

Gillette Labs®

Student-Athlete Influencer Brief

Welcome to GilletteLabs!

We are so excited to be partnering with you!

This brief will be your guide to help you become more familiar with GilletteLabs and outline all the details for each social post. While reviewing, please remember that we want your real voice and skin to shine through in the content.

Stay natural to your own content style.

OVERVIEW

Gillette is looking to partner with well-groomed college student-athletes. Empowering them to show their loyal fans and followers how grooming with GilletteLabs inspires them to look, feel, and be their best every day.

Assignment:

- Create / capture content showing how **YOU** use GilletteLabs Razor with Exfoliating Bar in your daily grooming routine as a student-athlete.
- Choosing from **8 prompts**, you'll use your unique social voice and student-athlete experience to give a glimpse into your life on campus.

Total Deliverables:

- (3) pieces of individual content showcasing the GilletteLabs Razor with Exfoliating Bar, posted at separate moments in time using the content themes outlined in this brief with your own creativity.
- Deliver content metrics 2 weeks after post has gone live



KEY PRODUCT MESSAGES

This is your holy grail for all content.

Integrate 2-3 key messages from the below into each piece of your content.

PRODUCT KEY MESSAGES:

- The GilletteLabs razor is Gillette's Ultimate Shaving Experience.
- The green bar releases trapped hairs before the blades pass, priming my face for an effortless shave every time.
- GilletteLabs makes shaving feel **less like a chore**.
- Shaving with GilletteLabs is **an important part of my daily routine as a student-athlete**.
- I love the razor stand it comes with so my razor has its own place in my bathroom – no tossing it in a drawer or my roommate confusing razors!

CONTENT PILLARS OVERVIEW

POST 1: INTRODUCE PARTNERSHIP

Select 1 content theme below for first piece of content

Everyday First Impression

Confidence (On & Off the Field)

Game Day, Game Face

POST 2: CONTINUE CONVERSATION & DRIVE CONSIDERATION

Select 1 content theme below for second piece of content

Preparing? No Problem

What's In My Bag

Razor Reviews

POST 3: CHOOSE YOUR OWN ADVENTURE

Open to use creativity for 3rd piece of content. Thought starter included as option

POST 1: INTRODUCTION CONTENT

Establish yourself as a GilletteLabs student-athlete. Choose one of the options below for your 1st post.

EVERDAY FIRST IMPRESSION

Peel back the curtain on your daily routines beyond the normal “get ready with me” – but we’re not looking for basic a step by step guide to your shave routine..

CONFIDENCE (ON & OFF THE FIELD)

You're never fully dressed without your... confidence.

GAME DAY, GAME FACE

Game day rituals start with GilletteLabs, let's hit the court

Chatty GRWM: Something crazy happen on the way home from class, tell us about it as you prepare for practice.

ASMR GRWM: Smooth, satisfying sounds of your routine relaxes you, share it.

GRWM For...Literally anything.

Prep Moments with Gillette: Meditations, affirmations, counting field lines, show/tell us your preparation rituals

Mirror Prep Talk: Hey good lookin', yes you. You've never looked better thanks to GilletteLabs now give yourself a little "prep" talk getting ready to make a good impression

Game Day Story Time: The buzzer winning shot or the game you never touched the field –tell us your favorite game day story while getting your game face ready.

Game Day Shave Time & Fit Check: Show us how you show up in style from your swaggiest fit to your cleanest edge.

POST 2: CONTINUING CONVERSATION

Choose one for your 2nd post.

PREPARING? NO PROBLEM

GilletteLabs knows preparing for greatness should be effortless.

WHAT'S IN MY BAG

What is your secret weapon to a great first impression?

RAZOR REVIEWS

Athletes test the products and share their authentic reaction.

