



A “Painless” Experience...



Situation:

Emjoi, the manufacturer of specialized personal care and beauty implements was preparing to introduce an epilator product to the U.S., where years earlier, the category had self-imploded as women realized the products were "painful" and didn't even work very well! Emjoi hired JB Cumberland PR to totally re-position the category and introduce their own new brand. Fortunately for us, Emjoi offered a much less painful and more effective hair removal system.

Solution:

An extensive and personalized beauty industry media outreach was mandatory to convince potential retailers and generate sell-in. Next, target media and influencers needed to see the product in action for themselves! After developing an educational press kit, we set up a series of in-office meetings with key editorial contacts, taking three dark-haired models to demonstrate the products live! Editors were impressed with the performance and the lack of pain! Then, we took our concept guerilla in high traffic retail areas to prompt spontaneous sell-through. We expanded our successful media reach to all the other more specialized and niche target media, and also capitalized on seasonal story opportunities.

Results:

Thanks to coverage in all major women's and beauty pubs, the product achieved sell-in to a broad range of major retail outlets and re-opened and revived the market for the category. We were able to establish the Emjoi brand as a new beauty products leader, into which new lines have very successfully been introduced.

