

# VaynerMedia

## Case Studies

*Brand strategy translated into culture, partnerships, and performance.*

# How I Lead Accounts

**Translate brand strategy into platform-native execution**

**Align creators, partners, leagues, and platforms under one idea**

**Balance cultural relevance with commercial performance**

# Impact Pillars

## Cultural Moments

Sports · Events · Partnerships

## Platform-Native Brand Building

Social · Creators · Media

## Commercial Storytelling

TV · Digital · Cross-Platform

# *Gillette*

## **The Next Generation of Grooming**

Repositioning Gillette for younger consumers while driving upgrades across the portfolio.

**Creative AOR · IAT & Partner Lead**

2024-2025



The Strategic Problem

## A Category Leader Facing Cultural Shift

- Younger generations were redefining grooming norms
- Product innovation was advancing faster than cultural relevance
- Legacy equity was at risk of aging with its core consumer

**Gillette**





The Core Insight

## ***The Next Generation Campaign*** **Was Built on Social**

Social revealed that grooming traditions had shifted, and younger men were redefining shaving norms.

By addressing this shift, Gillette could reclaim cultural relevance without abandoning its heritage.

The word 'Gillette' is displayed in a large, bold, red, italicized sans-serif font, centered at the bottom of the slide.



# Establishing the Next Generation Through Creators

*To make the shift visible, the authority had to be given to real creators.*

Strategic Approach

Reframe the traditional shaving lesson by positioning younger men as the authority on innovation.

Partnership

Frank & Joe Mele

Execution

- *FaceTime* commercial
- Multi-year creator relationship



# Gillette



## Expanding the Generational Shift Across Cultures

*Once the dynamic resonated, the opportunity was to extend it into new cultural communities.*

Strategic Approach

Extend the generational authority dynamic into the Hispanic market through culturally native storytelling.

Partnership

Jose & Diana Salguero

Execution

- First US Hispanic-specific Gillette ad (Spanish)
- *My Latino Dad Tries GilletteLabs*
- Multi-year creator relationship

# **Gillette**

# Extending the Campaign Through Basketball Culture

*Once rooted in culture, sports amplified the idea to scale.*

## Strategic Approach

Translate the generational shift into sports by reframing grooming as an everyday expression of performance.

## Partnership

NBA · Toronto Raptors · Gradey Dick ·  
Tracy McGrady

## Execution

- *Get Ready With Gradey* commercial
- Multi-year NBA partnership



# Gillette





# Athlete Authenticity Amplifying Local Culture

*As the platform expanded, authenticity became more specific.*

Strategic Approach

Localize the generational dynamic through culturally specific storytelling rooted in Montreal identity.

Partnership

Rafael Harvey-Pinard (NHL)

Execution

- *La Bise* commercial
- French-language campaign grounded in local cultural cues

# Gillette

# Activate Fan Attention to Encourage Upgrades

*With cultural equity built, the focus shifted toward driving upgrades at scale.*

Strategic Approach

Embed product upgrades within the performance language and rituals fans already embrace.

