



TURNING MEN INTO GENTLEMEN

Cause Related Marketing

Summary

Gillette is a hugely successful brand chosen by millions of men every year and with a dominant market share.

Historically marketing had made Gillette synonymous with the 'swoosh' of a wet -shave, clean-cut look.

However, these days more and more trendy young men like to sport facial hair styles.

So Gillette launched the Fusion ProGlide Styler - their first product that could shave, edge and trim facial hair.

To promote it, we adopted a bold strategy - the world's biggest shaving brand would create a campaign *for* facial hair.

To bring the strategy to life Gillette partnered with Movember.

The ambition was to maximise Gillette's commercial return, whilst promoting Movember's cause to raise money for men's health.

After aligning Gillette and Movember's brand values, together we went on a mission to turn the UK's *'men into gentlemen'*.

Our multi-faceted campaign featured a vintage barbershop and gentlemen's clubhouse on a 'street that time forgot' in London, a Metro cover wrap, press and poster advertising, social media, PR, on pack promotion and a strong internal engagement campaign at Gillette HQ.

The results surpassed our expectations and achieved our objectives.

We engaged our target audience of younger, trendier blokes through our partnership with Movember, social media and PR.

We engaged our colleagues at Gillette and directly raise £70,000 through employees taking part.

We drove trial and sales of the ProGlide Styler to make it the No. 1 razor on the market with £6.4m in sales across Movember.

We significantly grew our razors and blades business by increasing our overall market share by 6.5 percentage points.

We helped Movember achieve their most successful year ever with 363,000 moustaches grown raising over £20m for men's health.

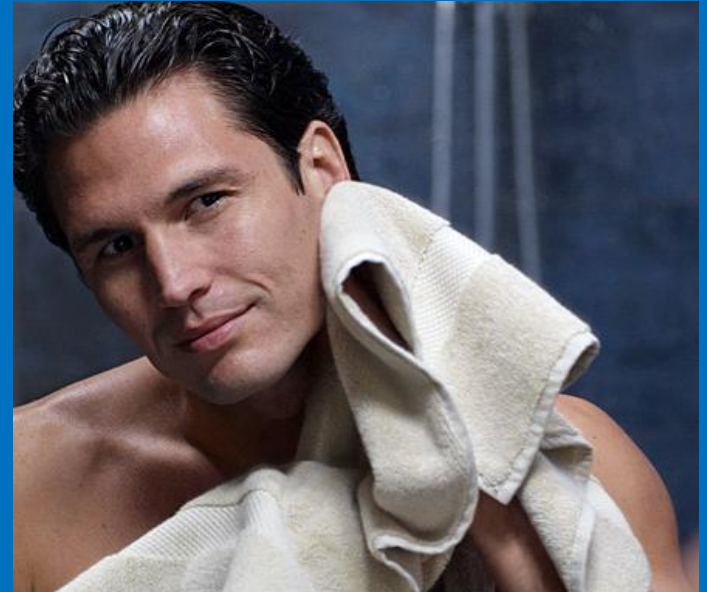
Overall, for every £1 spent on the campaign we achieved £1.6 in incremental sales.

Background

Every year 11.5m men choose Gillette with 157 blades sold every minute giving Gillette a 68.2% share of the razors market.

Over many years Gillette has heavily invested in advertising and celebrity endorsement, so that almost every man knows Gillette is 'the best a man can get'.

As a result, Gillette's razors and blades are synonymous with the 'swoosh' of a wet shave and a fresh-faced, clean cut look.



Challenge

More and more young men now like to sport facial hair.

From the sculpted lines sported by hip hop stars , to the just-out-of-bed stubble of indie-kids, to the full beards sported by hipsters up and down the UK.

As it stood, Gillette's relative lack of brand and product affinity with this audience needed to be addressed.



New Product Launch

As a result, in the summer of 2012 Gillette launched the Fusion ProGlide Styler.

It was the first electric razor from Gillette which can shave, edge and trim a variety of facial hair styles.

The ProGlide Styler was to be an important focus for Gillette to grow sales in a new category with a younger, trendier audience.



NEW!

Fusion.

**PROGLIDE
STYLER**

TRIM, SHAVE, EDGE
WITH ONE PRECISION TOOL



Objectives

With the aforementioned context we set ourselves four objectives:

1. Engage our target audience of younger, trendier blokes
2. Engage colleagues at Gillette to maximise the impact of the campaign
3. Drive trial and sales of the ProGlide Styler to make it the No. 1 razor on the market (in the 3 months to November it was the No.3)
4. Grow our overall Gillette razors and blades business by having a significant impact on our already strong market share and value sales

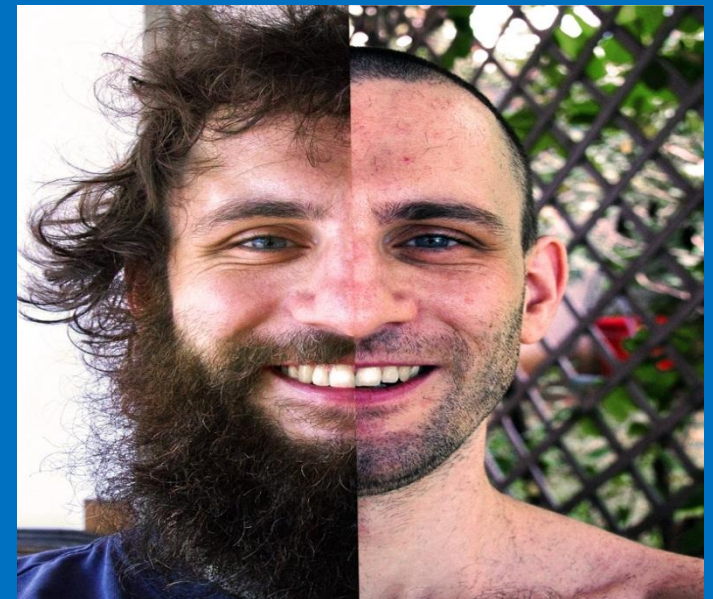


Approach

We knew that to achieve our objectives we needed a differentiating campaign to push Gillette into a new space.

