

Audio Ads

Ad Strategy:

In order to create an efficient advertising campaign for Barbasol, I decided to participate in research to understand their brand's mission. I immediately noticed that they have always targeted "American men". Every ad was directed towards men and their needs in regards to shaving. Specifically, one of their ads referred to the phrase, "Shave Like a Man". That phrase alone reminded me of the Always campaign, "#LikeAGirl" and sparked an idea of creating a Barbasol ad centered around the idea of "Shave Like a Girl". As we were told to create an ad to reach women ages 18-34, I figured that this statement could be popular. The controversy around the pink tax has been ongoing for years and to see a brand with a primarily male audience begin to cater to females could be a huge hit.

30 Second Audio Spot:

Sound of shaving foam being dispensed

Let's start shaving like girls, ladies. Ya, you heard me. Like girls! Shaving should be an empowering experience, allowing us all to feel our sexiest. That's where Barbasol Shaving Cream is here to help.

Sound of razor gliding smoothly

We believe that celebrating ourselves can be found in the simplest things in life, even a shaving cream. So let's get to shaving, shaving like a girl.

60 Second Audio Spot:

Sound of water running in background, begins to fade

Ok ladies, we all know that men are not the only people to deal with tough, coarse, hard-to-reach shaving spots.

*Sound of someone saying "ouch" due to a shaving cut"

The missed spots are frustrating, the ingrown hairs are embarrassing, and don't even get us started on the razor burn. We hate the idea of being uncomfortable after something that should help you feel great. So it's time to shave like a girl. Here at Barbasol Shaving Cream, we believe in creating a healthy relationship where confidence meets smoothness. So let's invite power into this soft experience.

Sound of razor gliding smoothly

Being a girl means being empowering, strong, and resilient. So let's shave like it! Shave like a girl and look good doin' it.