

A **ROOM** with a view of the future

04
oct
2013

Male Grooming

No longer labeled “metrosexual” the use of specialist hair and skincare products has now become an accepted practice for many men and the market for men’s “beauty” products has grown massively over the last few years.

In fact, in 2012, the male grooming market was worth 2.6 billion dollars in the USA alone. So, it’s no wonder that magazines featuring images of men applying face cream or “booster serum” and also TV ads featuring men talking about the “torture” of razor burn, are becoming almost as common as those for female beauty products.

1 Dove men care shows you how to avoid face torture

Dove men care USA's ad warning of the perils that men face when they wash their faces with soap, gets its message across by using a selection of real looking "everyday" men on the street.

Authenticity is key here because the target audience has to identify with the people in the ad.

Yet another example of why more and more advertisers are looking for images of real looking people.

TV ad: [YouTube](#)



Credits: Agency: Ogilvy London. Production: Outsider

2 Nivea helps American men to “silence the irritation”

In this ad, Nivea Men USA use a comic approach to persuade it's target audience to use Nivea sensitive skin products.

Using skin care products in this ad is simply common sense.

Although clearly over the top, this ad is a good example of how extreme facial expressions can be used to great effect.

TV ad: [YouTube](#)



Credit: Agency: DRAFTFCB

3 Garnier's Fake

Garnier are using a series of clever portraits to promote their shampoo to men.

As well as being an eye catching and original visual idea, it's a great example of a creative and conceptual approach to portraiture.



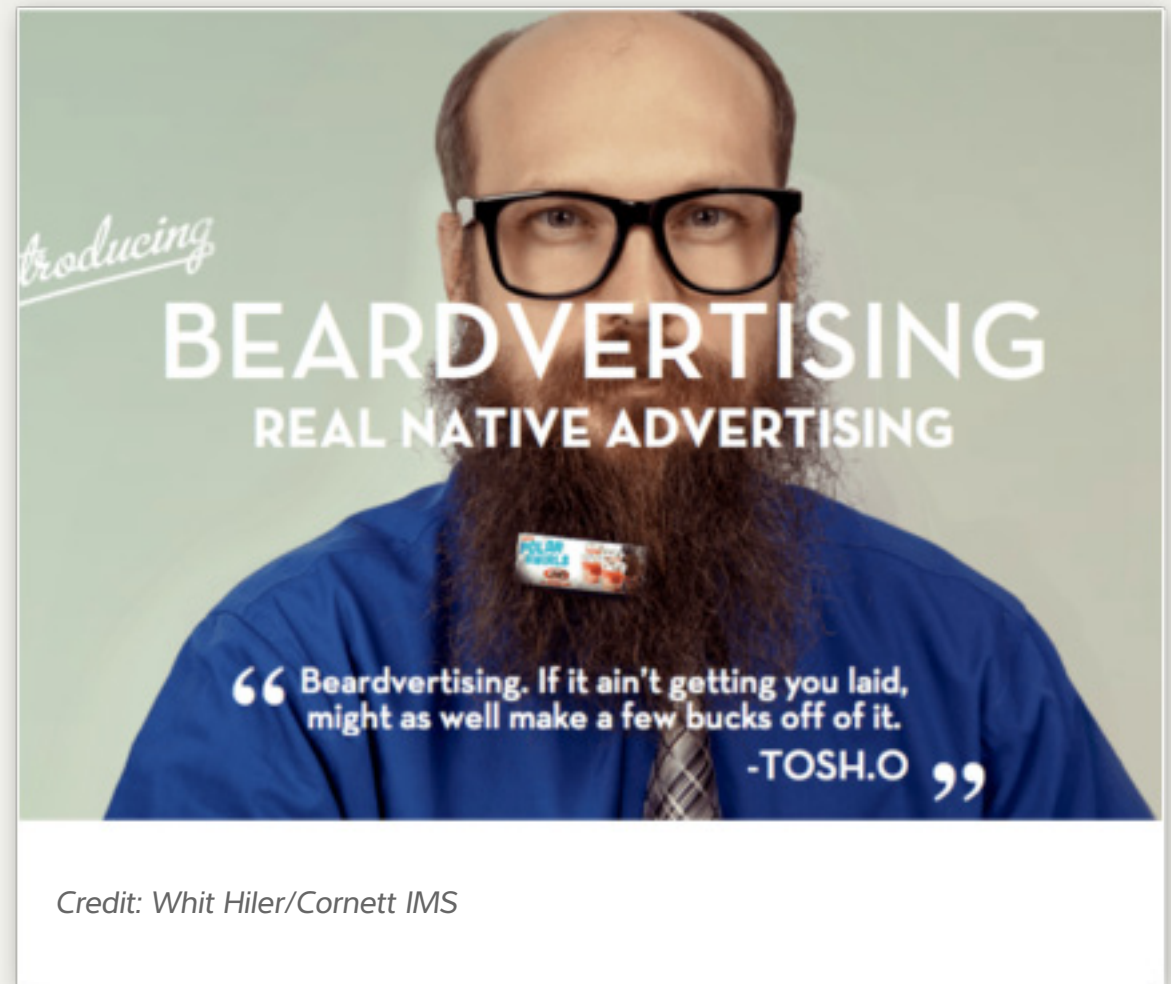
Credits: Publicis Communications Schweiz AG, Zurich for L'Oréal Suisse (Switzerland), Garnier Fructis Photographer: Billy & Hells

4 Beardvertising

Whit Hiler + Kentucky ad agency Cornett IMS have set up a Beardvertising site that asks men if they want to get paid for having “epic” beards. 1,400 people have already signed up and the Dollar Shave Club is one of it’s sponsors.

It’s all a bit of fun but it has been picked up by the biggest press and media agencies all over the world and goes to show that interesting looking people with character, can give images a huge amount of appeal.

WebSite: beardvertising.com



Credit: Whit Hiler/Cornett IMS

5 When life hits you in the face

Another Nivea TV ad but this time for the UK and aimed squarely at the more mature man which just goes to show that images of men in their 40's and 50's are just as popular with advertisers as the younger generations.

TV Ad: [YouTube](#)



Credits: Agency DRAFT FCB, Executive Creative Director Dirk Haeusermann, Art Director Kristian Joshi, Account Director Thorsten Stoll, Planning Partner Gabrielle Bell .



Summary

Shooting tips from this weeks trend:

- Images of Male grooming are becoming as popular as female beauty images with image buyers.
- From subtle to over the top, remember that facial expressions can be the key to a great image.
- Creativity is still king. Experiment with your compositions, you may not succeed every time but all you need is that one great image.
- Interesting looking people with character can be the most commercial subjects to shoot.
- When shooting people, don't just think about 20 something's and seniors. A huge amount of consumers, with a lot of spending power, are in their 40's and 50's.

pocketstock
local content on a global scale



room.pocketstock.com