



KNOXVILLE BAGELS



SADIE DRIVER, KATELYNN BLEDSOE, WILLIAM KELLEY, ELLA WILLIAMS, & MADISON WILSON

CSS STATEMENT

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 according to society



SMIT

Her Shave makes shaving simple and affordable for women because they understand that women spend too much time and money on things they are “supposed” to do.

PARTY INTRO

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.



POSTER



SALLY
BEAUTY



**SELF
CARE
SIMPLIFIED.
FOR HER.
FOR ONCE.**

DOLLAR
Her Shave
CLUB®

www.dollarher shaveclub



DIGITAL EXECUTION



DATING
ISN'T
SIMPLE.
SHAVING
SHOULD
BE.

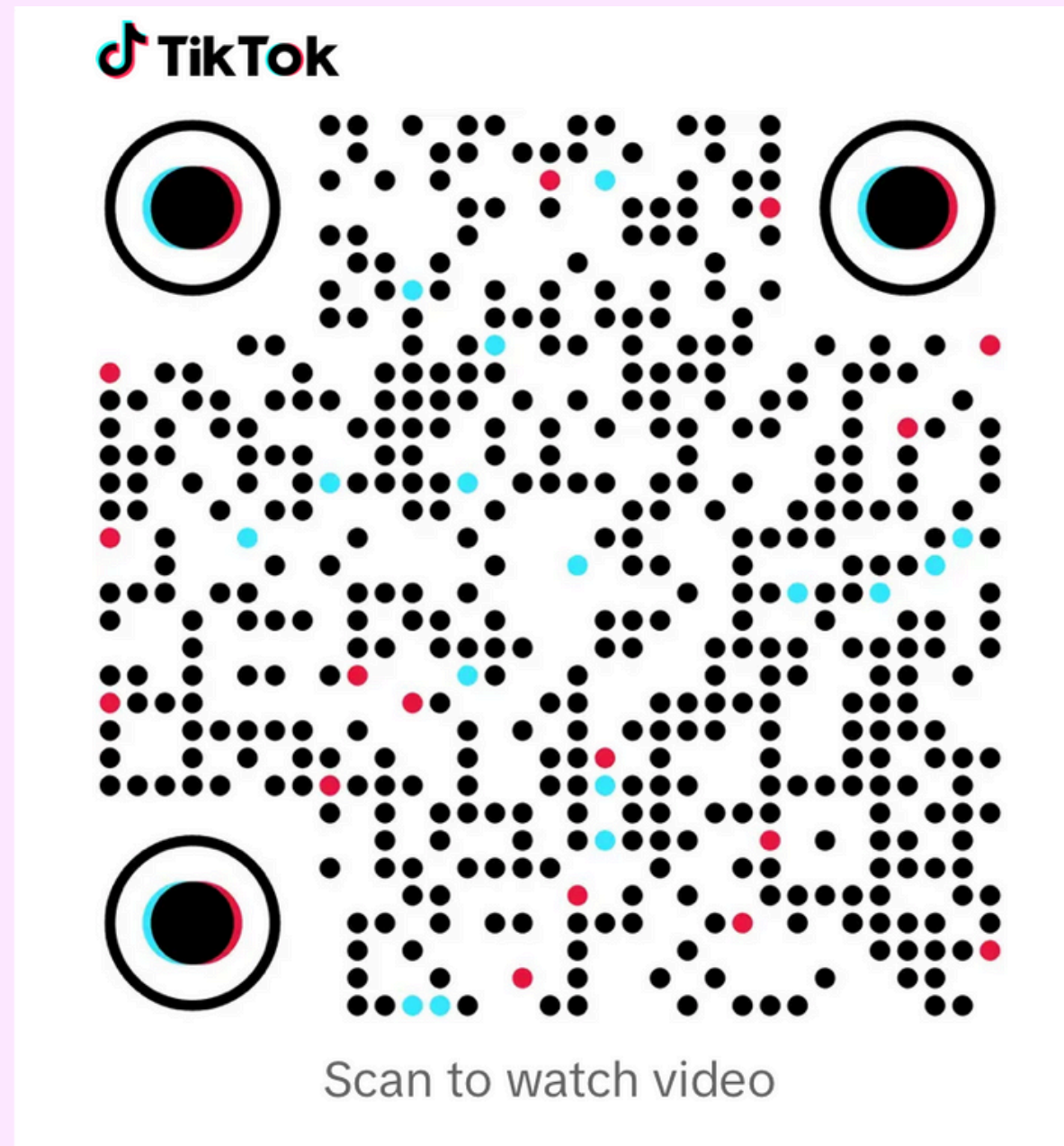
SWIPE RIGHT ON

DOLLAR
Hot Shave
CLUB®

START TRIAL



SOCIAL VIDEO



INNOVATIVE ELEMENT



SHAVE *it* OFF

Who's The Better Shaver?



**CENTRAL PARK
EAST SIDE AT 75TH AVE**



JUNE 12TH



12-2

Compete against your partner in a shaving competition for a chance to win:

Free  **Subscription**

DOLLAR *Her Shave* CLUB®

ANY QUESTIONS?