We decided to adopt a bold strategy that had never been seen before at Gillette. The world's biggest shaving brand would create something counter intuitive - *a campaign for facial hair.*

It would have required a big investment in conventional advertising, so we considered other approaches that might be more effective and efficient, and decided to investigate partnerships.



Movember

We earmarked Movember as the perfect partner for Gillette.

They had created a cult charity brand with a strong following of a young, trendy moustache-sporting guys. We had the ProGlide Styler which was the perfect product for grooming moustaches and the promise of mutually beneficial marketing investment.

In a competitive pitch against other shaving brands, we managed to convince Movember of our shared brand values and our commitment to getting behind their great cause.

In addition to the four aforementioned objectives, we created a fifth objective centred on benefitting our new partner:

'Help Movember to grow more moustaches than ever before to raise a record breaking amount of money for men's health'



Shared Brand Values

The inspiration for our campaign came from the common ground between Gillette and Movember.

Gillette's brand values are masculine, genuine, cutting edge, but with timeless style.

Movember is honourable, gentlemanly, old-fashioned, stylish, quirky and charitable.

The shared values formed our creative brief: 'Gillette and Movember bring the timeless qualities of the gentleman into the modern world'

Creative development very quickly re-interpreted our brief in a sharper and wittier way...





**TURNING
MEN INTO
GENTLEMEN**

Gentlemen's Barbershop and Clubhouse

The flagship centrepiece of our campaign was a vintage barbershop and gentlemen's clubhouse just off Carnaby Street. The space was a striking slice in the fabric of time where everything was from a bygone era and all men were gentlemen – it was a street that time forgot.

The barbershop offered free shaves to 'Mo Bros' throughout Movember whilst downstairs, a gentleman's clubhouse was created, offering a place to relax during the day and be entertained by night at one of the regular events organised by Gillette on their behalf.

The name of the barbershop was a cheeky nod to Gillette's famous end line... 'The Best A Mo Can Get'





Metro Cover Wrap

Our charm offensive began on the final day of October with a 4-page cover wrap of the Metro, urging men everywhere to register at Movember.com and be clean shaven by midnight. The conversation it sparked was guided to Twitter by the #GilletteMo.

Art direction was inspired by Gillette's iconic advertising from the 1950s and we adopted a distinctive tone of voice which humorously juxtaposed old-fashioned gentleman speak with modern day slang.

The execution mimicked a vintage newspaper and playfully create a series of spoof moustache related stories.



FREE METRO

INSIDE
Your regular Metro packed with news, sport and features

THIS IS DEFFO AN ADVERT

O.M.G!

GILLETTE PLANS MAJOR CHARM OFFENSIVE FOR MOVEMBER

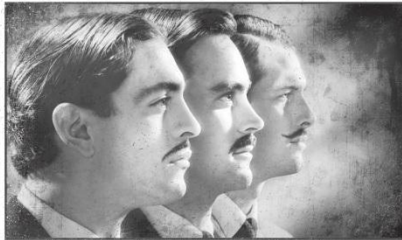
Urgent bulletin just in: For reals stop gentlemanly invasion imminent stop

That's right peeps. Dust off your tweeds, knock your trilbies back into shape and let the hairs on your upper lip bloom - it's Mo growing season again, that bargin' month of Movember when - like Excalibur pulled from the stone - we wield our Gillette ProGlide Stylers and shave, trim and edge our way from men to gentlemen.

And we want you. Serious.

Across our fair isle, from Newquay to Nafferton, from Canterbury to Camelford men everywhere are Mo'bilising. And they're marching jauntily to three easy steps: Grow a Mo with pride, wind back the time-piece to the well glorious age of the gentleman and help change the face of men's health.

Are you feeling us? Can you get down with it? Do you want to look good and do good also? "Lay it on me brother man" you say? Right-o, when you wield the Gillette ProGlide Styler, not only will it shave, edge and trim your hirsute Mo's terpiece but 25 pence from every sale of a stickered pack will go straight to Movember to support prostate and testicular cancer initiatives. Awesomeness.



From civilian to civilised: Gillette is turning men into gentlemen, this Movember.

Your Mo is your passport to citizenship of Movemberville.

Also-looodle. No matter the trim of your Mo, whether it's "The Pro-Wrestler", "The Wings of a Dove" or even "The Star of an Adult Picture Show," you're mos def invited to join our

charming-army of gentlemen. That's right recruits, lather up. It's time to look good and do good this Movember. Remember, this Mo-growing hi-jinx requires you to be clean shaven at midnight tonight. Enlist in the most gentlemanly of causes at Movember.com and then give yourself the highest of fives.



A FEW WORDS OF SUPPORT FROM THE LADIES:

"Oh my days, he was a real scallywag, but he's proper fit now," is just a sample of the coquettish whisperings that'll escape from the startled mouths of young ladies when you saunter past rocking out your Mo. True story chaps.



Turns you from a man into a gentleman. For reals.

ENLIST AT MOVEMBER.COM



#GilletteMo

Sporting Section

PERFORMANCE ENHANCING MOS

GILLETTE PROGLIDE STYLER MAKES YOU A BETTER SPORTSMAN AND AN ALL ROUND GOOD BLOKE. END OF.

