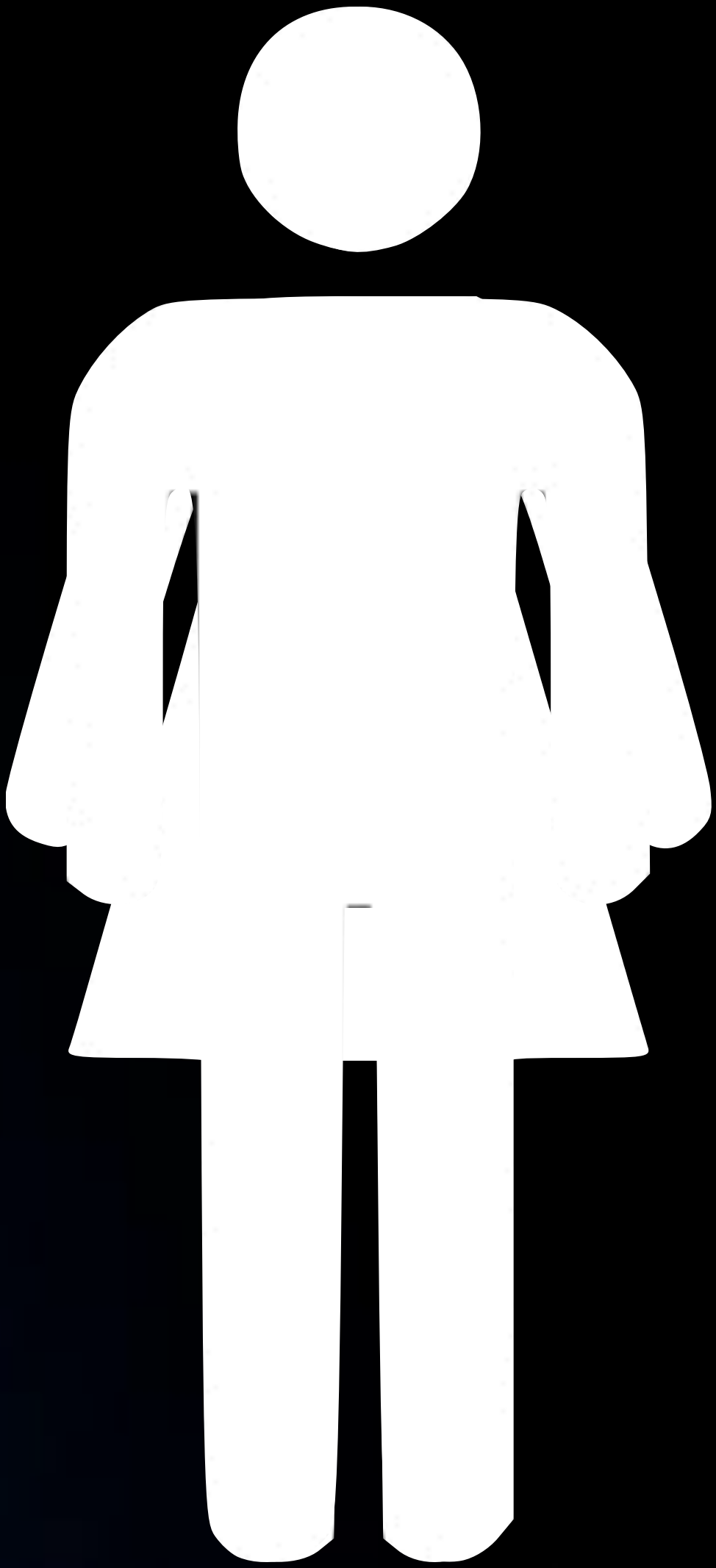
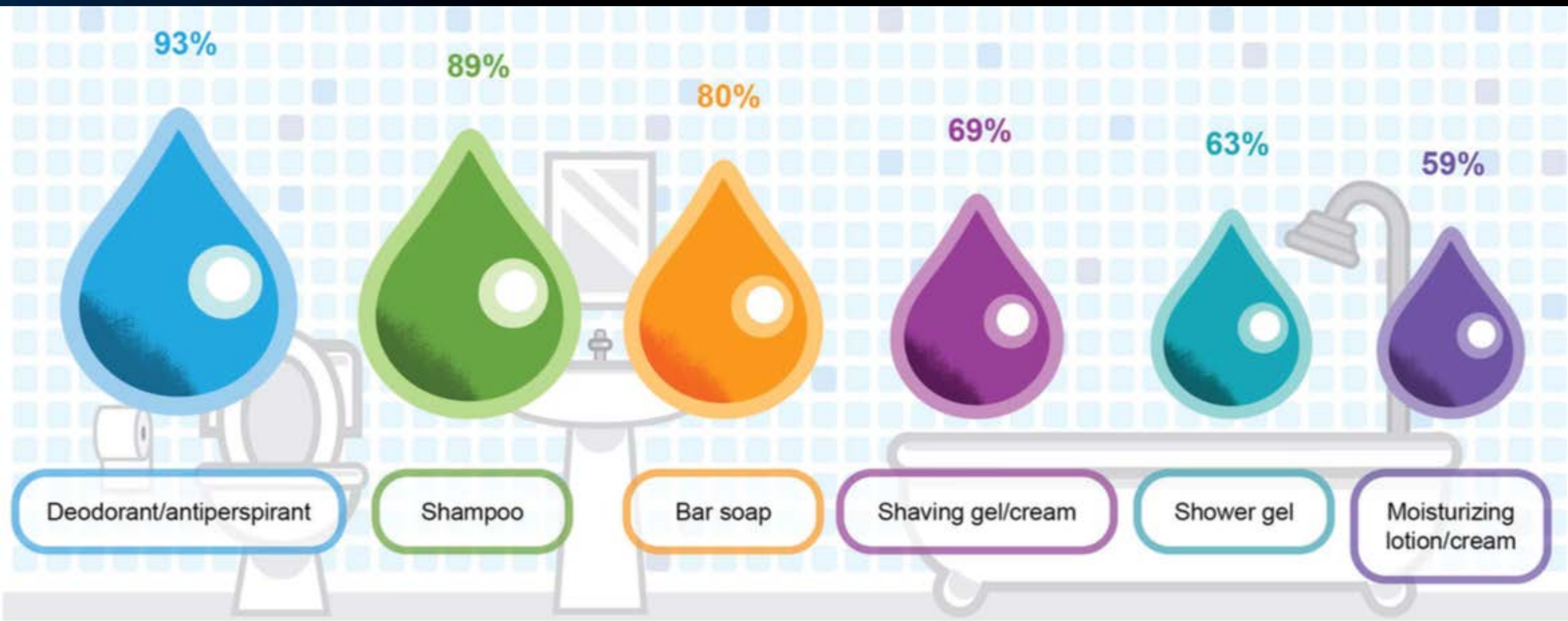




