



Convince: those who travel and purchase hotel stays

that: Airbnb offers a simple, safe, connecting platform for travelers and hosts all around the world

because it should be easy and accessible to travel.



Intro:

Hi! This is my friend Airbnb! He is an extremely well-traveled guy; a real adventurer. Airbnb wants to make sure everyone can have this opportunity to travel. Airbnb is the middle man who provides simplicity and safety in connecting travelers looking for a place to stay and those offering travelers a temporary residence. There is a perfect place for everyone thanks to Airbnb.



SMIT:

Airbnb is the middle man who provides simplicity and safety in connecting travelers looking for a place to stay and those offering travelers a temporary residence.



Convince: Those who are always busy and looking for quality grooming products

That: the Dollar Shave Club can save your time and simplify your grooming routine

Because: no one has time to waste on everyday self-care



Intro: Meet Dollar Shave Club! They make grooming simple, affordable, and enjoyable. They understand that the traditional purchasing process can feel like a waste of time and expensive. Dollar Shave Club is here to assist you in shaving down your time and keep you looking sharp by delivering top-quality razors and grooming products to your door. With Dollar Shave Club, grooming isn't just a chore—it's a lifestyle upgrade.



SMIT: Dollar Shave Club is here to assist you in shaving down your time and keep you looking sharp by delivering top-quality razors and grooming products to your door



Convince: Those who have to shave

That: the Dollar Shave Club saves your time
and money

Because: If you have to shave, it shouldn't
have to be expensive



Meet Dollar Shave Club! They make grooming simple, affordable, and enjoyable. They understand that the traditional shaving process doesn't offer much return. Dollar Shave Club believes that since we live in a world where you have to shave, it shouldn't have to be expensive. They will keep you looking sharp, while shaving down your time by delivering top-quality razors and grooming products to your door. With Dollar Shave Club, grooming isn't just a chore—it's a lifestyle upgrade.



Dollar Shave Club believes that since we live in a world where you have to shave, it shouldn't drain your time and money



SMIT: Dollar Shave Club believes that women who shave as part of their routine deserve recognition for affordable and accessible shaving products

**DOLLAR
SHAVE
CLUB®**



Convince: Women who choose to shave

That: Dollar Shave Club can provide them the ability to have affordable and easily accessible shaving products

Because: Women tend to shave more square footage than the average man



Ad Idea for Women: Woman: womans could be put on Ulta website, age 20-35 because that's when woman care to shave typically, saves them time from having to go out to the store to buy toiletries

Digital ad: change color and make it fun and sparkly, change font, something funny about in hot girl summer, collab with hot celebrity

Highlight fact that she is busy



Ad idea for Men: dicks website, birddog, age group 35-50 because they're more likely to subscribe with regular income and has a house, and busy schedule/job

Digital ad: stick with man colors, over accentuate, "delivers right to your doorstep" and its a man in the wilderness, gets razor delivered and is sloppy and big beard then shaves and is business man

Highlight fact that he is busy



Convince: women subjected to the societal norms of shaving and "pink tax"

That: Dollar Shave Club provides affordable and easily accessible shaving

Because: women shouldn't have to waste time doing things they're "supposed" to do or suffer from "pink tax"



Intro At A Party: Meet *For Her* by Dollar Shave Club! They make shaving simple and affordable for women. They understand that women spend too much time and money on things they are “supposed” to do to fit society's standards. Dollar Shave Club for her believes that since we live in a world where women feel obligated to shave, it should be made as simple as possible. DSC *for her* will keep your bank account looking sharp, while shaving down your time by delivering quality razors and grooming products to your door.



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Digital Execution

- Tinder = With the target audience of women and the age group Tinder would be a great place for the poster to be placed. There are plenty of singles actively seeking romantic connections, by using this platform we can make sure our message reaches them in the environment where they could be finding their match. Dollar Shave Club's razors aren't just about grooming; they're about confidence, self-care, and making sure you're ready for whatever swipe destiny throws your way. This gives them something they didn't even know they needed and is an important reminder that self-care is desirable
- sprinkle a little smoothness into the chaos of modern dating
- “Swipe right for smoothness”
- “Get ready to slay, one swipe at a time”

Poster

Where: Beauty stores (Ulta, Sephora, etc)

This poster would be displayed near checkout/ exit because women who shop here spend way too much money on things they typically are getting to be more appealing to society. They also just spent time in store and in line and physically picking out the products. They will feel more enticed to try a membership that takes away their time and money, like the store they just visited did.



Convince: women who feel obligated to shave

That: Dollar Shave Club provides affordable and easily accessible shaving

Because: women shouldn't have to waste time doing things they're "supposed" to do or suffer from "pink tax"



Meet Her Shave! They make shaving simple and inexpensive for women because they understand that women spend too much time and money on things they are “supposed” to do. Her Shave believes that since we live in a world where women feel obligated to shave, it should be as simple as possible. Her Shave believes that if women are going to accept feeling obligated to shave, it should be as simple as possible.



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350 StoryBoard Revised

Girl and GF Texting:

gets a shot of the Girl texting while getting ready, then short vid of her phone, then cuts to her phone screen recording

The previous texts are of the GF sending off a check list making sure the Girl has done all of the self-care, grooming things before the date

GF: "did you full body shower"

Girl: "check"

GF: "did you get a mani/pedi"

Girl: "check"

GF: "did you gua sha?"

Girl: "check"

GF: "did you shave" *this one is being sent as the time the screen recording is going*

Girl: *emphasizes the text message with "!!"

Girl: "Crap. No. Need my Her Shave"

Dude and Friend texting:

gets a shot of the Dude texting while getting ready, then short vid of his phone, then cuts to is phone screen recording

The previous texts are of the dude and friend sending memes back stupid shit back and forth

Friend: "seeing hot stuff tonight, right?"

Friend: "you ready?"

Dude: "no just gotta shave"

Friend: "sick"

Girl hears a knock

Girl goes to door and get Her Shave package and opens it in bathroom and is satisfied

Dude digs in the back of drawer and finds a beat razor and is satisfied

Girl shaves with ease

Dude shaves not with ease

Girl is ready and sitting on the couch checking her watch waiting for him

Girl hears a knock

Dude is at door with cuts on his face looking happy to greet her

Scene of them leaving together