**Gillette Odor Shield**

**Feel Fresh  
all day, everyday**

Final portfolio

Heather Choi

MCA 340

CRN 23350

Writing for advertising

Gillette Odor Shield body wash and deodorant

11/29/12

Prof. Brugnatelli



Haewon Choi (Heather)  
Writing for Advertising  
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Gillette Odor Shield Body Wash and Deodorant  
Creative Strategy for Term Portfolio  
11/29/12  
Prof. Brugnatelli

Creative Strategy: Gillette Odor Shield body wash and deodorant is positioned as the product line which provides men, who live busy active lives, the satisfaction of not having to continuously worry about their body odor throughout the day.

Product Benefit: Formulated to fight odor and wetness, the body and deodorant neutralizes the stench while releasing a lasting fresh scent all day long.

Consumer Benefit: The men using the products are able to be worry-free about their odor throughout the day with a guarantee of 16 hour odor protection.

Target Audience: Men between the ages of 20-59

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Gillette Odor Shield Body Wash and Deodorant  
Headlines for Print Ad for Term Portfolio  
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All day? No problem

Strong as a Shield, Fresh as a Gillette man

Bye to odor. Hello to Gillette

Fresh and clean all day? Yes, believe it

Almighty strong with your Gillette Odor Shield

Smell like you just got out of the shower? Yes, believe it

It’s all about the shield.

All day everyday freshness

All day protection for your everyday needs.

**Feel Fresh all day everyday**

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Print Ad Final for Term Portfolio  
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**Feel Fresh  
all day, everyday**

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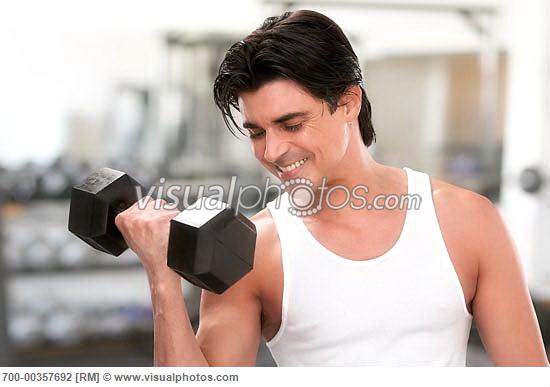
Start your day off right! Open your eyes to a new day and invigorate yourself with a shower using Gillette Odor Shield body wash.

With microbeads clinically proven to keep you fresh for up to 16 hours, you’ll be feeling fresh throughout the day. Workouts won’t leave you with that stench. Gillette Odor Shield won’t let that stand in your way. In fact, both the body wash and deodorant turn your odor into a lasting fresh scent.

Why use Gillette Odor Shield, you say? It’s 16 hours! Guaranteed! By using odor protection technology, just stay smelling good.

So continue exceeding at work, going on dates with the special someone, spending cheerful time with family, and enjoy your day without having to worry about your funky stench. Gillette Odor Shield has you feeling fresh all day long throughout your active day.







Haewon Choi (Heather)  
Writing for Advertising  
CRN 23350  
MCA 340  
Gillette Odor Shield Body Wash and Deodorant  
Storyboard Script 60 second TV commercial for Term Portfolio (“The Challenge”)  
11/29/12  
Prof. Brugnatelli

Creative Strategy: Gillette Odor Shield body wash and deodorant is positioned as the product line which provides men, who live busy active lives, the satisfaction of not having to continuously worry about their body odor throughout the day.

