

Hi

I’m Lorna from HARRY’S

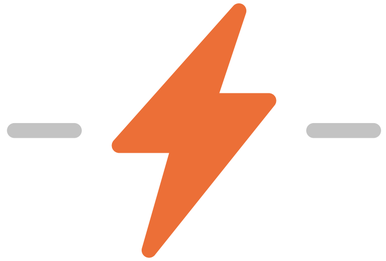


This is probably a good time to admit:

I don’t know what I’m doing here.



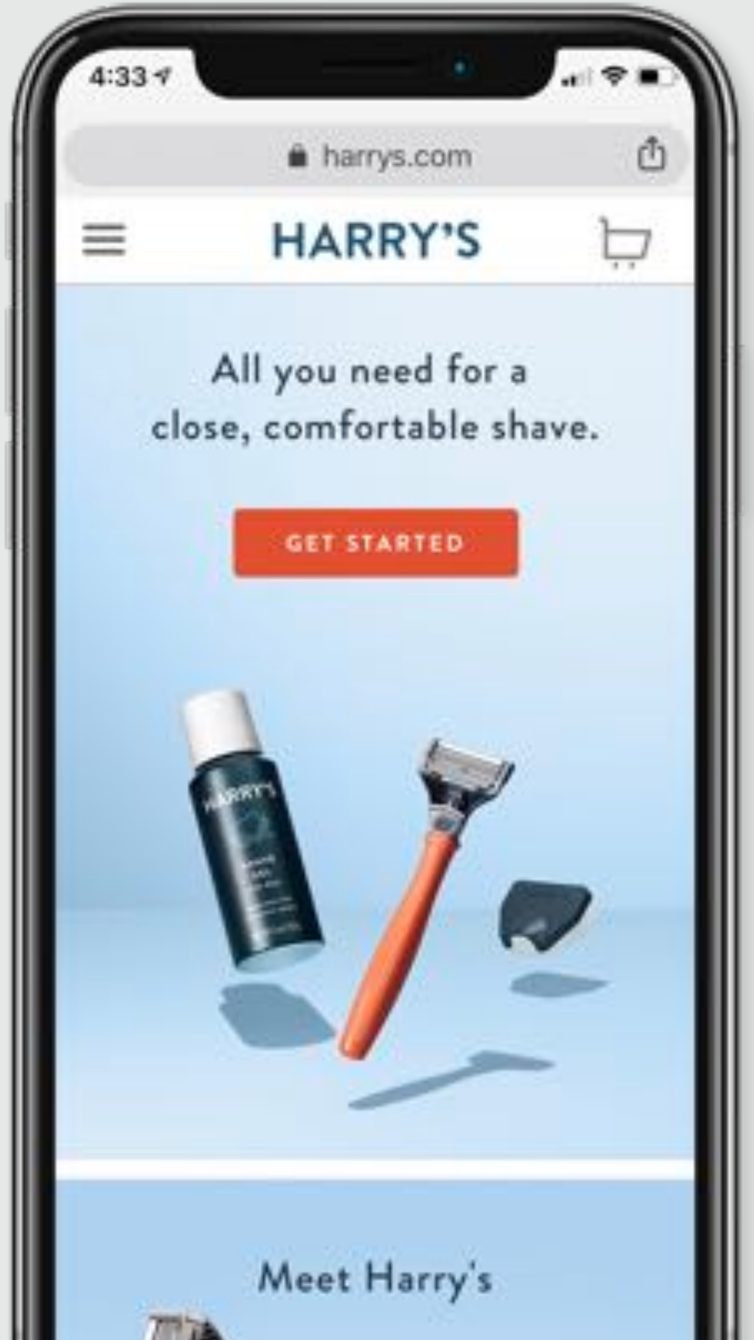
My challenge has been the opposite of many of yours.



We are, at our core, a challenger brand.



So we started chatting to Target.


