

## CREATIVE BRIEF

**Brief Number:** 6

**Topic:** Digital

Digital exists all around us. On desktops, Google, as innovative new technology, even as A.I. What can you use (or invent) in the digital space?

**Client:** Dollar Shave Club

**Product:** Razor delivery service

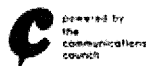
**Target audience:** Men who shave

**Key insight:** Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.

**Proposition:** **The cheapest way to shave**

**Reasons to believe:**

- Low-cost razors delivered to your door - reusable handles with replacement blades for the price of disposables
- Tailor your frequency of new products to suit you - monthly or every other month - so you only pay for what you need
- No fees to join



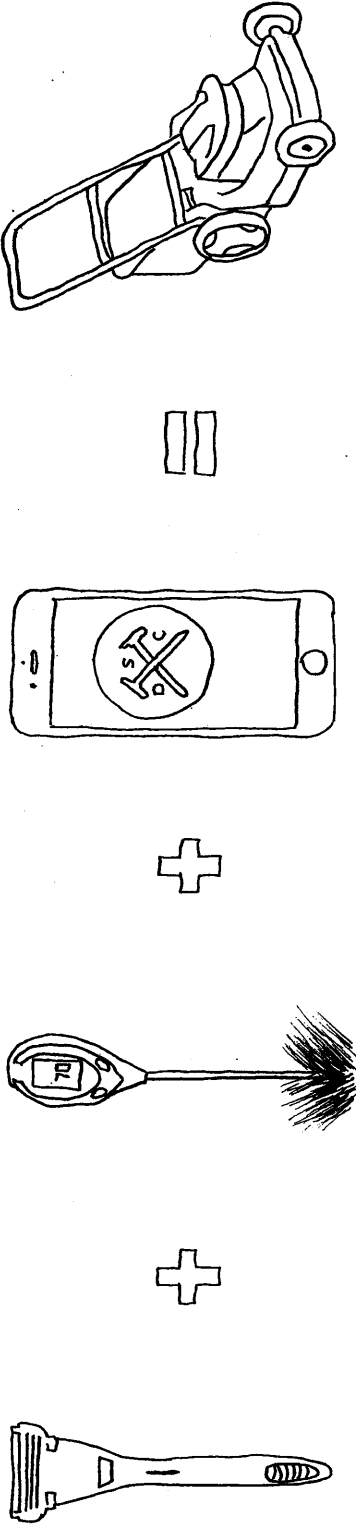
Dollar Shave Club  
Gives You

# MOW FOR LESS

## Insight and Idea:

Hair grows. Grass grows. Much like mowing the lawn, shaving is annoying but necessary.

Dollar Shave Club can bring excitement to the mundanities of everyday life and can save you bucket loads of cash at the same time. Through establishing a digital customer loyalty program, Dollar Shave Club will offer free lawn mowing amongst other benefits to loyal DSC customers.



## Logistics and Interactivity:

Those that sign up to the program are issued a lawn widget that syncs with their iPhone via the DSC App. Users are encouraged to insert the widget into their "Yard Beard" a.k.a. lawn to build a unique profile that includes grass length, grass type, soil density and more.

Once the profile is activated, the app provides recommendations on how to maintain your "Yard Beard" as well as grooming tips for the user's personal beard, offering discounts on related products. The app also records the number of razor purchases made by the user and for every 20 transactions made, it arranges a lawn mowing service free of charge.