

Don't go dry this Jan.
All day hydration for your face.



— BULLDOG UNDERSTANDS MEN —

JCDecaux

**Working
with Bulldog**

1050 - Platform 5
& Salsbery
Call at: Top 1 of 2
Level 2 outside
Escalators
Wentworth
Woolworth
Woolworth
Woolworth
& Salsbery

South West Train
Platform service

De



When you can't outspend...outsmart!

Challenge: Bulldog is a challenger brand within men's skincare. One of its biggest challenges is cutting through at seasonal category moments. Christmas represents the biggest penetration opportunity for the brand, which in many ways, is similar to the two seasonal peaks in the auto industry. If Bulldog want to make the most of the xmas opportunity they have to overcome intense noise and ad spend from more established rivals. Adhering to the category conventions of glossy TV ads and chisel-jawed models wasn't going to cut it. Bulldog was born to shake up the category by making a stand for men's self-care. Instead of simply running a campaign that barked at buyers like everyone else, we needed to start a conversation.

Solution: Crap Christmas presents are a problem. Novelty socks, flashing-LED reindeer ties... we've all received pointless gifts, and with 40% of us admitting to panic-buying at Christmas, lots of us have given them too. Bulldog is the antithesis to this - a truly useful gift. **So we started a media-powered protest, a protest against pointless presents.**

Our campaign recruited ring-leaders to light the fires and stir the discontent about the pitfalls of panic buying presents for your partner via radio drivetime segments, podcast on-air debates and a series of video content, which we promoted to over 4m people via TikTok & Meta. We dominated the most iconic OOH sites we could find across each key weekend in the Christmas calendar and set up our propaganda close to physical retail, via shopping mall poster tenancies and bus advertising. We reinforced the message with high frequency radio ads and video ads in YouTube. We also used impact display to hack publisher gift guides; actively targeting specific keywords and content relating to gifting for men. Overall, we put over 80m impacts behind our campaign call-to-action; #protestpointlessgifts

Everything was underpinned by an organic social series featuring Britain's worst novelty gifts, and social proofing from a range of influencers, who encouraged their networks to boycott the 'pointless' demand Bulldog as the 'non-negotiable' practical gift at Christmas.

Despite a 40% reduction in ATL spend and no in-store promotions, retail revenue outgrew the skincare category and Bulldog's DTC channels achieved record revenues.



THE RESULTS



Sales Growth YoY



Increase in Bulldog gifting consideration

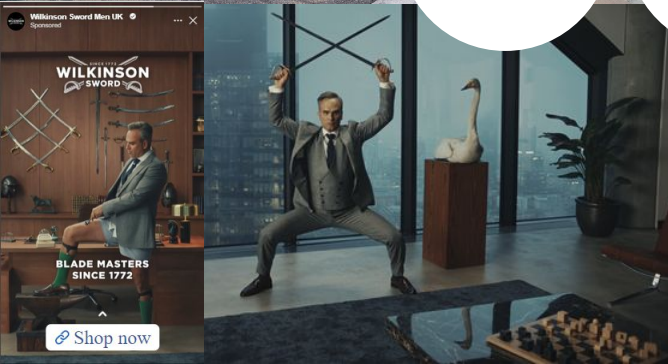


December sales YoY



+9%
Purchase intent
amongst 16-34

+16%
Purchase intent
London & SE



So you prefer guys with beards?

