



WPPED  
CREAM  
2007

MEDIA | HIGHLY COMMENDED | MEDIAEDGE:CIA FRANCE  
GILLETTES - WILKINSON SWORD | DARE

#### CHALLENGE

With a third of Gillette's marketing spend, Wilkinson's challenge was to find a different way to break out and disrupt the market.

#### INSIGHT

Shaving habits have changed and not all men want to conform to, and many don't relate to, the identical clean-cut clone of typical shaving communications.

#### IDEA

Give this inner rejection of conformity a platform by creating a movement dedicated to creative shaving which we called DARE (Doit Aux Exstangences) which translates as the right to shave extravagantly.

#### ACTIVATION

The DARE website formed the hub of activity together with a short film which explained the history of DARE, with an invitation to join, create your our masterpiece and post it on the site - which thousands then did, leading to DARE inspired press and outdoor advertising, all with the same Gallic charm.

#### RESULTS

- 629,000 visits to the website
- 72,100 people posting their DAREised pictures
- 1,500,000 votes for MR DARE
- Relayed by over 100 blogs

#### CREDENTIALS

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