Science-gents, after lots of sketches and much musing, have conclusively conjectured that growing a Mo improves you as a sportsman and as a man. Like totally. And when it is expertly shaved, edged and trimmed with precision by using a Gillette ProGlide Styler the effects increase even more. Presenting their findings at a symposium of the urbane, they outlined three key advantages a Mo brings to the sporting arena.

The first advantage is what the psycholo-gent community refers to as SWAG or to laymen, "getting your SWAG on." According to the experts, with a Mo you look good. And when you look good the ladies proper swoon and stuff. And when ladies swoon and stuff you are filled with confidence and ipso-factotally you play better.

in a well competitive steeple-chase. It is an enterprise that requires speed, balance and a high degree of maneuverability. As you gallop full tilt towards the hurdles the advantage of the arrow-like stability and metronomic co-ordination your side-ways hair-fin affords is totally obvs."

Thirdly, you also enjoy split-second advantages over your opponent with your Mo. It's called shock and follicle-awe. "Say you like neck and neck in a sprint to the finish. Your opponent is trying to scope out how he is faring, so he like glances to his side. Total fail. See, he will be momentarily captivated by the lustrous wonder of your mouth brow-flowing like a stallion's mane in a wind tunnel. Forgetting the competitive nature of the steeple-chase he will slow to admire it. He will be well jel. Meanwhile you surge ahead and win," according to the science-gents. But what about being a better all round chap? It's ridic easy. When you sculpt say your "Tasmanian opening batsman" Mo with a Gillette ProGlide Styler and buy stickered paraphernalia and stuff, Gillette makes a donation to Movember to support prostate and testicular cancer initiatives.



Steeple-chaser maintaining balance with aid of face-rudder.

The second advantage is called aerodyMANics. According to the science-gents, "say you've sprouted a handsome Mo, in the style of a 1970s Welsh rugby forward, the symmetry and protuberance act like a face-rudder." "It's like this: you is engaged



IS THIS THE MOST DASHING SPORTS TEAM OF ALL TIME?

The Marylebone Cricket Club XI of 1837 has long been considered the most dashing sporting team of all time - eleven players, eleven consummately coiffed kissers.



Like a willow stroking fours through the covers - wield the ProGlide Styler this Movember and go from man to gentleman.

But could their title be under threat? The England National Rugby League team has pledged to grow their Mos this Movember. Also-looodle. The fellas are ready to go from rigger men to gentlemen. We're already tipping them as winners in the Autumn Internationals, but could they be in for an even bigger prize - the title of the most dashing sporting team of all time?

THE RULES OF MOVEMBER EXPLAINED

1. Register on the internet contraption at Movember.com.
2. On the first day of Movember your face must be as smooth as a new willow polished with linseed oil.
3. The object of the game is to grow and sustain a Mo.
4. If the Mo touches the sideburns, it will be a foul and you shall be red-carded.
5. There shall be no joining of the handlebars to the chin - that is a goteem, which has no business in Movember.
6. You shall adhere to the gentlemanly values of fair play.

Playas

SHAVE EDGE TRIM

your Mo this Movember with the ProGlide Styler.



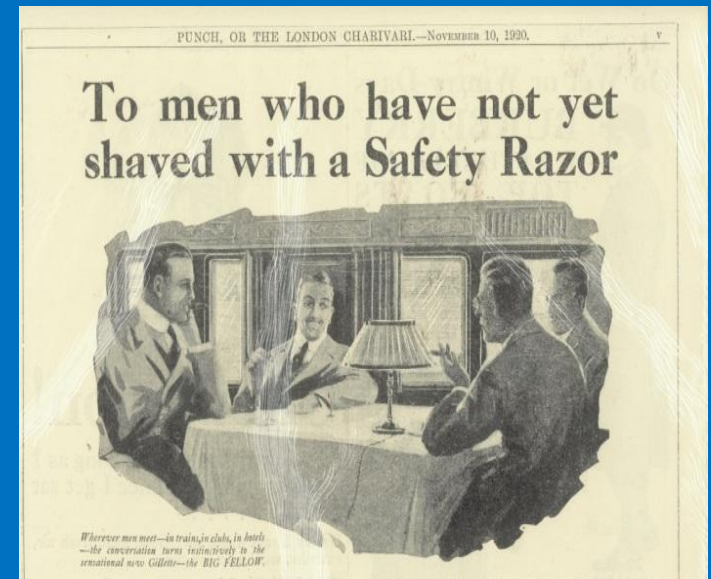
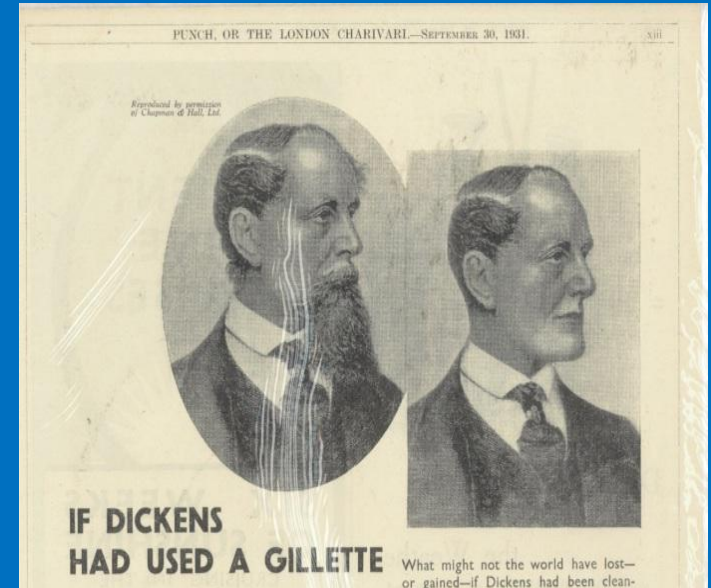
Sign up at Movember.com

Newsprint and Bill Posters

Our 'newsprint' campaign launched in national newspapers, weekly and monthly men's magazines and match day programmes at international rugby games.