WIN FROM WITHIN







Price tags for the top row of products: 4.99, 7.97, 7.97, 7.97, 7.97, 7.97, 7.97, 7.97, 7.97, 1.82, 1.99, 2.47, 7.97, 9.97.

Price tags for the second row of products: 9.97, 9.97, 9.97, 9.97, 1.49, 3.99, 3.99, 5.94, 4.79, 3.79, 3.79, 3.97, 5.79, 4.79, 3.79, 3.79, 6.79, 5.47.

Price tags for the third row of products: 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99, 6.99.

Price tag for the bottom right corner: 2.47.



90% of men agree it is important to maintain a youthful appearance

8 in 10 men prefer their grooming routine to be as simple as possible

53% desire men's products in one aisle

78% of men are looking for male specific products

Men's US Market Expected for Growth

2018 : \$6.5B

2013 : \$6.1B

+6%

Gillette[®]

THE BEST A MAN CAN GET™



WHERE TECHNOLOGY MEETS PERFORMANCE





NIVEA
FOR MEN

HARRY'S

Schick®

Dove®
MEN
+CARE



Strengths

Brand Reputation
Innovation and Quality

Weakness

Penetration in Shaving Only
Relevance with Younger Consumer

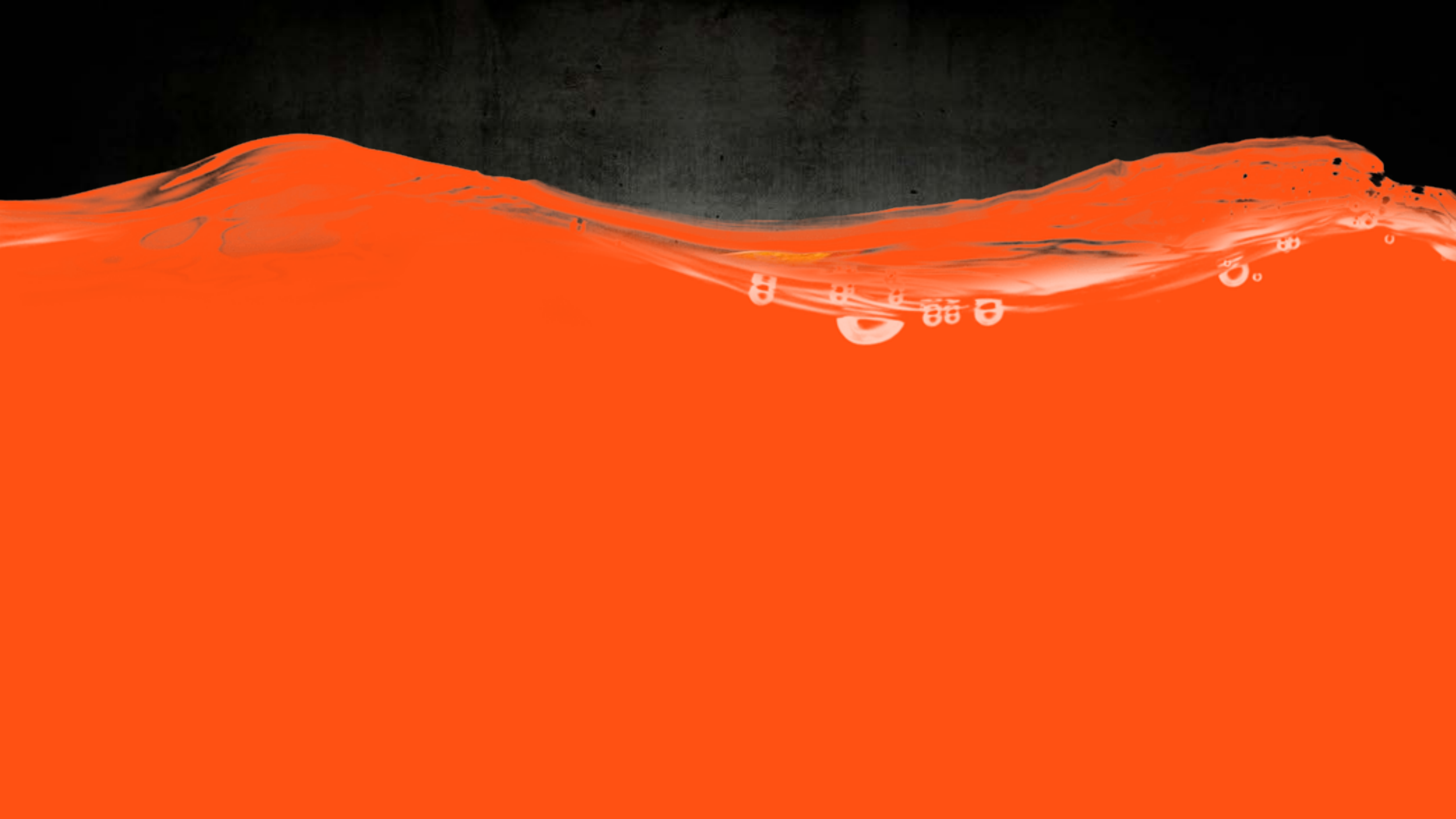
Opportunities

Sophisticated Product Line
Skin Care Portfolio

Threats

Shave Care
Competitors
Mass Price Positioning









Strengths

Brand Name / Equity
Electrolyte Formula

Weakness

Diverse Portfolio / Lack of pillar
Price

Opportunities

Awareness to Hero products
New Product Offering

Threats

Sports Drink Competitors
Calorie Conscious Products &
Consumers





4.7



4.74

prime. perform. recover



prep. lather. shave

simple.

Grooming



“It’s easier to use my wife’s products”

“I have serious concerns about my skin looking old”

“I do not shop at beauty counters, they only have women’s product”

“I just want something simple and fast”



Neutrogena®

MEN

SENSITIVE SKIN

Post Shave Balm

With Pro-Soothe™ Technology

Calm and soothes sensitive skin on contact

NIVEA MEN

ORIGINAL

PROTECTIVE LOTION

BROAD SPECTRUM SPF 15 SUNSCREEN

Moisturizes and Protects

2.5 FL. OZ. 75 mL

MANifesto

Performance reveals heart. Passion shows soul. Follow your passion, it will guide you to your GOALS. *Play. Explore.* Yearn. Move more, stress less. Indulge. *Make an impact.* Carve your niche. Make your own path that only you can follow. Set goals only you can keep. Stay you, stay smooth. *Endure all you can.* Be safe, be *hydrated*, be the *GREATEST* you can be. *Get out there.*

Quench Your Skin



Introducing the 1st ever electrolyte powered 3- Step skincare system, to deliver the highest level of hydration & defense around the clock.

