



Market

The main catalyst for spectacular growth has been a fundamental change in men's attitudes to the grooming process over the last decade. The rise in popularity of 'lad mags' and influential sportsmen evolving into 'model-esque' icons, have made it acceptable for men to care about their appearance. Today 68 percent of men use aftershaves and out of the 73 percent of men who wet shave, 84 percent are using a shaving prep (excluding soap).

This trend has resulted in a massive influx of male grooming products onto store shelves, dramatically increasing choice for the male grooming regime. Moving into the new millennium, the male bathroom cabinet now rivals the females, both in size and choice.

Achievements

Gillette provides a fully integrated grooming solution for men with the shaving range extending from entry level disposables such as Blue II the basic twin blade razor, right through to Gillette's most advanced technology - Fusion. Gillette Series also provides shave gel and foam to enhance razor performance, along with Pre-Shave Wash, After-Shave Moisturizer, After-Shave Gel or Balm, antiperspirants and deodorants.

History

The Gillette Company was founded in Boston, USA in 1901 by travelling salesman King C. Gillette. Frustrated with traditional cut-throat shaving, he started work on a model razor that was to revolutionize the shaving market. The Safety Razor.

It was at this time that Gillette's strong technological foundations were established. The 1903 launch of the Safety Razor was ground breaking, as new processes for tempering and hardening mass-produced steel were discovered. This resulted in the "wafer thin" metal needed to create the razor, something that had previously been dubbed a "technical impossibility" by Thomas Edison.

The success of the Safety Razor made Gillette a household name, with more than 90,000 Americans possessing one by the end of the second year of trading. The safety razor was a hit and was deemed to have changed the face of a nation. In order to keep up with the rapid growth, a factory was established in Boston in 1905 under the new name of the Gillette Safety Razor Company.

Strong domestic growth prompted international expansion. Overseas operations commenced in 1905, with a manufacturing plant just outside Paris and a sales office in London. Annual blade sales had risen to more than 40

million units before the outbreak of World War I.

The next true innovation was the Techmatic razor, launched in 1967. This was the first system razor with a "continuous band" meaning consumers would no longer have to touch the blade. The pace of innovation increased from 1971 onwards and Gillette saw a series of world firsts, including the release of Gillette 2, the first twin bladed razor in 1971. This was followed soon after in 1976 by the first twin bladed disposable razor and in 1977 the revolutionary pivot headed razor, Contour, was released.

Product

While developments in the 1960s and 1970s focused mainly on blades, the 1980s and 1990s saw improved features for a smoother, more comfortable shave. Contour Plus, in 1985, heralded the first lubrastrip and 1990 saw the company's first ever Pan-Atlantic launch, with the introduction of Sensor in sixteen countries. Sensor featured the first spring mounted blades and shell-bearing pivot. Three years later SensorExcel was launched with soft, flexible microfins designed to sweep hair up, allowing the blade to cut closer. However, the true landmark year was 1998, with the launch of Mach3. This revolutionary triple bladed shaving system was followed in 2003 by Mach3Turbo and in 2004 by M3Power - the first

battery-powered shaving system from Gillette.

Gillette Fusion – launched in 2006 – has been the worldwide most successful new product in Gillette's history, featuring a 5 Blade Shaving Surface & 1 Precision Trimmer. Five ultra thin blades sit closer together in the Fusion razor head than on MACH3, ensuring that the Fusion shaving force is distributed across the blades, reducing drag. Since the launch of Gillette Fusion (available in both manual and power options), an estimated one out of every six European men who wet shave now use Fusion. Gillette Fusion is the first shaving system for men, that combines revolutionary blade technologies on the front and on the back of a single shaving cartridge, helping men achieve style perfection in extraordinary comfort.

Recent Developments

Recognizing that grooming products are becoming increasingly important to the modern man, Gillette has introduced a wide range of products to guide a man from pre-shave right through to post-shave which, combined with high-tech razor technology will make sure he looks and feels ready for success.