The executions were released in phases that were relevant to the Movember experience beginning with recruitment and donation, through to styling tips and finally being a hit with the ladies. Our newsprint campaign culminated in a specially commissioned 'thank you' advert which let 'Mo Bros' know that Movember had raised a record breaking amount.

Our complementary 'bill posters' campaign ran throughout the month giving men styling tips and encouraged them to join in with Gillette and Movember.



Totes Amaze!

NOW YOU CAN DO YOUR BIT FOR MEN'S HEALTH AND BE A HIT WITH THE LADIES ALSO.

For real. Every time you buy ProGlide Styler paraphernalia and stuff, Gillette makes a donation to Movember. Purveyed by offices, chemists, stores, conveniences, internet retailers, like everywhere!



ProGlide Styler makes you look good!

- Shaves
- Edges
- Trims
- Donates to men's health.

This *November*, go from man to gentleman and be an all round hanging good chap.



PUNCHBERRY! GIVE YOURSELF THE HIGHEST OF PRAISE! NOW YOU LOOK GOOD AND YOU'RE DOING GOOD ALSO!



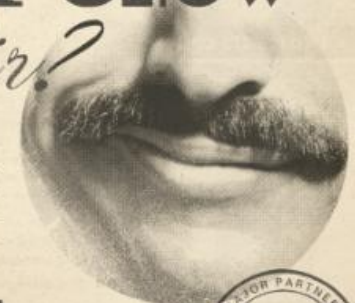
HELPING RAISE FUNDS FOR MEN'S HEALTH

*Listen uppppp! With every sticker pack of GILLETTE PRODUCTS bought we donate 25p to MOVEMBER. Offer is subject to terms.

A PLETHORA OF MOUSTACHES

Are we sculpting "THE STAR OF AN ADULT PICTURE SHOW" Sir?

Mind the "Wings of a Dove" or the "Hip Hop" suits you. Perhaps even the "Private Investigator"? No matter the Mo— we'll get you proper scrubbed up. Here's how it works, brothers from other moisters: 1. Choose Mo. 2. Shave, edge and trim with ProGlide Styler. 3. Gad about town.



CHOOSE FROM A PLETHORA OF PHANTASTIC STYLES!!



LIKE EXCALIBUR— WIELD THE PROGLIDE STYLER THIS **NOVEMBER** AND GO FROM MAN TO GENTLEMAN.

Well hello stranger!



That's right. *She'll* think you're a new lad about town, which is well deserved.




HELPING RAISE FUNDS FOR MEN'S HEALTH

*Listen uppppp! With every sticker pack of GILLETTE PRODUCTS bought we donate 25p to MOVEMBER. Offer is subject to terms.

NOVEMBER 2011




Epic fail!



THIS OLD SPORT DEFFO NEEDS GILLETTE.


AVOID CALAMOTY this November.
Sculpt your mouth brow in three easy steps:

1. Growth Mo.
2. Shave, edge and trim with ProGlide Styler.
3. Now you're proper gentlemanly and stuff.

From a frog in a swamp to a Prince of a realm, this November go from man to gentleman! You'll be proper scrubbed up, isn't it?

Boy up to the Gillette ProGlide Styler. Vearly it is totos aware!



Gillette

Helping raise funds for men's health

Take 10p each penny. With every standard pack of Gillette PROGLIDE STYLER products bought on or after 1st to NOVEMBER. Offer in selected stores.



FIG. 2. THE LADIES MAN



Caution Ladies!

IT'S THE TRIPLE THREAT: TRILBY, TWEED & TACHE.

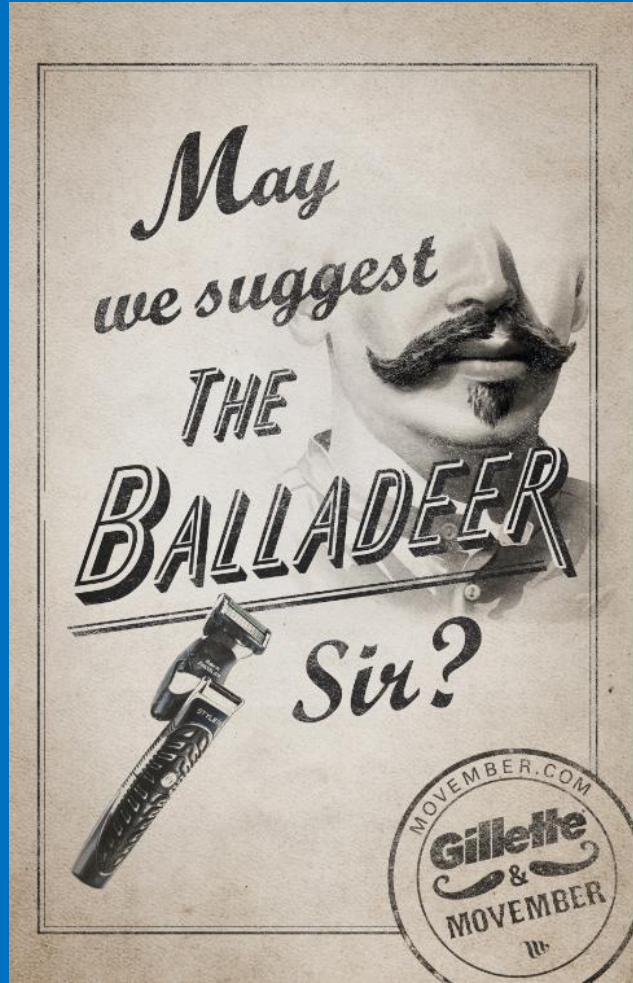
W.T.F (What The Furor!) For real chaps, ladies can't resist a well debonair Mo. It's like totally true. No more Mr Scallywag, when you've scrubbed up with the Gillette ProGlide Styler you'll make the girls proper swoon and stuff.