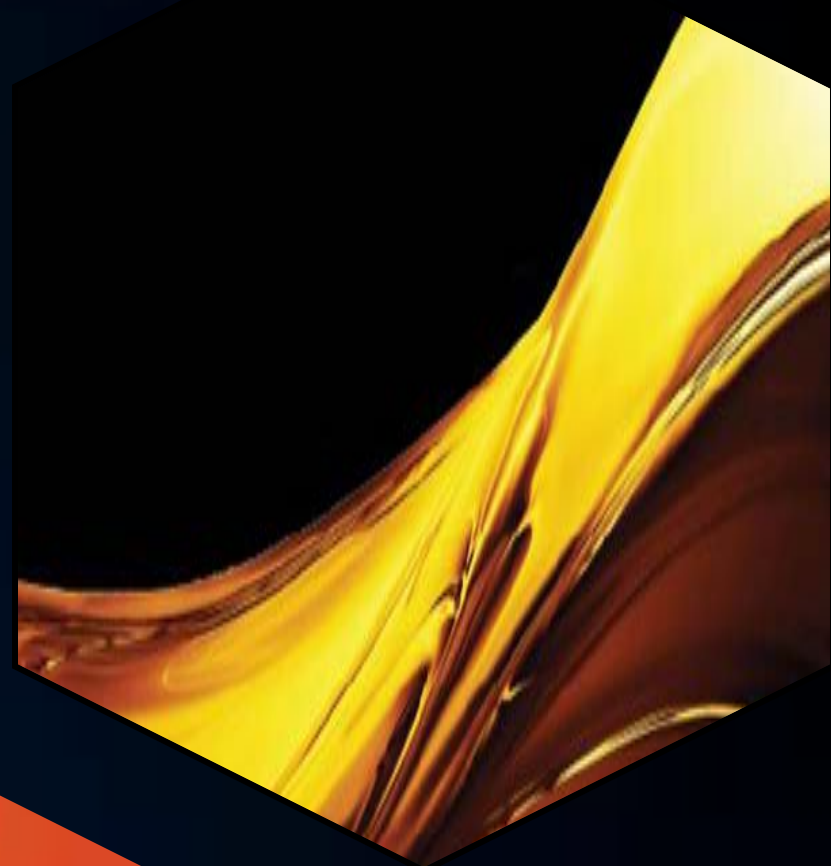
01 PRIME

02 PERFORM

03 RECOVER

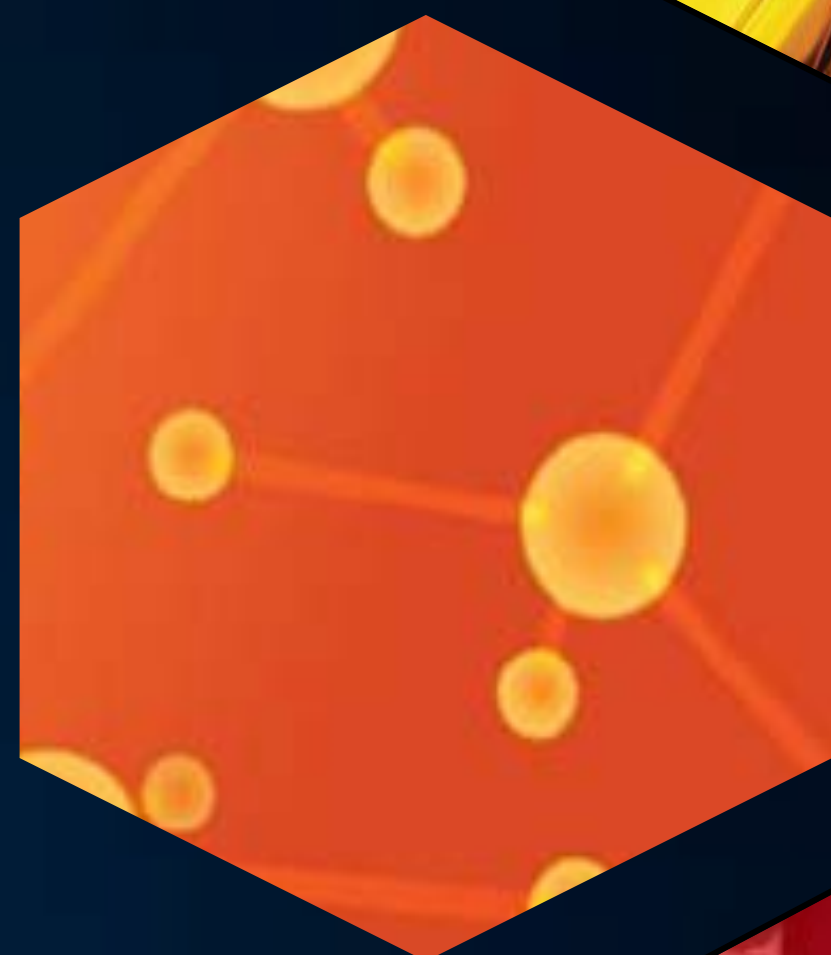


ELECTROLYTES



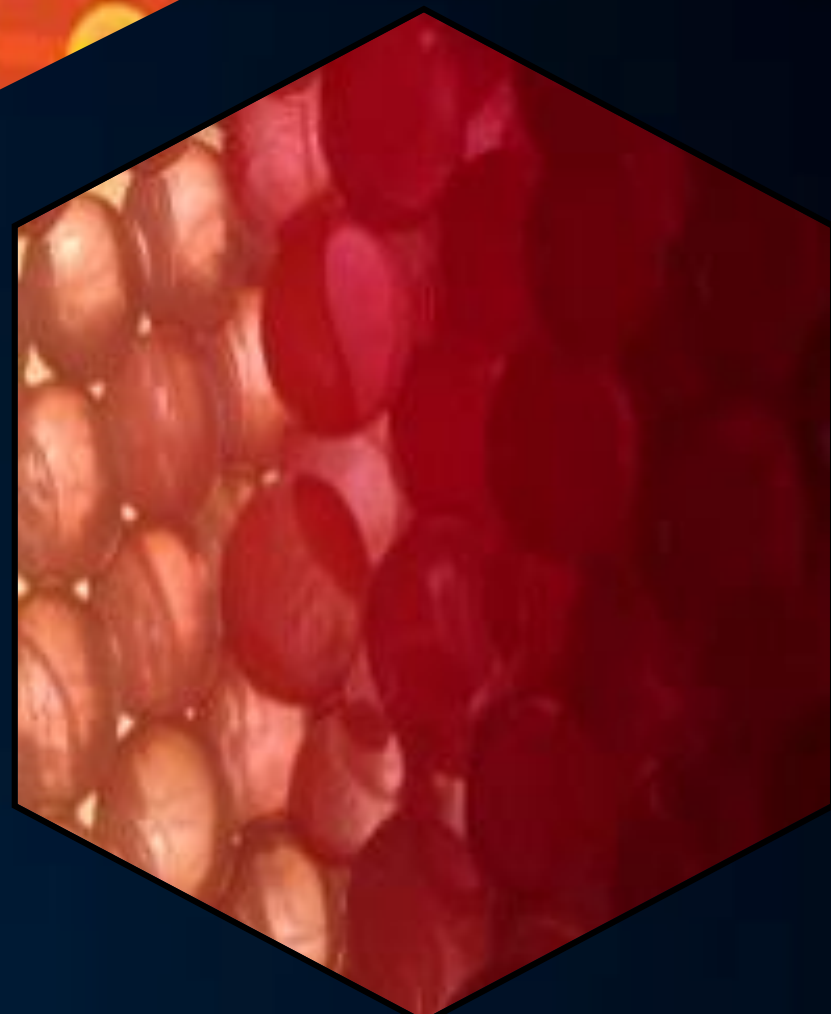
PRIME

Calcium deeply exfoliates to cleanse, restoring skin to a homeostasis stage



PERFORM

