

HCMN CASE STUDY: Gillette Mach3 Disposable Razors

Components:

- Standard Panel Advertising, Oversized Mirror Clings, and Branded Shower Mats in the men's locker rooms

Success Measurements:

- 71% ad recall
- Nearly 40% of those surveyed at the end of the campaign indicated they would likely purchase Gillette Mach3 Disposable Razors in the next 90 days