This November, like a butterfly from a grub, go from man to gentleman.






"Pardon me young lady but you remind me of someone... my next girlfriend" and other gentlemanly phrases will flow effortlessly from your scruffed throat. With your November Mo, you'll be a bit of alright. Isn't it?

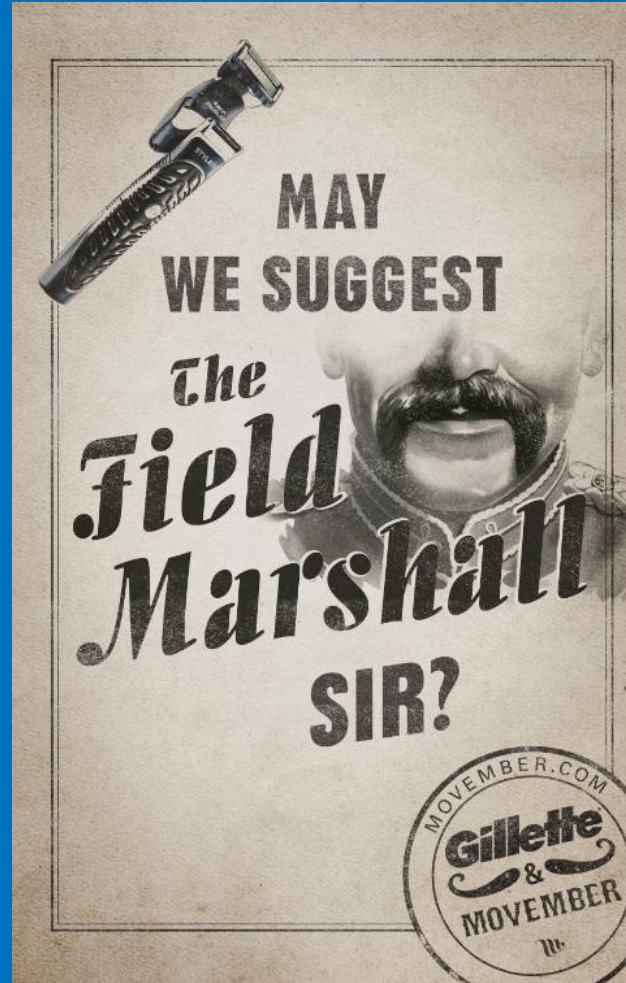
Take 10p each penny. With every standard pack of Gillette PROGLIDE STYLER products bought on or after 1st to NOVEMBER. Offer in selected stores.





May
we suggest
THE BALLADEER
Sir?



MOVEMBER.COM
Gillette
&
MOVEMBER



MAY
WE SUGGEST
The
Field Marshall
SIR?



MOVEMBER.COM
Gillette
&
MOVEMBER



Gillette

**TURNING
MEN**
into
Gentlemen
THIS MOVEMBER



MOVEMBER.COM
Gillette
&
MOVEMBER

Brothers from other mothers.

GIVE YOURSELVES THE HIGHEST OF FIVES!

This is a "shout-out" to all our Mo-Bros to say a massive thanks! This November, you looked good - one might even say debonair - but most importantly you did good for testicular and prostate cancer initiatives. And that is proper gentlemanly. To you, sir, we doff our tribles.



Awebsomeness!

This November, more men turned into gentlemen than ever before.

Verily that is Splendiferous!



Like sandblasting modernism, so you brandished your ProGlide System with well fine aplomb this November.



PROUD TO HAVE HELPED RAISE FUNDS FOR MEN'S HEALTH

Wireless Services

A radio campaign brought messages of grooming, charm and panache to the airwaves with our unique tone of voice.

Absolute Radio ran Movember spotlights, even broadcasting one of their presenters enjoying a live Gillette shave in preparation for the month ahead.



Announcer: Gillette and Movember presents: Acts of kindness

Gent 1: So he was like: growing a mo, doesn't make you a gentleman and I was like Soz, but you are havin a laugh! I don't just look good, I is doing good also.

Gent 2: OMG bro, you is?

Gent 1: Totes though, Gillette donates cash to Movember, like on my behalf, when I buy their range of products and stuff.

Gent 2: Banging riposte!.

Announcer: Gillette: supporting men's health by turning men into gentlemen this Movember – 25p donation to Movember with every stickered pack bought in selected stores.

Announcer: Gillette and Movember presents: Panache

Gent 1: O.M.G you are rocking out the gentlemanly styles and that bro

Gent 2: LOL, you're too kind.

Gent 1: And I'm also loving your mo also.

Gent2: Well it's grown in the style of the Bard:

Gent1: Fo serious?

Gent2: Fo sho, like I'm writing love poems and this and that.

Gent 1: Well it is frightfully sick. The ladies will swoon and stuff.

Gent 2: Listen gangsta man peeps are going to see me rolling and they are going to be hating.

Announcer: Gillette: turning men into gentlemen this Movember.

Announcer: Gillette and Movember presents: Grooming

Gentleman 1: Oh my days like what is down with your face, bro?

Gentleman 2: I'm growing a Mo for Movember,

Gentleman 1: Well it's amazing balls though, like really.

Gentleman 2: Why thank you, I've been sculpting it with a Gillette Pro-Glide styler, it's like well precise.

Gentleman 1: So what style is it, the Hip Hop?

Gentleman 2: No no. It's "The Star of An Adult Picture Show" mo.

