

BIC SHAVED HISTORY



Situation

In Uzbekistan, there's only the main player in razors category - Gillette and its forgeries. And nobody knows about BIC razors.

Also in Uzbekistan, there is a rule, not prescribed by law - no image of persons with beards allowed to be on communication images. Moreover, recently the police officers began to catch bearded men and forced them to shave.

Task

To create outdoor advertising that will increase brand awareness.

Liakaji 2 февраля 2019 10:01

У тебя есть борода, я скажу. "Тебе п**да"
Бред какой то...



Decision

We imagined what would happen if such a situation happened to popular men from Uzbekistan's history, for whom the beard was part of the usual and prestige image.





**IF THERE'S A NEED TO BE SHAVED,
IT WOULD BE WITH BIC RAZORS**





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