Copper helps regulate skin temperature to ensure high moisture content and increase elasticity



RECOVER

Potassium combats fatigue and stress to regenerate new skin cells



Orange Cap

Lightening Bolt

Quencher

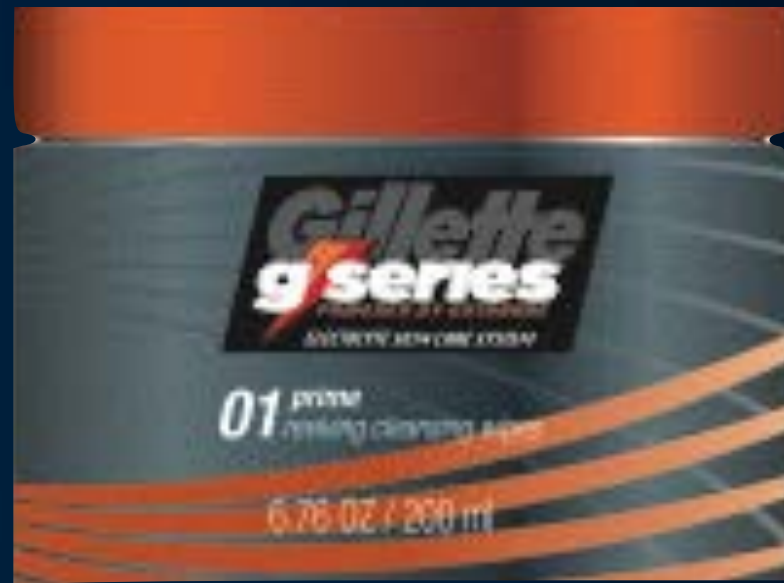
Action Lines

Logo

Grey Pack









01 PRIME

Reviving Cleansing Wipes