Affirmations and Manifestations: I am smooth, I am prepared, I am... share with us your daily manifestations

Lessons in Preparation: Share your MVPM "most valuable prepared moment"

Gillette Gear Haul: Everyone's favorite time of year came twice, GEAR TIME! Show us all your new GilletteLabs gear and swag

Mirror Swipe Transition: Swipe from practice to class to game day show us your cleanest transition showcasing your before/after looks using GilletteLabs

Grooming Tips and Tricks: Practice makes perfect and when it comes to looking your best, you practice everyday/

Problem/Solution: Everyday irritations like ingrown hairs, beard stubble, and anything else that rubs you the wrong way. Tell us how GilletteLabs soothes and solves your daily irritations.

POST 3: CHOOSE YOUR ADVENTURE

Choose any unused prompt outlined for third post.

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RAZOR REVIEWS

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A FEW MORE OPTIONS...

In addition to the above, here are two more options that can be used for your second or third post.

VISITOR'S WEEKEND

Someone special in town? Time to take advantage of a shopping trip to stock up on essentials.

NEXT GEN

Going off to college has taught you a thing or two, now it's time to show your Father figure how it's done.

One Last Store Run: Having a family member or mentor visit is a great time to stock up on your must haves before they leave, like grooming gear 😊 Show your last store run with them and why the shaving aisle is your first stop in-store.

**content must only include Gillette product*

New Way of Shaving: We're challenging you to show off how you are teaching your father figure (dad, brother, grandfather, coach, teacher, **WHOMEVER**) about why GilletteLabs is the ultimate shaving experience.

CONTENT GUIDELINES

MUST INCLUDE

- Proper FTC disclosure language of #GillettePartner, #ad or #sponsored on post/video and any social shares; disclosure should appear at the front of social copy if possible.
- Additionally, if available to you, use the paid partnership tool tagging @gillette
- **When adding links to IG Story frames, change copy sticker to say "click here"**
- Use TBD hashtags to be provided by agency
- Tag @gillette in your caption and photo.
- Show the GilletteLabs with Exfoliating Bar products and the front-of-pack in your image or video.
- Content must show the green exfoliating bar and shot of razor on counter and/or being put into the stand
- Shave with the razor! When shaving with GilletteLabs you must be either **fully clean shaven** (your face and neck) or have **groomed facial hair** (intentionally styled/closely evenly trimmed facial hair)
- Purchase link as "link-in-bio" for 48 hours on Instagram and include Link Sticker on each frame of your Instagram Story posts.
- Ideally, you should not shave 2-3 days before capturing content in order to prepare the face and show the ease of using the GilletteLabs with Exfoliating Bar
- **Music must be sourced from Agency provided royalty-free music library**

DO NOT INCLUDE

- Foul language
- Do not mention any competitive brands in the razor/shaver/electric category – Harry's, Dollar Shave Club, Bevel, Philips Norelco, Schick, Bic.
- Do not show the influencer using the razor on anyone but himself
- Do not include any branded posts or stories within 24 hours before the ones for this program
- Do not mention/compare any brands or Gillette products you've used in the past in a negative way (e.g., I had tried the MACH3 and had problems, but The GilletteLabs with Exfoliating Bar is great). It is OK to say you've had trouble with razors in the past or that you don't typically buy Gillette.
- Do not mention any other brands by name in your content/captions
- Do not mention anything political or religious in content
- Do not wear anything with a visible brand name or logo on it or have brand names/logos clearly visible in the background of any shots.
- Follow capture guidelines of GilletteLabs in appendix
- Only include third-party music/sounds that have been provided to you by Agency and Brand.
- Do not include a space between GilletteLabs (i.e., Gillette Labs)
- Do not show the packaging flipped (if you shoot selfie style you will have to flip the video)
- **Do not include any third-party music/sounds that you do not have explicit ownership of**

CONTENT INSPIRATION



Video Content Inspiration:

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

EXAMPLE 4



Anthony Rizzo



Mac Jones



Josh Allen

THANK YOU!