

Gillette Labs



Gillette *Labs*

Gillette Labs Truck - Innovation Roadshow
Germany - Austria - Switzerland

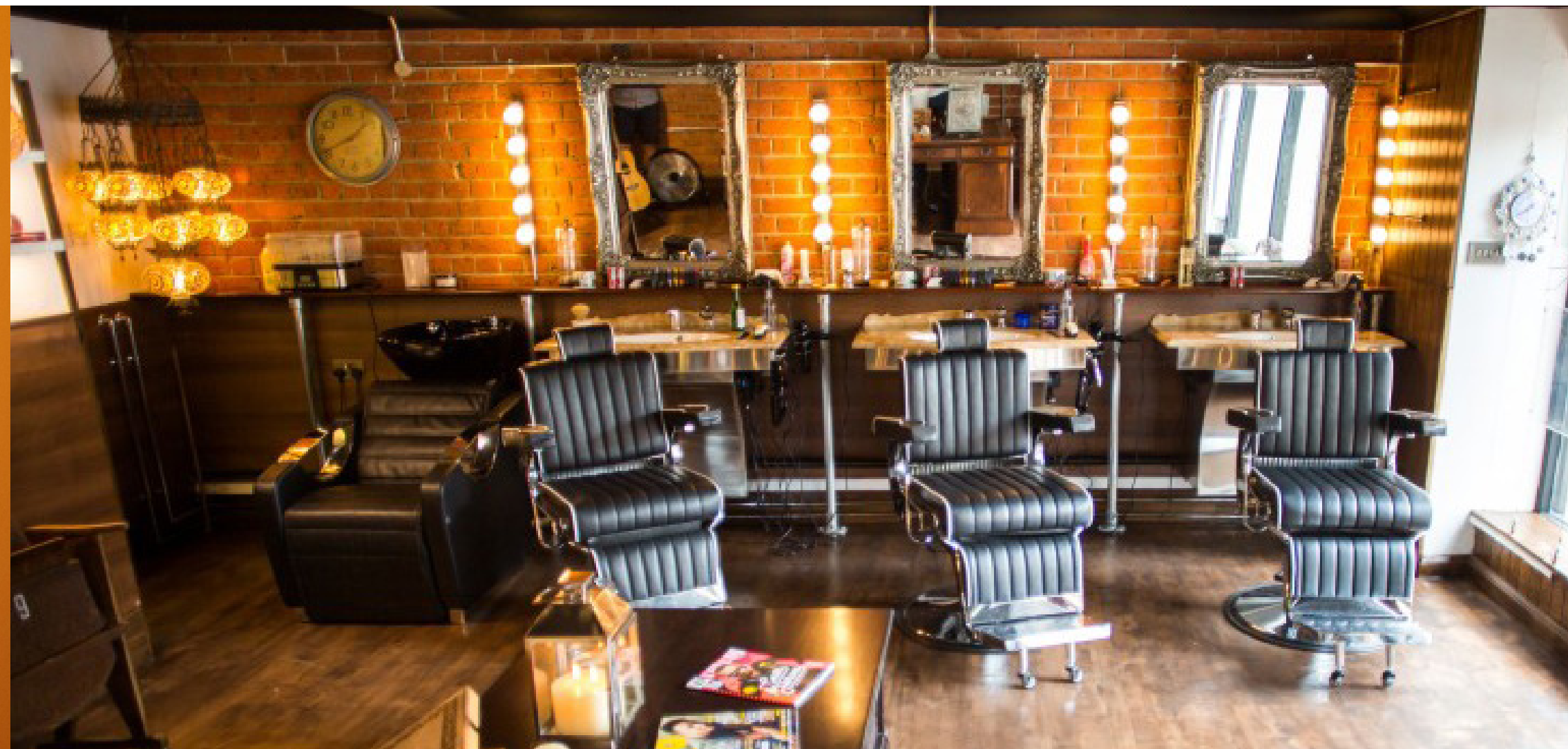
THE INSPIRATION

We know men love the sensation of a hot towel shave and now they can enjoy that same luxurious experience every day in their bathroom