Gentleman 1: Big ups, nasty man.

Announcer: Gillette: turning men into gentlemen this Movember.

Announcer: Gillette and Movember present: Charm

SFX: Bar ambience throughout. We hear the noise of men and women mingling and talking.

G1: I say brother from another mother, this Discotheque is busting meaty beats.

G2: Isn't it.

Gentleman 1: Crikey Moses, scope her out, she's a proper hottie.

Gentleman 2: We should court her like, by deploying our swag.

Gentleman 1: Excellent thinking wing-gent...pardon me young lady...but you is reminding me of someone...my next girlfriend.

Gentleman 2: You, diggy-dog, have mad skills.

Announcer: Gillette: turning men into gentlemen this Movember.


Twittergram Etc.

The Gillette Facebook community was treated to a daily dose of gentlemanly tips and conundrums. Fundraising was incentivised by gentlemanly prizes and those taking part in Movember continued to share their progress via social media.

Conversation was fuelled on Twitter with regular posts that built upon the natural chatter created by the barbershop and the high profile advertising launch.

Awareness of Gillette's activity was raised through Movember.com and emails to 'Mo bros' taking part.





TWITTERGRAM


For free repetition of doubtful words telephone "Telegrams Enquiry" or call, with this form, at office of delivery. Other enquiries should be accompanied by this form and, if possible, the envelope.

No. _____

Office Stamp

Originating Subr. _____

Charges to pay _____



Fellas do not remonstrate into
mobiletelephony whilst inside a
crowded lift, obvs.

#GilletteMO

Prefix	If CDE	Handed In	Office of Origin and Service Instructions or Nature of Service, if other than telegram.	Words	Received
		11.12	TURNING MEN INTO GENTLEMEN.	13	From _____ At CDP JPP By _____
			CHARGES on Imperial and Foreign Telegrams and Radiotelegrams. £ s d.		

2/41 F. C. & Co. Ltd. TSI-8608 (2)
A24



Jess Machin
@JessicaMachin

Follow

Gillette #movember adverts are so nice!
#attractive #niceadvertising



Kam Chana
@KamChana

Follow

Love Gillette's Ad in today's Metro! Few ideas for what to do for Movember!



Rob Kelly
@_RobK_

Follow

Loving the Movember adverts by Gillette in today's Metro :-)



Delineo
@delineo

Follow

Good to see Gillette backing Movember despite differing attitudes to facial hair. bit.ly/ROXZ6u



Amy Lauren Martin
@blondenutshell

Follow

Gillette Movember ad on the radio = so lols ahhh



Luke
@LukeHarrison21

Follow

Loving the armstrong and miller gillette adverts on the radio - turning men into gentleman this movember!



adamgarone
@adamgarone

Follow

England dominating France #gillette
#movember twitpic.com/bceq2f

Reply Retweet Favorite



GilletteUK
November 29

Follow

Chaps! Looking for some style Mo-tivation? Today's splendid style : The Chevron <http://bit.ly/FlYhvj>



GilletteUK added 29 photos to the album The Best A Mo Can Get Photo Booth.
November 28

Follow



Logic 3d
@Logic_3d

Follow

@GilletteUK the bench in good hands with the Gillette lads #Movember
pic.twitter.com/Ym8KSycf

Reply Retweet Favorite



Internal Engagement

At P&G's headquarters Gillette and Movember pulled out all the stops to get men to join the cause.

The campaign was launched internally to widespread acclaim with a roaming barbershop visiting the office and offered professional shaves to any men who wanted to become gentlemen for Movember.

Moustaches and Gillette ProGlide Stylers soon became the talk of the office creating unprecedented employee engagement (results later).



Brand Properties

Existing brand properties were used to spread the message of the partnership. On the pitch, the England rugby league team proudly wore 'Gillette & Movember' emblazoned on their shirts which accompanied branded hoardings, televised coverage, interviews. The partnership was also promoted through Sky's Soccer Saturday TV show, website and Fantasy Football Club.

In addition, the Gillette / Movember brand stamp was used as a 'TV tag' to an existing and on-going campaign.



On Pack Promotion

When gentlemen did head in-store to pick up the product, they were met with vintage point-of-sale and a behaviour changing promise of a donation to Movember with every stickered pack.

Major retailers were highly engaged by our campaign and were keen to have their own exclusive way of taking part in Movember and capitalising on the buzz around the category.



Public Relations

Our partnership and campaign made the headlines in daily newspapers and men's lifestyles magazines. Influential urban bloggers wrote about 'The Best A Mo Can Get' barbershop after attending the VIP launch at the beginning of Movember.

At the end of the month journalists wrote of the sheer scale of facial hair being removed as a sign of the campaign's success.

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Unleash your inner Bradley Pitt with custom Mango Bikes

MOVEMBER: Gillette open "The Best A Mo Can Get" barbershop for Mo Bros

By Gerald Lynch on November 5th, 2012 0 comments yet. Be the First

Share 0 Tweet 0 +1 0



brandish facebook Join Brandish Facebook competition

We're five days into November 2012, the charity campaign that sees blokes growing in a moustache to raise awareness of the dangers of prostate cancer. If you're taking part, but have ended up with a tache more like Basil Brush's tail than a finely groomed Errol Flynn number, you'll be pleased to hear that Gillette are opening up a unique pop-up shop to cater for all your facial fluff needs.

The Best A Mo Can Get barbershop in London will offer free tache-touch-ups over the course of the month, with pro barbers on hand to offer tips and tricks for the best Mo maintenance, as well as complimentary drinks and luxury hot towel shaving experiences.

Decked out like a 1940s members club, complete with leather furnishings and games rooms, we're predicting plenty of Dick Dastardly tache twiddling to take place.



