

Media

Schick launches die-cut postcards to promote razors

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SINGAPORE - Schick has rolled out a series of die-cut postcards through ZoMedia to promote its Quattro Titanium Freestyle razors in Singapore.

Featuring an unattractive guy with a bad hairdo and facial hair, the campaign aims to convey the interesting new features of Schick's latest product that makes it unique. ZoMedia's postcards, which can be folded out to be used as a standalone display, are available island-wide.

"What makes this campaign special is the fact that instead of relying on conventional visuals of a handsome, well-groomed model, this one makes you wonder what might happen to someone who didn't use a Schick", said Sunay Chowdhury, account manager at ZoMedia.

Pierre Perrett, the campaign's creative director, added, "This has generated plenty of brand awareness for the product. It's good to give your audience a laugh while you educate them - the entertainment value of the design is just one reason why this campaign is already a success."