With the market evolving to accommodate the growing trends of its consumers looking for a more enjoyable and satisfying experience. To help further this aim, GilletteLabs developed the Heated Razor, providing consumers with a barbershop style experience mimicking a hot towel shave, *elevating the experiences of the everyday*



RELAXING



WARMING COLOURS



MODERN ENVIRONMENT



THE COMPETITION

With the likes of Harry's and DSC creating a bit of a shake up of the 'traditional shaving' products and a general swing from men's shaving products to gentlemen's grooming, Gillette Labs have stepped up the game to bring the best a man get back to the forefront

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Harry's, while being disruptive to the market, has kept its brand quite corporate with only its internal packaging looking upmarket. The simple branding does help it establish itself as a simple alternative to other products on the shelf.

In some more high end retailers it takes on an apple store style to its displays keeping things minimal with product displayed out of packaging, while general store displays use simple, bold graphics and slatwall.



Dollar Shave Club definitely taps into the rustic barbers look and feel with its branding and packaging, whilst also ensuring it appeals to those who are environmentally conscious with its recyclable packaging.

While its lower end displays mark no difference from other brands, its higher end retail displays tend to resemble the barber shop product area behind most cashier desks.

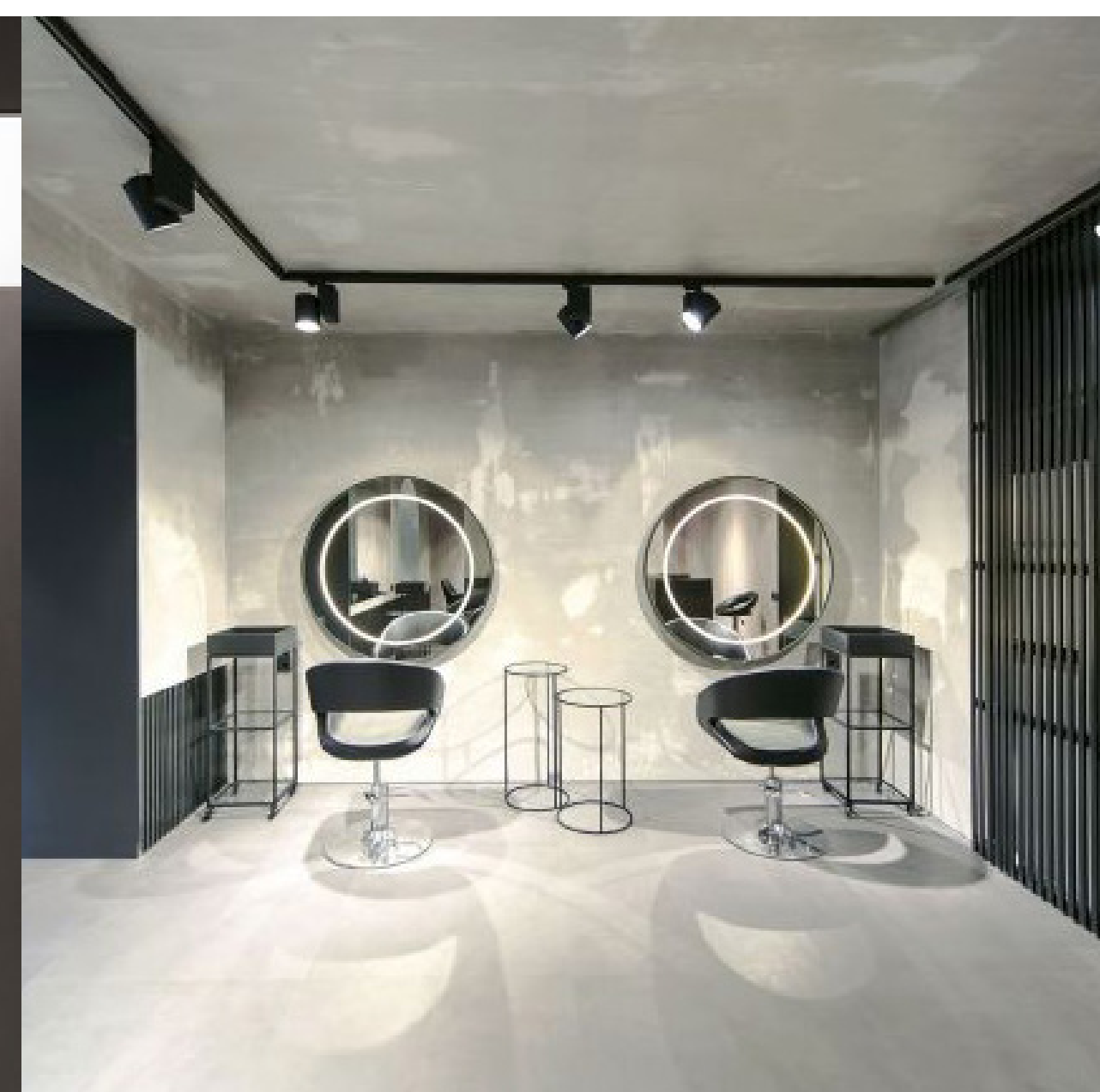


THE ENVIRONMENT

What makes that hot towel shave feel so much better than a wet shave at home? That feeling of relaxation and warmth. We intend to bring this feeling to the forefront of the experience, using warm lighting, selected finishes and that general, relaxing environment, mimicking a barbers work area in a home bathroom environment. Scent boosters with the smell of lavender, eucalyptus, and sandalwood evoking the sensation of the hot towel barbershop shave.



ULTRA LUXURIOUS CHAIRS



TWO-TONED CAR PAINTS TO CREATE A FIERY COLOUR



CREATING A SHAVE ANYWHERE ENVIRONMENT





WELCOME TO THE
Gillette *Labs*
HEATED UP TOUR







The audience are invited to take a seat as the large projection wall welcomes them to the event



WARM WELCOME

1. LED strips slowly pulsate across the ceiling with heating outlets set between create the look and warmth of a heating element.
2. Partition screen wall provides an imposing display to build the anticipation of the Heated Razor.
3. Displayed on a plinth either side of the presentation area, the Heated Razor sits on top a backlit top resembling an electric heating element.
4. The product wall features a recess with a smaller version of the LED heating element to bathe the product in a warm glow of light.



With the audience inside the presentation begins, helping to better inform visitors of the innovation behind the Heated Razor and how that creates the barber hot towel shave experience at home

