



Dollar Shave Club

Marketing Plan

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1. Executive Summary

Dollar Shave Club is a fairly new company, beginning operations in July of 2011. Dollar Shave Club currently holds 7.5 of the shaving industry market share, offering much room for growth. Dollar Shave Club has many product competitors as there are a large variety of shaving choices. Since Dollar Shave Club is only available online, advertising is the only avenue to gaining new customers, and hence a major concern. One of the major issues faced by Dollar Shave Club is competing with bigger brands who have more money to spend on advertising. Because of limited funds as a start-up company, most of the advertising for Dollar Shave Club has been accomplished through social media. Also, the humor in advertising and packaging could be offensive to some potential customers. Additionally, thus far, Dollar Shave Club has primarily targeted men, although women represent 20% of current customers. Both of these issues are problematic as they eliminate potential customers.

In order to address these issues, we have developed primary and secondary target markets based on demographic research of consumers who use the internet and are considered to be “tech savvy”. These individuals will be more likely to order from the internet and more receptive to social media advertising as well as the unique humor. We have segmented our primary target market to men ranging in ages 18-29, with an income of at least \$30,000 a year and a high school diploma or better. The secondary target market will be females meeting the same criteria. Expanding the target market to include women will potentially increase the market share of Dollar Shave Club.

The action plans we have in mind will create brand awareness amongst our target market by expanding the ways in which we advertise. We have a diverse set of action

plans to reach college students and young professionals. Some action plans, reach both our primary and secondary target markets, increasing the value of the plan. These include college ambassadors, kiosks in airports, booths at concerts, and skywriting to name a few. Additionally, Dollar Shave Club will partner with Movember, a foundation that funds men's health programs, encouraging men to grow mustaches, which in turn sparks conversation, hence, raising awareness. This affiliation will create a positive association in the mind of consumers as well as help fund a worthwhile cause. We also recommend a You-Tube video similar to the first viral sensation which served as the starting point of the company's success. The theme will be "Jungle Pits and Cactus Legs". This ad will target females, using humor to communicate the message that "jungle pits" and "cactus legs" are not attractive. Giving these undesirable features humorous names (and including a chimpanzee in the video) will capture attention and spark interest in the company. These are just a few of the creative actions we have planned.

The total budget requested for all 10 action plans is \$4,607,260. This budget is very manageable and realistic for Dollar Shave Club. Many competitors use traditional advertising to promote their product, which makes the action plans contained herein stand out, thereby bringing more awareness to the product and resulting in an increase in sales and growth.