



STUDIOCENTER®

BARBASOL / 12.8.2022

Concept #1A

The main focus is on the dollop of shaving cream and the Barbasol can with a Dad shaving in the background. Potential jump-cuts to close-up of Dad in the mirror and his son watching. The VO with music plays over all:

“Feeling great starts with a great shave and great shaves start with Barbasol Shaving Cream... That’s Barbasol Shaving Cream, an American classic for over 100 years! You’re lookin’ good America, you’re shaving with Barbasol! **Barbasol sing**”

Color palette would consist of earthy warm comfortable tones.



Concept #1B

With this spot we take possession of the sound that is heard when Barbasol shave cream is leaving the can. It's an iconic sound. A sound that we want to *always* be associated with Barbasol.

A man's open right hand is revealed in the upper left corner of the screen. A Barbasol can comes down from the top, completely horizontal, with its nozzle over the hand. As the shaving cream flows into the hand, we hear the distinctive "whooshing" sound. The side of the man's face comes in from the left to have the foam applied.

"D'ja hear that?" the voice-over says in a friendly tone, "That's the smooth, creamy, face-hugging beginning of a Barbasol close shave. Let's hear it again."

The man shaving takes the can and tries to apply more to his hand but this time the foam comes out sputtering. Bewildered, he cuts his eyes off screen.

"Okay, who used up the Barbasol again?" the voice over calls out to the video crew.

The Barbasol Logo slides in from the lower left riding a red, white, and blue ribbon that reveals the tagline as it is spoken.

"Time to get *YOUR* Barbasol close shave."



Concept #1C

We open on a tight shot of a man just finishing his shaving, wiping his face with a towel to reveal his clean, square jaw. The Barbasol can is sitting on a shelf in the lower left of the screen.

In a mocking tone we hear, "Wow, that guy with the beard really has a chiseled jaw", said no one ever."

Man walks off to the left.

"Time to put your best chin forward."

Barbasol logo slides in from the left on the Barbasol red, white and blue ribbon and reveals the tagline as it is spoken.

"Time to get *YOUR* Barbasol close shave."



Concept #1D

We open with the stillness of the break of day. Inside a bathroom dwells a single can of BARBASOL. It shimmers in the morning sun gleaming through the window. In fact, it seems to sit in its own personal spotlight.

A gruff, gravelly voice, one plucked straight out of Sam Elliot's speech class, begins to narrate over the slowly rotating Shaving Cream Can.

"Another day, another shave."

An offscreen hand reaches for the Barbasol, picking it up. We trace the signature red, white, and blue stripes around the can. They seem to bring to mind the words to "O Beautiful for Spacious Skies."

"And there's no shaving cream more up to the task..."

The hand pressed down upon the nozzle, releasing a dollop of Barbasol's iconic foam. As it streams out it's beyond satisfying, like the stretching after a good night's sleep. It bubbles in the daylight, radiating with a refreshing glow.

"Than the Can. The Myth. The Legend."

The hand places the Barbasol back on the counter. It looks triumphant.

"Barbasol. Show The World Your Best Face."



Concept #1E

An extreme close up of face stubble in a bathroom. It's prickly. Dangerous. Arid. Like the desert gone too long without a rain. Frankly, it's tough to look at.

A Voiceover kicks in as an offscreen hand rubs across the stubble.

"Oh, boy. Here comes stubble."

Right when all seems lost to the stubbled chin, a hero emerges from atop the bathroom counter. It's red, white, and blue stripes, a beacon of refreshment, and a warning to rough chin whiskers everywhere.

"And when it does come, there's only one can for the job."

The hand reaches and grabs the Barbasol and squeezes out a dollop and smears it across his chin.

What was once dry, is now flourishing. The floodgates open, reinvigorating the once deserted landscape of chin with restorative Shaving Cream.

"And that's the smooth, cutting edge shave that Barbasol gives me."

He puts the can back down. It's so triumphant it might as well be wearing a little red shaving cream sized cape.

"Once again, Barbasol shaves the day."



Concept #2A

The main focus is on the sound the shave cream makes as it leaves the can. It acts as an alarm of sorts for the rest of the house. It's the announcement that the day has begun and everyone needs to get going. The dog knows the sound. The kids know it, and Mom, of course, who is tempted to ignore it. Even the coffee maker and the robot vacuum hear it.

Lively Barbasol music is playing throughout. This should be a light-hearted humorous spot.



Concept #2B

A little girl, maybe 5 or 6, comes racing down the sunny hallway of her home. She enters the open door of the bathroom from the sun-lit hallway. Pausing a moment in the doorway she watches her dad shaving in front of the mirror. Dad sees her, grabs a hand towel and finishes up. Now she is at the side of the sink, hands on the edge, looking up at him in admiration. Smiling, he reaches down and picks her up playfully. Giggling she pulls back from her full embrace to cup his face in her tiny hands.