4:33
harrys.com
HARRY'S
All you need for a
close, comfortable shave.
GET STARTED
Meet Harry's

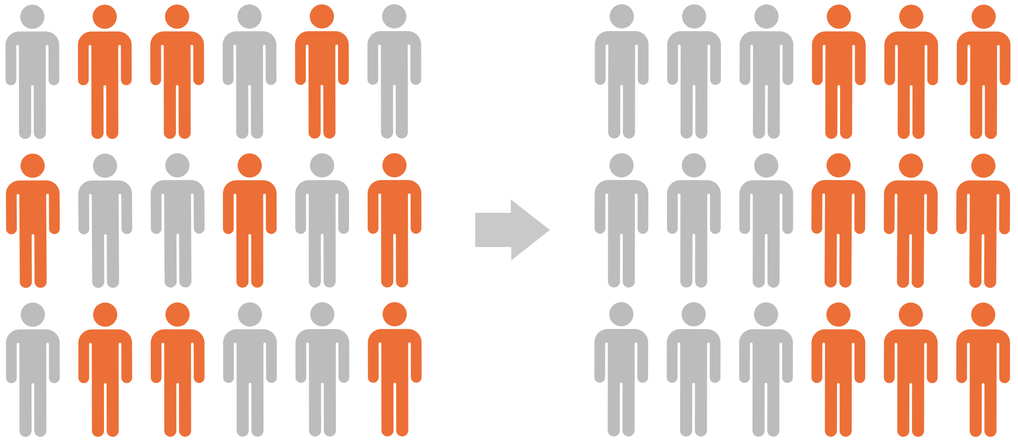

HARRY'S
SHARP SHAVE. SMART PRICE.
H'
H'



That success led to new chats, with Walmart.

So now my challenge is to support each of those sales channels.

There are more parallels than you might think.



STEP 1

Consumer segmentation



STEP 2

Make things he likes more.



STEP 3

Be clear about what we stand for.