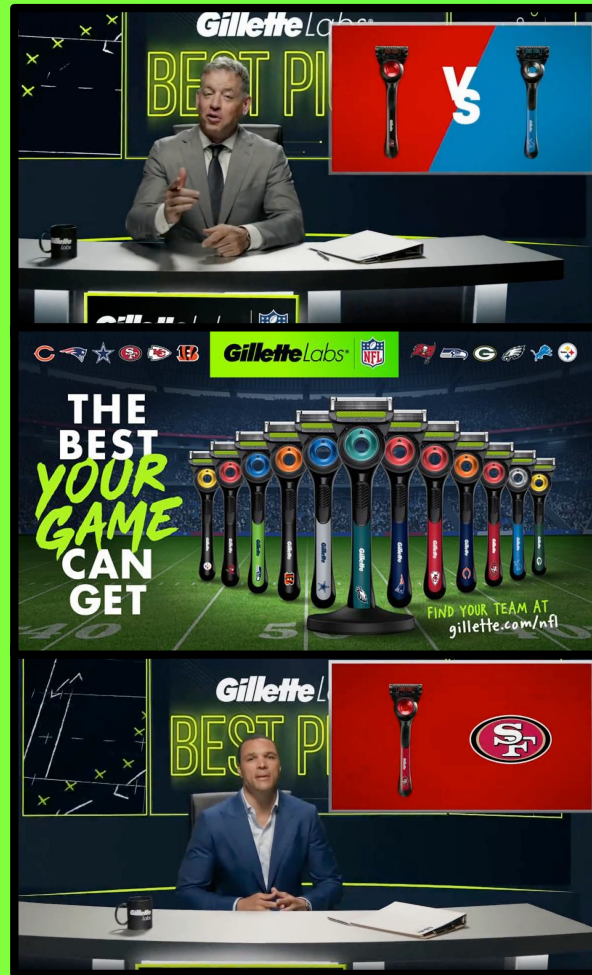
Partnership

NFL · Amazon · Troy Aikman · Tony Gonzalez

Execution

- GilletteLabs NFL GTM
- Prime Black Friday game bumpers + social

# Gillette





## Scaling the Idea Across Digital

*The platform now had the equity to perform in paid media.*

Strategic Approach

Extend the generational platform into performance media without sacrificing brand equity.

Partnership

YouTube · Google Creative Works

Execution

- *Next Generation Year 2* commercials
- 6s / 15s / 30s formats
- Social-driven objection handling at scale

# Gillette



# Unifying the Portfolio at the Point of Purchase

Driving demand required consumers understanding their options.

Strategic Approach

Clarify product hierarchy to remove friction and accelerate upgrades.

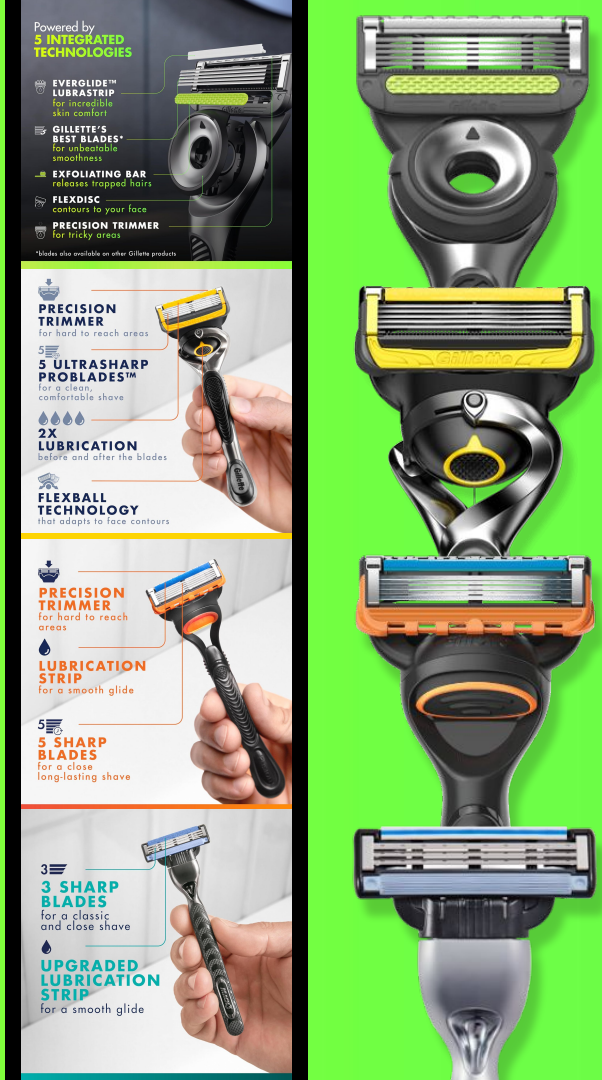
Partnership

Amazon · Gillette Brand Design

Execution

- Marketplace refresh
- Innovation-led SKU hierarchy
- A/B-tested creative system