“Daddy, when I grow up, I’m gonna marry you!” He laughs, she giggles again and he walks, she skips, back down the now sundrenched hallway toward the stairs and the start of the day.

The Barbasol logo and can appear in the lower right corner as the VO says, “What better way to start the day than with a close shave and a hug. Barbasol.”



*What better way to start the day
than with a close shave and a hug.
- Barbasol*

Concept #2C

A can of Barbasol shaving cream stands quietly next to the folded towel on the edge of the bathroom sink. Steam rolls through, as a female hand reaches out from behind the shower curtain reaching for the towel.

Once the hand feels its target, it inadvertently shoves the can into the towel bin. We stare down at the can in the bin as we hear the comotion of the bathroom where the wife is gathering her things and shouting to her husband that it's 'his turn'. More comotion ensues as shadows pass over the bin and a washcloth gets thrown into the bin partially covering the can. The two banter back and forth asking the time, where things are, if the other is packed yet, when they have to be at her parents and so forth. The conversation is prickly but loving. Then the husband asks, "Where's my shave cream?"

"I dunno," she replies.

"I hope your parents like stubble..." he counters as we hear him frantically opening and closing drawers.

As we are slowly zooming in on the can, we see her hand come into the frame and rescue the Barbasol.

"Found it," she calls out in a sing-song tone.

"Where?"

"Kiss first."

We see the Barbasol can behind her back as we slowly zoom out.

Barbasol logo and can appear in the lower right.

VO: "There's no second chance for a first impression. Barbasol."



Concept #2D

For this spot, we'll start in a modern day bathroom. A REGULAR LOOKING DUDE foams up with Barbasol before his shave.

"You've always used Barbasol to get the closest, most refreshing shave."

Match cut to a 70'S STYLE BATHROOM with a vintage tint to it. It's the same guy but now with a 1970's style hairstyle.

"The same way your dad did."

Go Black and White inside a 1950's Bathroom, Leave it to Beaver style. The Same Guy with a 50's Style haircut.

"And your dad's dad."

Show a sequence of old timey portraits, all of the same guy with a close shave. We go through the 1930's. The 1910's.

"And your dad's dad's dad. And your dad's dad's dad's dad."

Finally show a guy with a crazy mustache and raggedy beard with a wild look in his eye.

"Of course, your great-great-great-grandpa didn't use it. Mainly because we weren't around yet."

Back to the present, the guy finishes off his shave and admires his work.

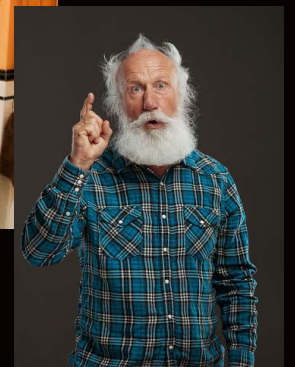
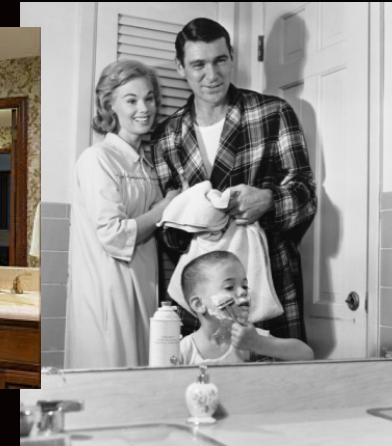
"But you do."

A kid runs in the bathroom and the Guy lifts him up as they laugh.

"And so will he."

Close up on the can. It's historic.

"Barbasol. Keeping you clean shaven since 1919."



Concept #2E

In the bathroom, a Guy picks up his Barbasol can. He starts thinking to himself.

“Barbasol. What an iconic can.”

He turns it around in his hand, admiring the red, white, and blue stripes.

“Since 1919, its red, white and blue stripes have promised a shave closer and more refreshing than any other.”

He squirts a dollop of Barbasol into his hand. It makes an iconic “SSS!”

“It’s like holding a cloud in your hand.”

He smears it on his face.

“And feels like the cool blue waters of the Caribbean on your face.”

He glides his razor across his chin, then splashes water on his face.”

“And leaves me feeling as smooth as a saxophone solo.”

He admires his face, running his hand along his chin.

“It’s pure freshness. Reminding me that I shave not because I have to, but because I want—”

The voiceover stops when there’s a knock at the door. His WIFE’S voice echoes from the other side.

“Honey, are you narrating a voiceover for your shaving cream again?”

He stops in his tracks.

“Uh. No.”

“Good, because you’re forty five minutes late for work.”

He looks at himself in the mirror, gives a smirk, and starts voice overing again.

“I’d rather be late and look good.”

We focus on the can on the counter.

“Barbasol: Shave Well”