Regressive



Traditional

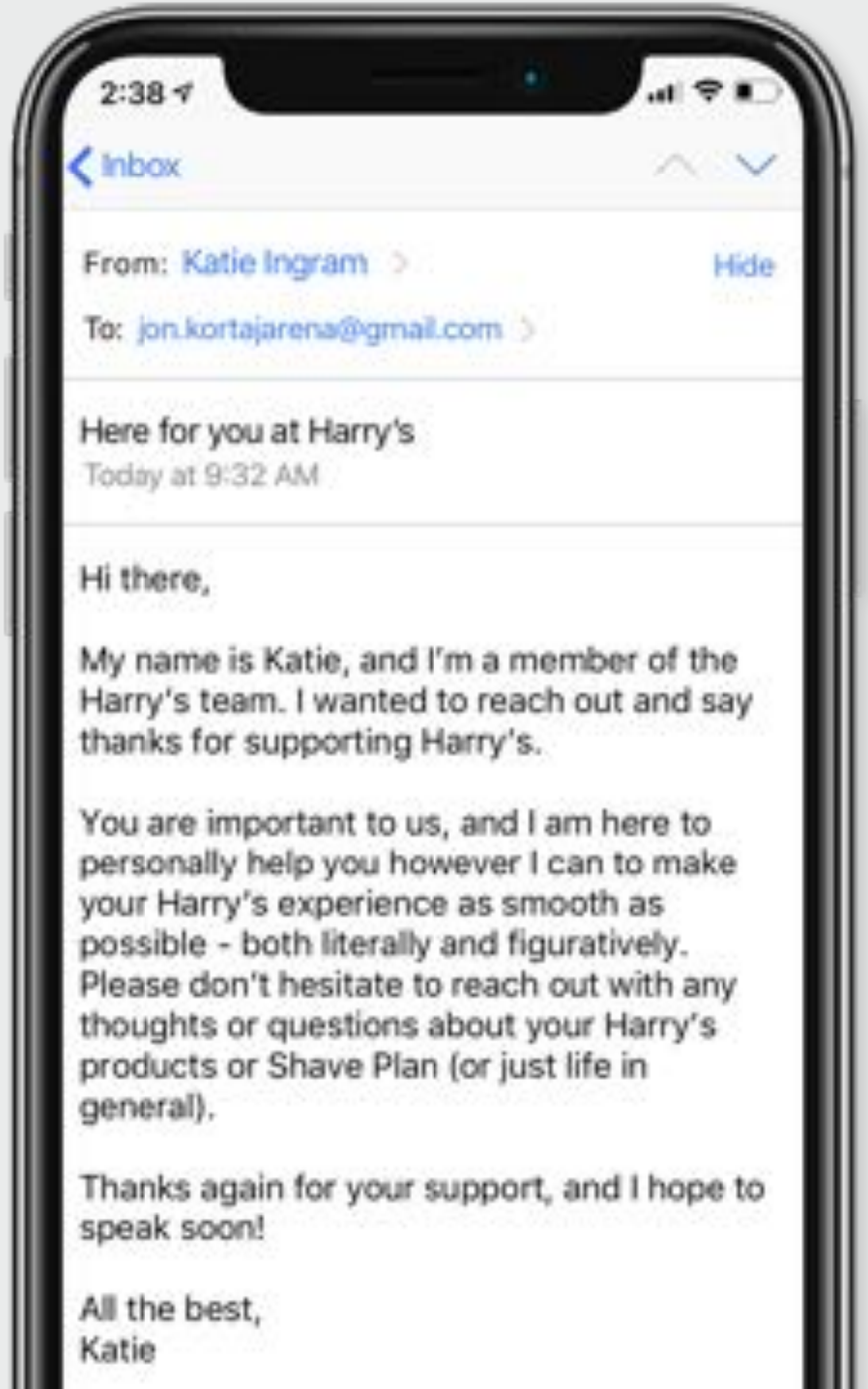
Gillette®

Progressive

H’



And then–yes–share that with guys in a compelling and contemporary way.


2:38
Inbox
From: Katie Ingram
Hide
To: jon.kortajarena@gmail.com
Here for you at Harry's
Today at 9:32 AM
Hi there,
My name is Katie, and I'm a member of the Harry's team. I wanted to reach out and say thanks for supporting Harry's.
You are important to us, and I am here to personally help you however I can to make your Harry's experience as smooth as possible - both literally and figuratively. Please don't hesitate to reach out with any thoughts or questions about your Harry's products or Shave Plan (or just life in general).
Thanks again for your support, and I hope to speak soon!
All the best,
Katie

Stephen Liss Friday 12:40

Thanks Katie. Never got an email from gillette all those years. Love you guys and will email if i need anything

People used to wander around malls,
now they wander around their phones.



Tactically, the tools are different
but the mindset and communication
principles are the same.


HARRY'S
Sharp Razors
Smooth Shave
Small Price
REDEEM TRIAL


New Body Wash
& Bar Soap
from
HARRY'S
FIND NOW
1.5 MI AWAY


4:33
Introducing
Body Wash
& Bar Soap from
HARRY'S
FIND NOW
1.5 MI AWAY
North Bergen
Secaucus
Jersey City
New York
Bayonne
BROOKLYN


Dove
+CARE
keratin
BOTANIQUE
4.99


New at
HARRY'S
HARRY'S
HARRY'S
HARRY'S
HARRY'S
3.99 & 6.99


2:38
HARRY'S
REDEEM TRIAL
$13 VALUE
HARRY'S
HARRY'S
Harry's Trial Set
Try the shaving company that's fixing shaving.
We Make It Easy To Switch, With A Trial Offer.
REDEEM TRIAL
Good razors cost

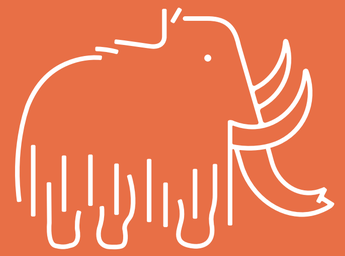

HARRY'S

We’ve far from having it all figured out

¯_(ツ)_/¯



But we’re loving what we’re doing, and it seems to be resonating in the market place too



Thanks for having me.