# Gillette





# The Platform in Motion

Creators → Culture → Sports → Commerce

## Impact

- Increased GilletteLabs upgrades
- Growth in first-time purchasers
- YoY grooming segment sales growth

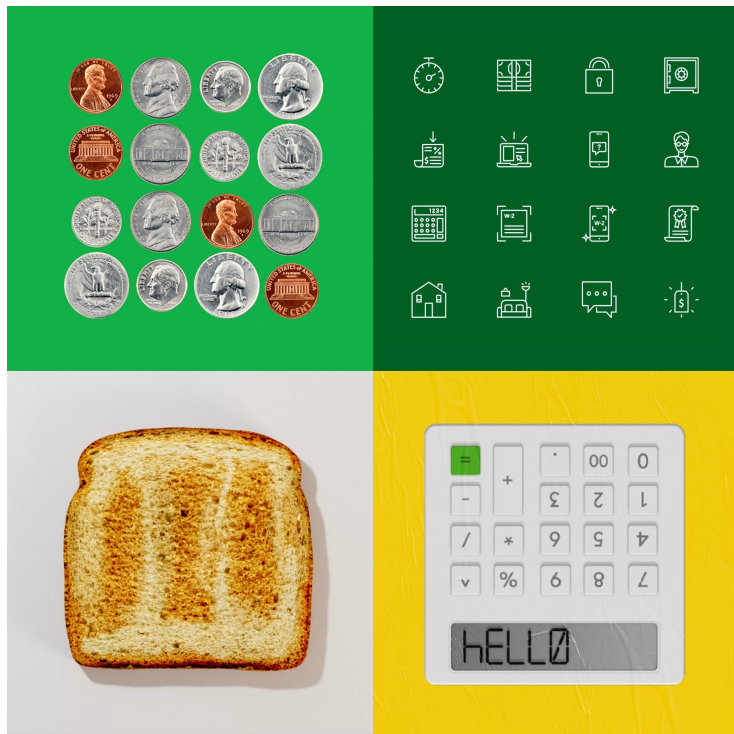
**Gillette**



## **Showing Up When It Counts**

Driving local conversion by meeting people inside moments that already matter.

**Social AOR + Experiential**  
Chicago · 2024



The Strategic Problem

## **A Seasonal Brand Competing for Attention in Chicago**

- Tax season demands urgency but rarely earns emotion
- MLB's Opening Weekend captures the city's full attention
- Traditional advertising risked feeling intrusive during a beloved moment



**H&R  
BLOCK**

## Tax Day Meets Opening Day

The Core Insight

If H&R Block could show up inside Opening Weekend rather than advertise around it, the brand could feel additive instead of intrusive.





**H&R  
BLOCK**



## Bringing Tax Day to Opening Day

Strategic Approach

Embed the brand within Chicago's Opening Weekend rituals to create presence through participation.

Execution Framework

- Four-day experiential + OOH
- White Sox (*official partnership*)
- Cubs (*guerrilla presence*)





**H&R  
BLOCK**

## Chicago Culture, Served on the Street

Strategic Approach

Anchor the activation in a familiar local ritual to build immediate credibility.

Execution

- Brand-wrapped hot dog truck
- Operated by a 20+ year Chicago family business
- 20,000+ hot dogs distributed





## Scaling the Moment Inside the Game

Strategic Approach

Extend street credibility into official game-day environments to deepen fan engagement.

Execution

- White Sox concourse activation
- Branded mitt giveaways
- Mascot-led social content from on-site capture





**H&R  
BLOCK**

## Extending Opening Weekend Across the City

Strategic Approach

Transform a localized activation into a citywide presence during daily commutes leading into Tax Day.

Execution

- CTA train platforms
- Street placements
- Stadium-adjacent media





By meeting Chicago in a moment that already mattered, H&R Block earned attention rather than demanded it.

---

## **Local Culture Created Local Impact**

- Strong Opening Weekend engagement across experiential + social
- Increased service usage in the Chicago market
- New users driven via QR code activation





[stefanpberg.com](http://stefanpberg.com)