

# BODYGROOM USA

CATEGORY **PERSONAL CARE 1** | AGENCY **DDB NEW YORK/TRIBAL DDB NEW YORK**  
 CLIENT **PHILIPS NORELCO, PHILIPS DAP NORTH AMERICA**



**PRESENTER**  
**RICHARD GUEST**  
 Managing Director,  
 New York  
 Tribal DDB Worldwide

Richard currently manages the award-winning Tribal DDB Worldwide office, with clients including Jose Cuervo International, and Diageo. Leveraging his through the line experience to help clients develop idea-centric communication programmes and define Integration 2.0...Next generation models of marketing integration, he has also been awarded an M.B.A from the Kellogg School of Management at Northwestern University.

## CAMPAIGN SUMMARY

How does a brand that has built its reputation in face shaving, make the transition to 'below the neck'? The 'Bodygroom' electric razor for the whole body, addressed an unfavourable topic, with enlightened, urban males, who believe male grooming is un-macho.

Having limited funds, DDB created a viral 'big idea', taking body grooming from a private act to a public topic. Their secret weapon — 'Inuendo Man', an ambassador to male grooming who is so disarmingly comfortable in his own skin that he removes the embarrassment factor. To defeminise male grooming, the focus shifted to helping men optimise their assets by adding an 'optical inch' to their manhood. Phrases like 'trimming the hedge so the house looks bigger' embrace the humour visitors are met with on visiting this 'educational' product website.

The response to this campaign was immediate and unprecedented, taking Bodygroom out of the closet and into the open, becoming Philips Norelco's second best selling grooming product.

### CLIENT CREDITS

**BOB BAIRD**  
**President & CEO**  
**ARJEN LINDERS**  
**VP Marketing**  
**ELWIN DEVALK**  
**VP Marketing**  
**ZDENEK KRATKY**  
**Brand Manager**  
**MICHELLE SCHWARTZ,**  
**Associate Brand**  
**Manager**

### AGENCY CREDITS

**DDB NEW YORK**  
**CATHERINE EAST**  
**Account Director**  
**JENNIFER OPEROWSKY**  
**Account Supervisor**  
**JOANNA SCHWAB**  
**Senior Brand Planner**  
**SCOTT GINSBERG**  
**Copywriter**  
**JANUARY VERNON**  
**Art Director**

**TRIBAL DDB NEW YORK**  
**RICHARD GUEST**  
**Managing Director**  
**MARK EVANS**  
**Management**  
**Supervisor**  
**STEPHEN NESLE**  
**Executive Creative**  
**Director**  
**BROOK LUNDY**  
**Interactive Creative**  
**Director**

**DANIEL MODELL**  
**Art Director**  
**CHAZ MEE**  
**Producer**  
**CARAT USA**  
**MANNING SELVAGE**  
**& LEE**



PRINT ADVERTISEMENT



TVC 01



TVC 02