"As part of our commitment to Movember's cause we wanted to provide Mo Bros with a gentlemanly space for their Movember experience," said Jared Regan, Gillette Brand Manager.

"Mo Bros are the advocates of such an important cause so by offering them free touch ups for their Mos we hope to encourage more people than ever to get involved. Together with Movember and our Gillette consumers across the UK, we're going to change the face of men's health, one Mo at a time!"

Gillette will be doing their part to fight prostate cancer during the Movember campaign too, aiming to donate £100,000 to the cause through sales of their Movember stamped products.

If you'd like to visit Gillette's The Best A Mo Can Get barbershop, head down to 10 Newburgh Street in London, just off of Carnaby Street. It'll be open to all members of the public on 8 November to coincide with the shopping district's Christmas lights being switched on, as well as a late-night opening on November 22nd. There will also be a number of events including intimate DJ sets, cocktail nights and whiskey tasting sessions across the month. Check www.facebook.com/GilletteUK for more details.

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Style / Grooming
Your one stop shop for the start of November
 By Nick Carraway | 10 November 12

It's the first day of **November** and if you're joining in the festival of facial hair, you might want to make a trip to London's Newburgh Street. From today until the end of the month, **Gillette** are offering complimentary "take-a-touch-up" for all of their new pop-up barber shops, "The Best a Mo Can Get". Better yet, it's a gift-five freebie: Gillette will be donating £100,000 to men's health charities when the shop shuts its doors. So sit back in one of the leather club chairs, play some vintage vinyl and prepare yourself for a serious upper lip upgrade.

Open every day until November 30 at 10 Newburgh Street, London. [uk.november.com](#)

Read Next
Everything bar the 'tache: what you need a successful November
 With the annual feast of face for just under a month away, take a look at our top products picks.

Open Gallery

sky SPORTS

England's new women's begin with the quality of opposition in the Nations Series

The Gillette Pop-Up barbershops are available at 10 Newburgh Street, London, until the end of November. The shops are open every day from 10am to 10pm. The shops are open every day from 10am to 10pm. The shops are open every day from 10am to 10pm.

Esquire
 HOME | STYLE & GROOMING | CULTURE | WOMEN WE LOVE | FOOD & DRINK

GROOMING | STYLE
Grooming Doctor | Moustache Care

The Gillette Pop-Up barbershops are available at 10 Newburgh Street, London, until the end of November. The shops are open every day from 10am to 10pm. The shops are open every day from 10am to 10pm.

Beard (and November) opens up and get to treat a moustache, we thought it or Mo' is prettier on a: Give tips and associated products to

Sport Extra Time
 Making the most of your time and money

Touch up your 'tache
 Gillette has opened a one-stop barbershop for November, so you can do it all

For November, we've got you covered. The Gillette Pop-Up barbershops are available at 10 Newburgh Street, London, until the end of November. The shops are open every day from 10am to 10pm. The shops are open every day from 10am to 10pm.

FRONT MAGAZINE

THE GILLETTE THE BEST A MO CAN GET BARBERSHOPS

RAMONES
 WILLY NILES

FRONT

THE INDEPENDENT
 for you and your

When it's November, with a sigh of all the traditional grooming paraphernalia, face, hair, an...
 Gillette's new pop-up barbershops are available at 10 Newburgh Street, London, until the end of November. The shops are open every day from 10am to 10pm. The shops are open every day from 10am to 10pm.

WIN Tickets for RL's final showdown

The Daily Express has teamed up with Gillette, the shirt sponsor of the England rugby league team, to give you the chance to win four tickets to this Sunday's Autumn International Series final showdown.

In the game against France, England will wear a specially commissioned shirt, which has been designed in association with Gillette and features November branding on front, rear, and right sleeve.

The styling of the kit is part of Gillette's partnership with November, designed to raise awareness and funds for their men's health partners - Prostate Cancer UK and the Institute of Cancer Research.

The prize also includes a Gillette Fusion ProGlide Shaver, the perfect product to help you keep your Mo in check for the month. For your chance to win answer the following questions:
Which stadium will play host to this Sunday's Autumn International Series final?

Email your answer, along with your name, address and

DAILY EXPRESS
 THE WORLD'S HIGHEST CIRCULATION

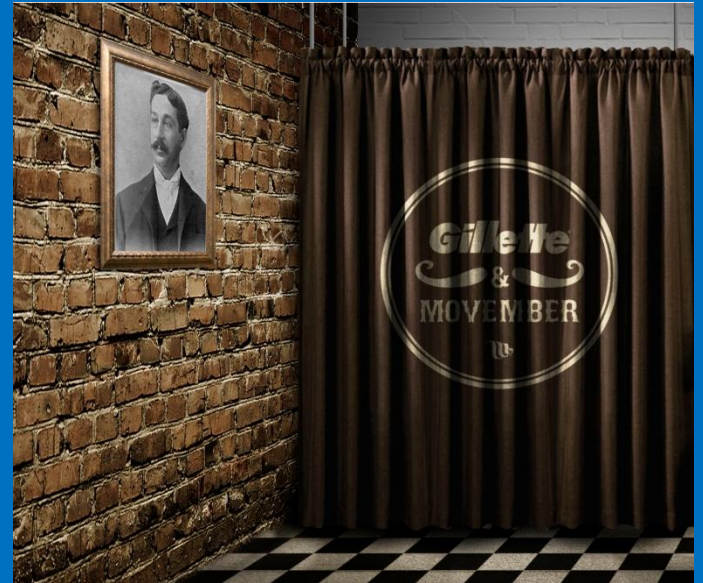
GILLETTE NOVEMBER BARBER SHOP
 Hosted by [Graham Jones](#) at [Newburgh Street](#), November 2012 | [Lance & Co](#)

By now your Mo is probably beginning to take extra steps, and the rest of Kitagata's beard boys motivation is so, and you live in London, head to Street when **Gillette** have their 'The Best a Mo Can Get Barber Shop' - it's open 7 days a week throughout the month of November and offers free 'tache touch-ups for his Mo.