DOORWAY TO A BETTER SHAVE

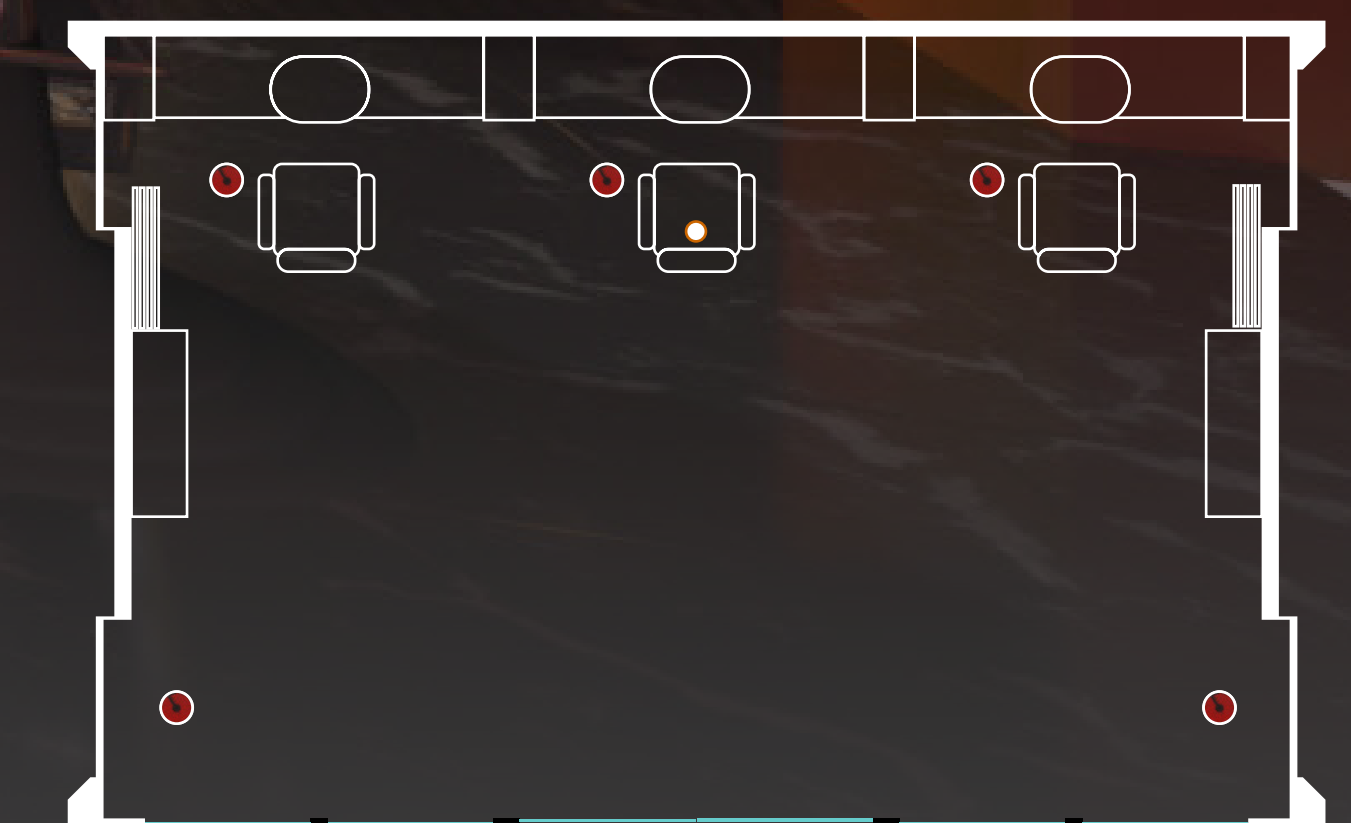
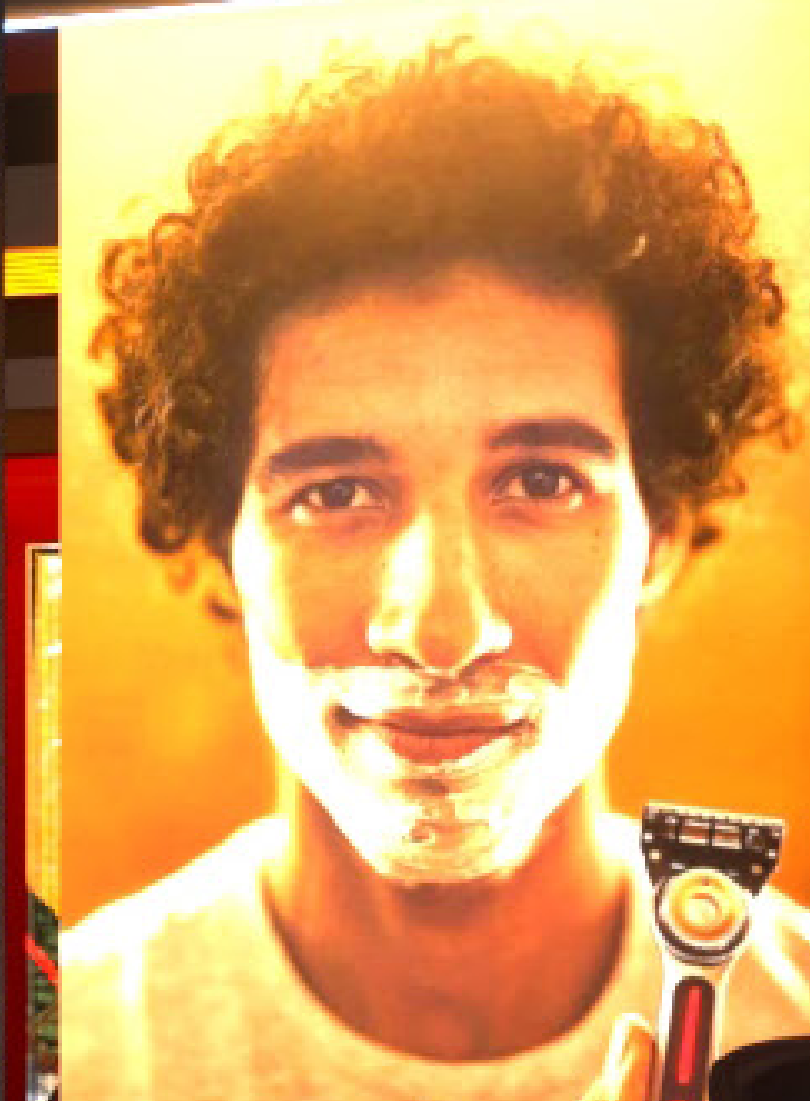
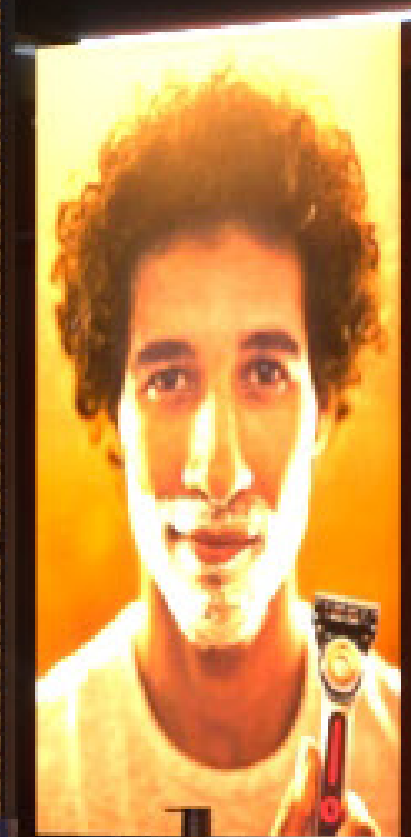
As the presentation on the screens draws to a close, the screens move apart to reveal the 'Barbers shave at home' area.

The lights behind the screens build in strength to illuminate each shaving area as the partition opens.



The partition wall then slides open to reveal the 'Hot Towel Experience Area' where tour visitors can get hands on with the product and its accessories.

Gillette Labs
HEATED RAZOR



At this point tour visitors are invited to experience the Heated Razor first hand by skilled barbers to feel the innovation that's gone into producing the best a man can get

HEATED DEMOS

1. Hidden mirrored screens activated via pressure plates in the floor with sound domes above.
2. Bathroom shelves allow for seperated showcases for the product in its retail packaging, the razors accessories and inside the display box on their own shelves.
3. Displayed on its own plinth alongside the barbers chair, the Heated Razor sits on top a backlit top resembling an electric heating element.
4. High end, home bathroom backdrop with luxurious barbers chair help give support the products marketing aims.



EXTENDING THE HOT SHAVE EXPERIENCE

As a take home from the experience, a discount coupon rolled up inside a branded GilletteLabs shaving towel is offered to all visitors to the experience, to enhance the home shave further than ever before and remind all those who purchase the Heated Razor of the first time they tried the new, elevated shaving experience that GilletteLabs and the Heated Razor offer, day after day.





THANK YOU