Recently Gillette launched the phenomenal Fusion Phenom and Fusion Phenom Power that combine the advanced technology of Fusion with a striking new design (metallic blue and silver satin chrome handles) in both power and manual options, giving men extraordinary comfort and control.

With its extraordinary Fusion Power technology, Fusion Power Phenom delivers soothing micro-pulses against the skin, helping to reduce friction and increasing razor glide so men can shave closely and smoothly with one touch of a button.

Gillette Fusion Power Phenom shares the same core cartridge technology as Gillette Fusion Power; the 5 Blade Shaving Surface, the Precision Trimmer, the Flexible Comfort Guard and the Enhanced Indicator Lubrastrip. It also contains a patented blade coating that reduces the cutting force, providing incredible glide and comfort.

The Precision Trimmer is a single blade built into the back of the cartridge. To use the trimmer, men just turn the razor over and place their finger on the elastomer finger pad on the front of the razor handle. In this position, the pivot feature is locked, giving men control and allowing them to better align and maneuver the blade. The locked pivot allows consumers to easily shave tricky places like sideburns and under the nose. For those men that have facial hair, the Precision Trimmer is also perfect for shaping facial hair.

Gillette Series range of skincare products are designed to help prepare, protect, and cool a man's skin throughout the shaving process. This leaves him feeling comfortable, refreshed and invigorated.

Gillette Responsive Deodorants features breakthrough Triple Response System and patented Betacyclodextrin (BCD) technology that activates and reactivates throughout the day to keep men fresh and confident in their ability to perform under pressure.

Promotion

The Gillette brand has an incredibly high recognition rate, in no small part due to a strong investment in advertising. The hugely successful "The Best A Man Can Get" campaign of the 1980s had a massive influence on this, with today's consumers still recalling the catchy song. Despite this popularity, the launch of Mach3 founded a new wave of advertising for Gillette, focusing heavily on the



brand values of innovation and cutting edge technology. The aim is to educate the consumer on product advancements and improved shaving performance.

However, 2004 is set to see a strategic shift back towards the original, emotive "The Best A Man Can Get" advertising, with the campaign set to return with a new and enhanced look. Strong black and white imagery and an updated song, combined to create a far more emotional connection between the consumer and the Gillette brand. Product specific advertising will continue to run alongside this campaign, communicating the technological superiority of the products themselves.

Historically, Gillette has used sport as a major promotional vehicle and embarked on its first sponsorship deal with a radio broadcast of the US World Series back in 1939. Today this association remains strong, with sponsorship continuing to play a large part in Gillette's integrated communications strategy.

Brand Values

In essence, the Gillette Company celebrates world class products, world class brands and world class people. It is committed to growth through innovation to maintain the company's position as a world leader in the

consumer products marketplace.

Gillette and sport have strong relationship worldwide and also in Bosnia and Herzegovina. Gillette supports the future of BH football, through Gillette Football Academy program, started in June 2008. This program is designed to discover and train young talents in football. The program enjoys the support of top footballer, Predrag (Paja) Pašić one of the most successful B&H football players ever. Gillette Football Academy is a program that successfully runs from 2004 in countries like Romania and Bulgaria, where it also benefits of the support of top internationally recognized football stars. In this way, new generations of young talents were discovered and trained, some of them already aiming to enter the National Juniors local football teams. Gillette Football Academy program is open to young boys, age 10 to 14, who pass selections and then have opportunity to train in training camps with Predrag Pašić.

www.gillette.com

THINGS YOU DIDN'T KNOW ABOUT...

Gillette

- ▶ In 1910 popular major league baseballers endorsed the Gillette razor, beginning a relationship between Gillette and sport that has lasted over 90 years.
- ▶ Facial hair is 70 percent easier to cut if it has been soaked in warm water for 2-3 minutes before shaving.
- ▶ The US government ordered 3.5 million Gillette razors and 36 million Gillette blades to supply the entire US armed forces during World War I.
- ▶ The average man spends 3,500 hours of his life shaving. In this time, he removes about 9 m of whiskers from his face.

