POWERING AWARENESS FOR BRAUN WITH PUBLIC RELATIONS

INTRODUCTION

Livewired PR was awarded the Braun campaign towards the end of 2009. The brand required additional focus to re-launch and restage in addition to reengaging with the trade and addressing consumer perceptions around service levels. Our role was to assist the brand to create high positive consumer and trade awareness to complement the marketing mix. A high impact blitz approach was adopted to reiterate that *Braun* is *Back*.

OBJECTIVES

Create massive brand awareness and visibility for Braun. Engage media to form positive relationships and correct perceptions. Plan for any crises communication required.

CHALLENGES

- Little ATL support due to focus on fundamentals
- Low media interest
- Minimal distribution / listings

STRATEGY

Focused on traditional press first to get awareness in influential consumer magazines and newspapers. Developed range of PR activities to achieve results desired. Set up processes for approvals, pricing and photography requirements. Close collaboration with marketing team regarding stock levels and products to ensure there was alignment with what was going to media. Focused on the brand heritage and latest innovations.

VEHICLES

- Competitions
- Media giveaways
- International visit for two media
- Editorials
- Media relationship building
- Crises communication
- Media tests
- What's hot product announcements

RESULTS

- R200,000 AVE value of coverage in its first 4 months, 2009
- Awarded Star Performer across range by FMCG Retailer
- Press exposure used as tool to garner listings at Dis-Chem, Clicks, Pick 'n Pay & other major retailers
- R7.6 million PR value from Sep '09 – Oct '10
- Rated #1 & 4 Male Electric Razer for GQ
- Over 80 clippings/articles

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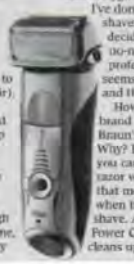
GADGET

BRAUN SERIES 7 SHAVER

I'm a sucker for a good clean shave. Trust me. I would not lie about this one. I look hot without a beard. With one, I look like Ernest Hemingway — without the shotgun in the mouth.

Even though I'm not in the class of those who belong to Barberiana cult (a term given to collectable items that have to do with removing facial hair), I'm still quite traditional when it comes to lather and blade. I managed to pick up an antique ivory-handled Durham razor in London, along with a strop, and I've been in my element ever since. But — and there's always a but — even though it's great for shaving at home, going away becomes a hairy situation. Besides being slightly pretentious, an exposed blade at the coast, in another country, up in the mountains, in a hotel, or just plain jet-setting, seems impractical and unhygienic, don't you think?



I've done the mini-electric shaver thing, but it's decidedly lowbrow and a no-no for business professionalism as it always seems to miss a bristle here and there.

However, if there's one brand that has got it right it's Braun's Series 7 Shaver. Why? Because it's as close as you can get to a non-electric razor when it comes to pivot, that most important thing when it comes to a close shave. Added to that is its Power Comb thingie, which cleans up under the nose, sideburns, etc.

Like its predecessor it comes with a great Clean and Renew system, which has you plug it into a contraption that sterilises the blades, lubricating and cleaning them. Oh, and before I forget, the Series 7 also has a great battery life and comes with a water-resistant carry-case for travelling.

The Damage

The Series 7 Braun sells for R2 704. Available from selected retail outlets. — Damon Boyd

WIN

Sunday Times is giving one lucky reader a chance to win a Braun Series 7 shaver. To win this awesome prize you must answer the following question: What cleaning system does the Braun Series 7 come with? Please send your answer to magazine@sundaytimes.co.za by January 5. The editor's decision is final.

FROM THE MAG

COSMOPOLITAN FUN FEARLESS FEMALE

BEAUTY HAIR

Stressed Hair

Tamara Schlesinger

Author: Lindi Brownell and Molly Triffin

Braun Personal Grooming Products Available In SA