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| 9.jpg  VIDEO: Man turning off his alarm. He quickly gets up and goes to the shower and uses Gillette Odor Shield body wash. Shows Gillette body wash and deodorant. Zoomed-in.  AUDIO: Narrator: “Ever just feel great starting the day?”  Man: “Now that you mentioned it, yeah!”  (“I Feel Good” by James Brown starts to play and Man sings along) | 10.jpg  VIDEO: Walks to the staircase and slides down the railings. Man lands and poses while singing.  AUDIO: Man: “I feel good, I knew that I would now. So good! So goo- Wife: (interrupts singing) “Oh yeah?” |
| 12.jpg  VIDEO: The wife challenges the husband to prove how good he is feeling. Man starts cooking.  AUDIO: Wife: “If you feel that great, prove it. Can you feed the twins while making a three-course meal? | 11.jpg  VIDEO: Man cooking while feeding 2 babies.  AUDIO: Man: “Is this all you’ve got? Bring it”  Wife: “Oh, you got it.” |
| 13.jpg  VIDEO: Man struggling and trying to clean the counters while holding a load of laundry  AUDIO: “Wow, I didn’t expect such a workout from this but I can continue. I can go all day.” | 14.jpg  VIDEO: Man walking in heels mopping and cleaning the floors  AUDIO: Man: “Not only do I talk the talk, I can walk the walk. Walking it like I talk it.” (Man continues to dance in heels to “I Feel Good”) |
| 15.jpg  VIDEO: Man writing stacks of cards  AUDIO: Wife: “Now you can individually write and sign all these thank you letters.” | 16.jpg  VIDEO: Tired man resting in chair. Wife comes to sit on his lap  AUDIO: Wife: “Still feeling good?” Man: “Of course! All day, everyday. “  Wife: “Impressive! Gillette Odor Shield got you feeling fresh all day, which led to you cleaning the house and my duty-free! Gillette all day everyday from now on.” (They laugh and end) |

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Gillette Odor Shield Body Wash and Deodorant  
Script Version 60 second TV commercial for Term Portfolio (“The Challenge”)  
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Prof. Brugnatelli

Creative Strategy: Gillette Odor Shield body wash and deodorant is positioned as the product line which provides men, who live busy active lives, the satisfaction of not having to continuously worry about their body odor throughout the day.

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| --- | --- |
| VIDEO | AUDIO |
| Man turning off his alarm. He quickly gets up and goes to the shower. He uses Gillette Odor Shield body wash. He is out of the shower and looking in the mirror. Tight on the Gillette body wash and deodorant.  Man walks to the staircase and slides down the railings. Man lands and poses while singing.  The wife challenges the husband to prove how good he is feeling.  Man starts cooking.  Man cooking while feeding 2 babies.  Man struggling and trying to clean the counters while holding a load of laundry  Man walking in heels mopping and cleaning the floors  Man writing stacks of cards  Tired man resting in chair. Wife comes to sit on his lap  Gillette Odor Shield body wash and deodorant tight on screen with the bathroom background. | Narrator: “Ever just feel great starting the day?”  Man: “Now that you mentioned it, yeah!”  (“I Feel Good” by James Brown starts to play and Man sings along)  Man: (singing) “I feel good, I knew that I would now. So good! So goo- Wife: (interrupts singing) “Oh yeah?”  Wife: “If you feel that great, prove it. Can you feed the twins while making a three-course meal?  Man: “Is this all you’ve got? Bring it”  Wife: “Oh, you got it.”  Man: “Wow, I didn’t expect such a workout from this but I can continue. I can go all day.”  Man: “Not only do I talk the talk, I can walk the walk. Walking it like I talk it.” (Man continues to dance in heels to “I Feel Good”)  Wife: “Now you can individually write and sign all these thank you letters.”  Wife: “Still feeling good?” Man: “Of course! All day, everyday. “  Wife: “Impressive! Gillette Odor Shield got you feeling fresh all day, which led to you cleaning the house and my duty-free! Gillette all day everyday from now on.” (They laugh)  Narrator: “Gillette Odor Shield. Feel Fresh all day, everyday. Gillette –the best a man can get.” |

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Gillette Odor Shield Body Wash and Deodorant  
60 Second Radio Commercial for Term Portfolio (“No Problem”)  
11/29/12  
Prof. Brugnatelli

Creative Strategy: Gillette Odor Shield body wash and deodorant is positioned as the product line which provides men, who live busy active lives, the satisfaction of not having to continuously worry about their body odor throughout the day.

Shooting 56 points in an NBA championship game? Or performing a heart surgery? Maybe you’re shooting a big Hollywood film? No? Just a long hectic day at the office?

Whatever it is, no problem. Now with Gillette Odor Shield body wash and deodorant, feel that right out of the shower clean all day long. Formulated to fight odor and wetness, it neutralizes the stench while releasing a lasting fresh scent even for those who are always active and on the go.

Work or play won’t break a sweat. Not even for the active athlete, famous movie star, or the successful surgeon. With 16 hours of guaranteed freshness, there’s no need to be self-conscious now. Say bye to odor! Stay worry free with Gillette Odor Shield all day to night.