Deep Detox Scrub

Smooth Canvas

02 PERFORM

Invigorating Moisturizing

Dual Shave Cleanser

10x More Moisture

03 RECOVER

Restorative Eye Peels

Energizing Lip balm

10x More Elasticity

Walmart



Walgreens

DUANEreade™



CVS

Gillette.com







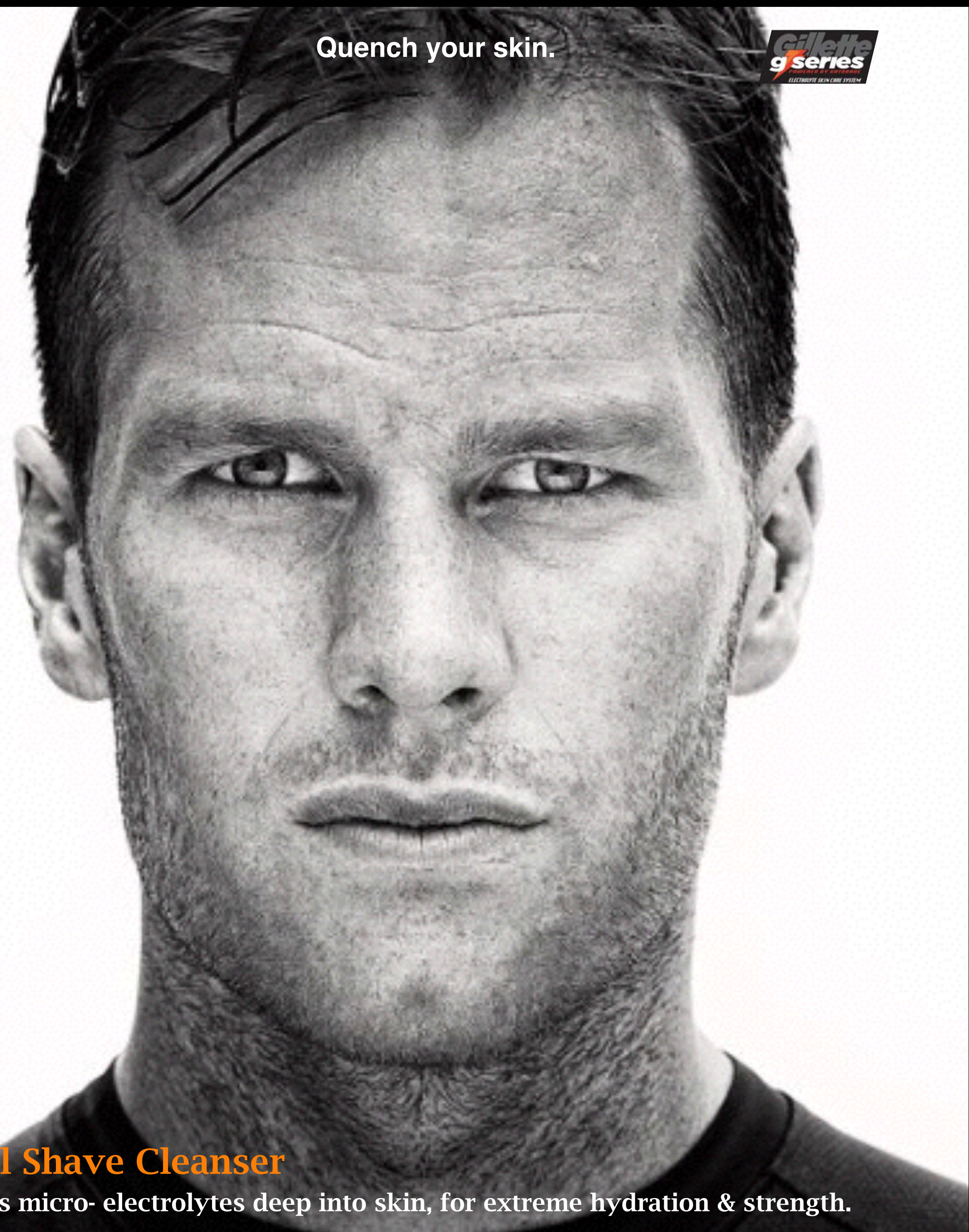
Quench your skin.



