

Future trends in young men's personal care

The confrontation of different future scenarios show the relevance of

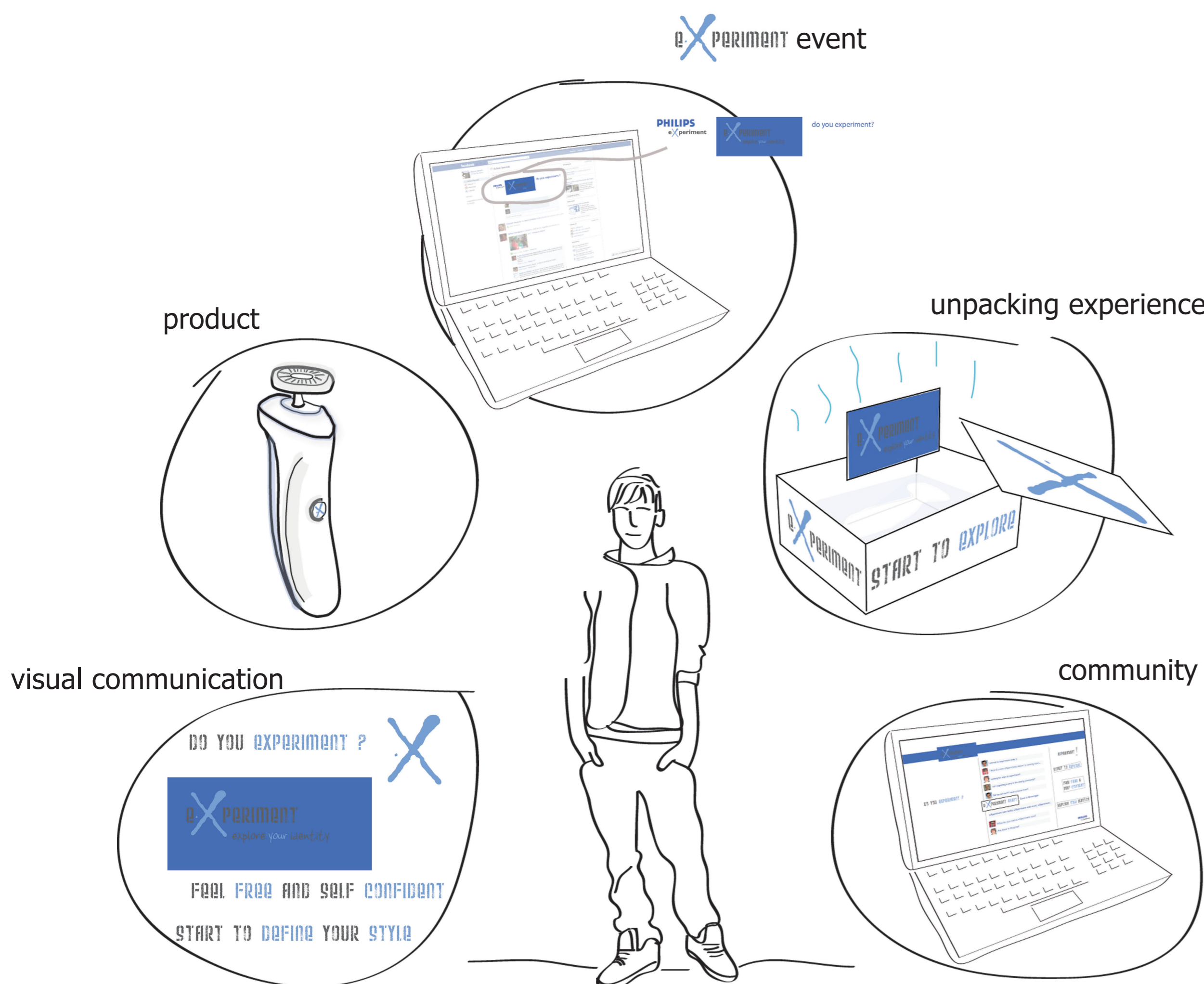
1. defining a way to **guide young men** on the process of **defining** their **personal style**
2. presenting **personal care solutions** as a means that **helps to communicate personal values** to others
3. **improving communication platforms** to improve the relationship between the brand and the consumers

Competitive product environment

Competing products are bringing styling solutions to young men with product communication campaigns that communicate their values. This might make young men to buy styling products even if it is not a need of starting to shavers. This shows the importance of developing a **product** that delivers on the **specific needs** of young men when starting to shave and a designing a brand that **reflects young men's lifetime values**.

EXPERIMENT when starting to shave

getting into the personal care routine of young men



The different touch points intend to strengthen the relationship between the young man and Philips when starting to shave.

Shaving for the first time is usually a **spontaneous** act in which young men are unknowledgeable about the process to be followed. **Choosing the method/product** to shave for the first time becomes an **impulsive choice** that young men do, often influenced by their father. Shaving is predominately driven by rituals, rather than by rational thinking. However, **shaving is not a ritual yet when young men start to shave**.

A **branded experience** has been designed that will drive young men's **ritual when starting to shave**. A brand that reflects the needs and values of young men have been designed. An different touch points that reflect the brand promise intend to create an early connection between the young man and the brand, stimulating the young man to consider buying a Philips 'starting to shave' shaver when starting to shave.

Young men needs and motivations when starting to shave

Young men's **personal care motivations exceed the results shaving bring to them**. Therefore shaving is not considered and important activity on their personal care routine. Hereby what young men want to achieve by taking care of their looks:

- to feel confident with the looks
- to get complements from girls
- to communicate their personality and lifestyle with the appearance