There is a traditional barbers upstairs, complete with photo booths where you can photograph your moustache and a bar and games room downstairs.

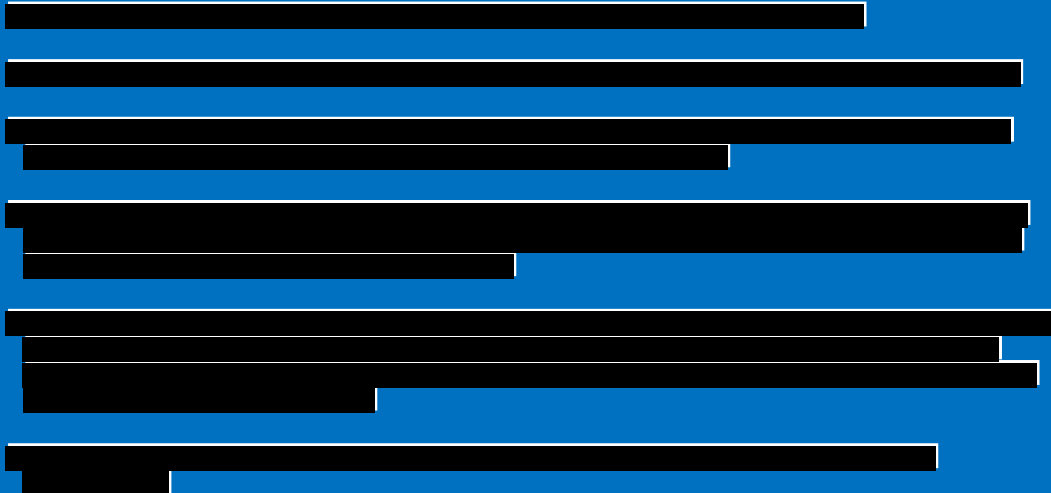
Hold on old chap, did you succeed against objectives?

Now, a gentleman doesn't like to brag, but we think we did rather well. In fact, we achieved some pretty spiffin' results



1. Engage our target audience of younger, trendier blokes

(NB: We appreciate that social media metrics are soft measures, but they do indicate that we engaged our target audience. Rest assured that we also have some hard business metrics coming up later).



All results for judges eyes only.



2. Engage colleagues at Gillette to maximise the impact of the campaign

- █ [Redacted]
- █ [Redacted]
- █ [Redacted]

All results for judges eyes only.



3. Drive trial and sales of the ProGlide Styler to make it the number 1 razor on the market



All results for judges eyes only.



NEW!

Fusion.

**PROGLIDE
STYLER**

TRIM, SHAVE, EDGE
WITH ONE PRECISION TOOL



4. Grow our overall Gillette razors and blades business by having a significant impact on our already strong market share and value sales

[Redacted]

[Redacted]

[Redacted]

All results for judges eyes only.

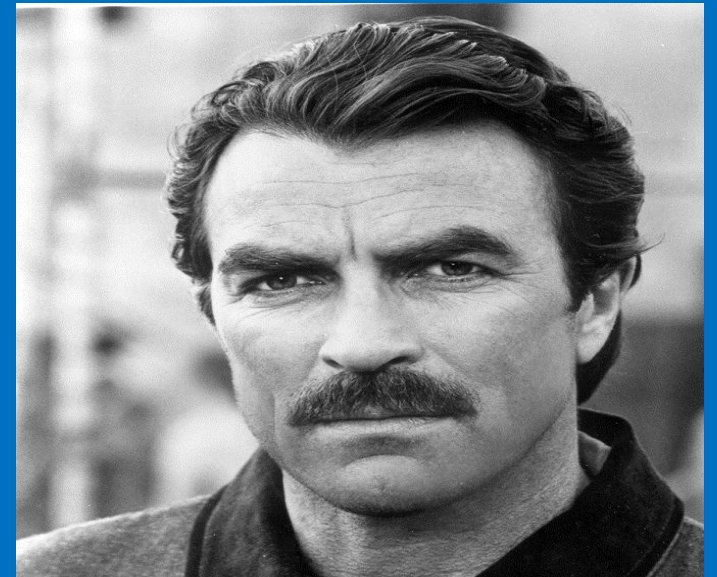
[Redacted]



5. Help Movember to grow more moustaches than ever before to raise a record breaking amount of money for men's health

- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]

All results for judges eyes only.



Return On Investment

All results for judges eyes only.



* [Redacted]

“Our Movember campaign in the UK & Ireland rounded off a fantastic 2012 for Gillette. We were launching a new product, talking to a new group of men, working with a new partner, and planning a campaign with a wholly new equity, voice and presence for the Gillette brand. It was a big campaign for us and our agency teams surpassed all expectations across the board – building our business, engagement amongst consumers and helping to support unprecedented employee engagement on a marketing initiative. They certainly rose to the challenge of turning ‘Men into Gentlemen’ in Movember 2012.”

Patrick Megary, Gillette UK&I

“Given Movember's vision and Gillette's brand values the partnership always felt like a fantastic fit, however, the campaign in 2012 surpassed expectations. Gillette added a huge amount of value by delivering a boost to awareness with the above the line advertising and in store activity, but also provided remarkable experiences in the form of the barbershop in London and the visits of barbers to some of our key community supporters. Just as importantly though, we were delighted to see the amazing Mo Growing and fundraising efforts throughout P&G across the UK”.

Hywel Mills, Movember