Invigorating Moisturizing

Propels micro- electrolytes deep into skin, for extreme hydration & strength.

Quench your skin.



Dual Shave Cleanser

Propels micro- electrolytes deep into skin, for extreme hydration & strength.



We took sl
#GSERIES

RETWEETS 275 FAVORIT 251

11:38 PM - 5 Jun 2014



TAKE EYE RECOVERY TO THE PRO LEVEL

11442 likes view all 97 comments



11442 likes view all 97 comments

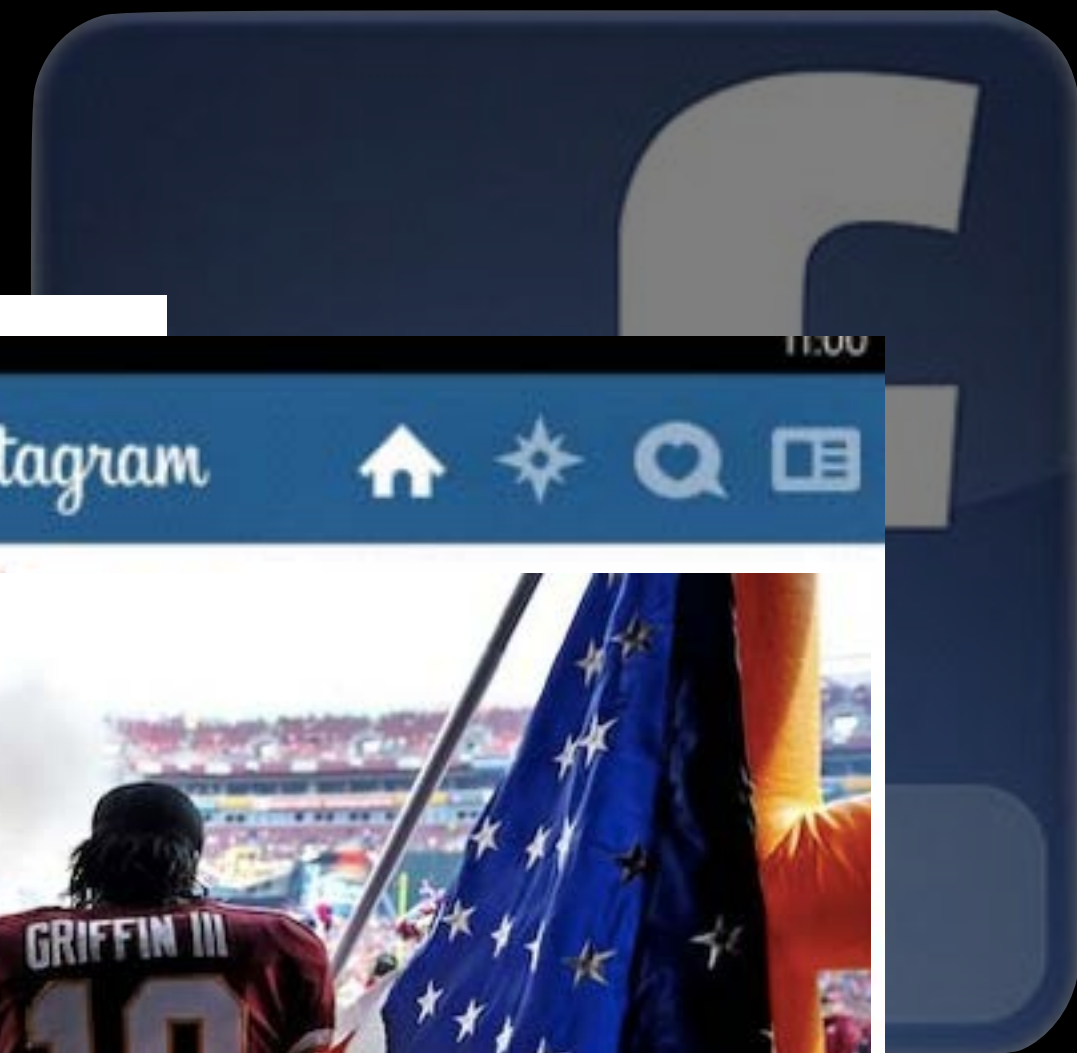


Food/Beverages Fueling athletic performance since 1965. #WinFromWithin Twitter & Instagram: @Gatorade

About - Suggest an Edit



