



Reason for Campaign

Men want to look good, including their hair. However, they don't want to admit that they blow dry their hair, or even worse, be caught doing it. They feel that putting in that much care into their appearance is unmanly and high maintenance. Men deserve to feel as confident in their morning routine as they do conquering the day.

Target

We've been blow-drying our hair for years. We've always used been our mom's blow-dryer hoping that our friends would never find out. Now, we're out of the house and buying things on our own. We want a blow-dryer, but we're hesitant to actually buy on one, or worse to be caught by our roommates while we use it. We don't need a fancy blow dryer, just one that gets the job done. We want to look our best in the decade of first impressions. We are men are constantly on display be it on dates, job interviews, social outings, work, or everyday-life activities. Our hair is a personal reflection of who we are, so it looks different for each of us. What is most important for us is that we feel our best selves for whatever opportunities arise.

Brand Insight

Conair is the most simple and affordable blow dryer option for men wanting to look their best. It's a minimal blow-dryer men can feel comfortable purchasing without feeling that they need to hide it.

Consumer Insight

Despite their desire to make a good first impression, men feel that they shouldn't go to great lengths to style their hair because worrying about the way they look is considered unmanly.

Strategy Statement

For men going through the decade of first impressions, blow-drying their hair is perceived as unmanly and excessive. Conair is the minimal blow-dryer that men aren't embarrassed to use.