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Philips Pro Skin Advance Trimmer - The Big Leap

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With urbanely-styled, well-trimmed men setting a new style marker, India was witnessing a renaissance in men's personal grooming. Philips wanted to become a catalyst in this transition and position its Pro Skin Advance Trimmer range as the preferred grooming equipment for the young college-going demographic. But while marketing to the millennials was not an easy task, implementing the right strategy could help the brand crack the code and become a catalyst for the nascent personal grooming revolution. This is where Pulp Strategy employed peer-to-peer marketing for the maximum impact.

Over 225 premier B-Schools were invited for participating in the Big Leap – A live stimulated marketing challenge which threw the gauntlet to business students to design, deploy, and assess their on-ground marketing acumen. Trendsetters were identified and handpicked from campuses, participants given full rein over their ideas with strategic guidance. Philips Pro Skin Trimmer was plugged in the programme to make it an active, dynamic part of the challenge. Young marketers became brand ambassadors, as the participants conducted market research, launched the product, smartly advertised the product and communicated with their target audience, gave product experience, drove sustained advocacy, and submitted their case studies. The result: everybody won! The campaign generated visibility for Philips Pro Skin Advance Trimmer among 5 million+ people, online and offline, and led to more than 25,000 user-generated content pieces shared on social media, over 100 team pages, and 300 in-house