Photos Instagram Twitter YouTube











new york sports clubs®



A rectangular advertisement is overlaid on the stadium seating. It features a dark blue background. On the left, there are several Gillette products, including a razor, a shaving brush, and a shaving cream canister. On the right, there is a large image of a coffee cup with the text "OFFICIAL COFFEE" above it. Below the coffee cup, the Visa logo is visible. The advertisement is partially obscured by the stadium's architecture.



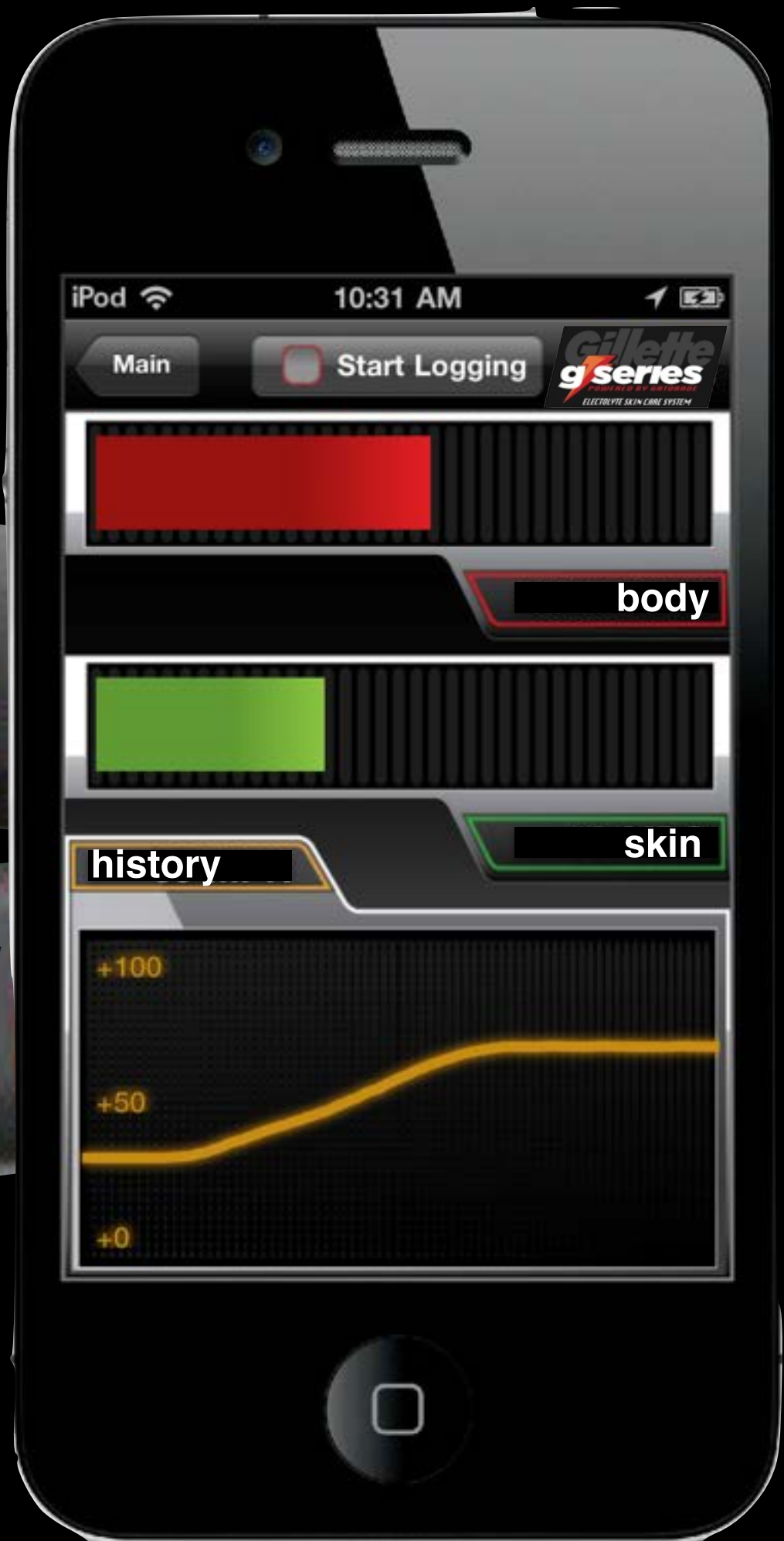
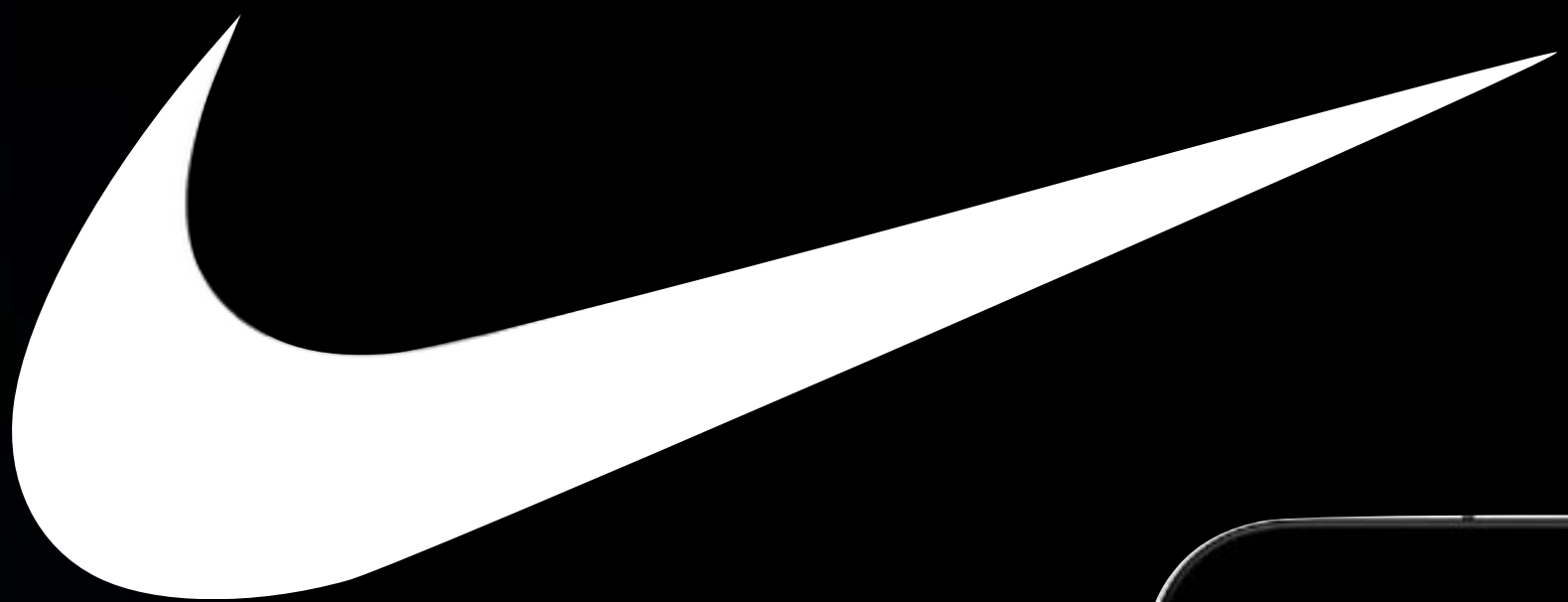
COLLEGE



