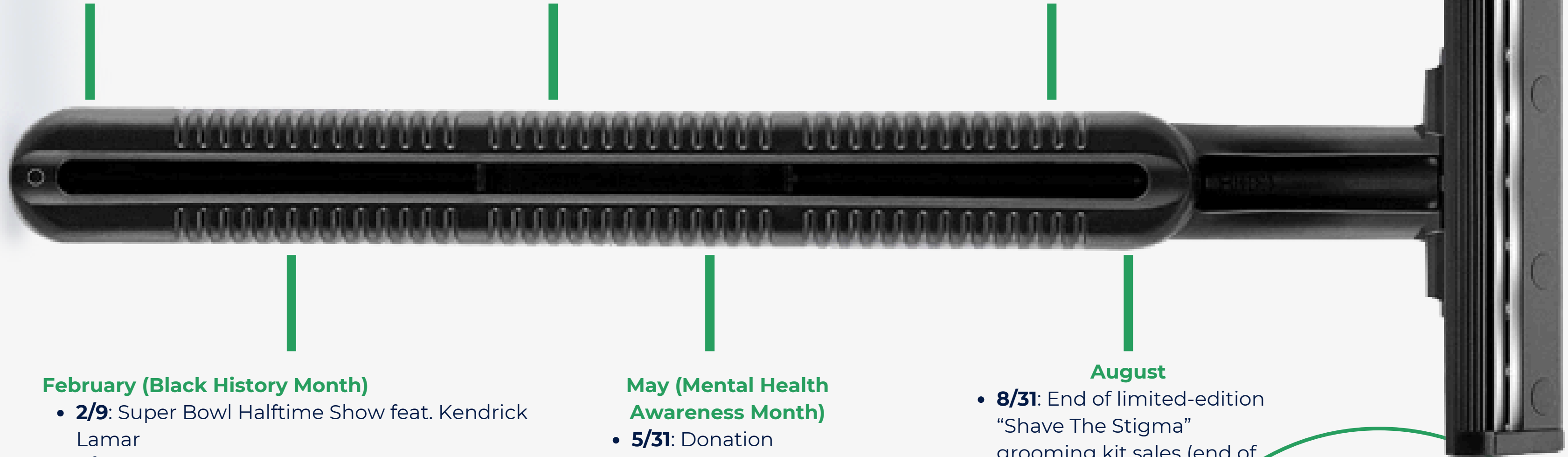
- **Mid-Jan.:** Tease product launch (Gillette's owned media channels)
- **Late Jan.:** Share press kits with reporters (under embargo until 2/10)

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)



Gillette

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