ESPN



Gillette



GATORADE

JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUNE

TV Advertising

Press Events



Paper Advertising



Men's Health



Digital Campaign

facebook



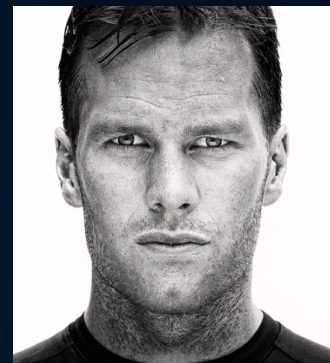
Online Contest

Sponsorship @ Stadium



College Tour

Year 1



Mass / Drug
Media / Social Media
Sampling



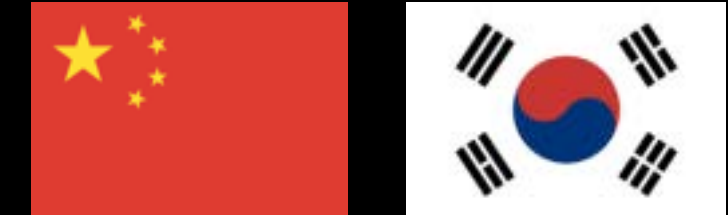
Year 2



Mass / Drug / Food
Media / Social Media
Sampling
Line Expansion



Year 3



Mass / Drug / Food
Media / Social Media
Sampling
Line Expansion



Gillette







Yr 1



Yr 2



Yr 3

Gross Sales

\$29.7

\$46.0

\$69.0

Net Sales

\$26.9

90.6%

\$41.7

90.7%

\$62.7

90.8%

Gross Margin

\$11.7

43.4%

\$18.1

43.4%

\$27.2

43.5%

Contribution

(\$0.7)

(2.6%)

\$2.8

6.6%

\$7.9

12.6%





SALES

SOM

HALO ON EXISTING LINES

EARNED MEDIA

LOYALTY

BRAND AWARENESS

BRAND SENTIMENT

Gillette
g series
POWERED BY GATORADE
ELECTROLYTE SKIN CARE SYSTEM