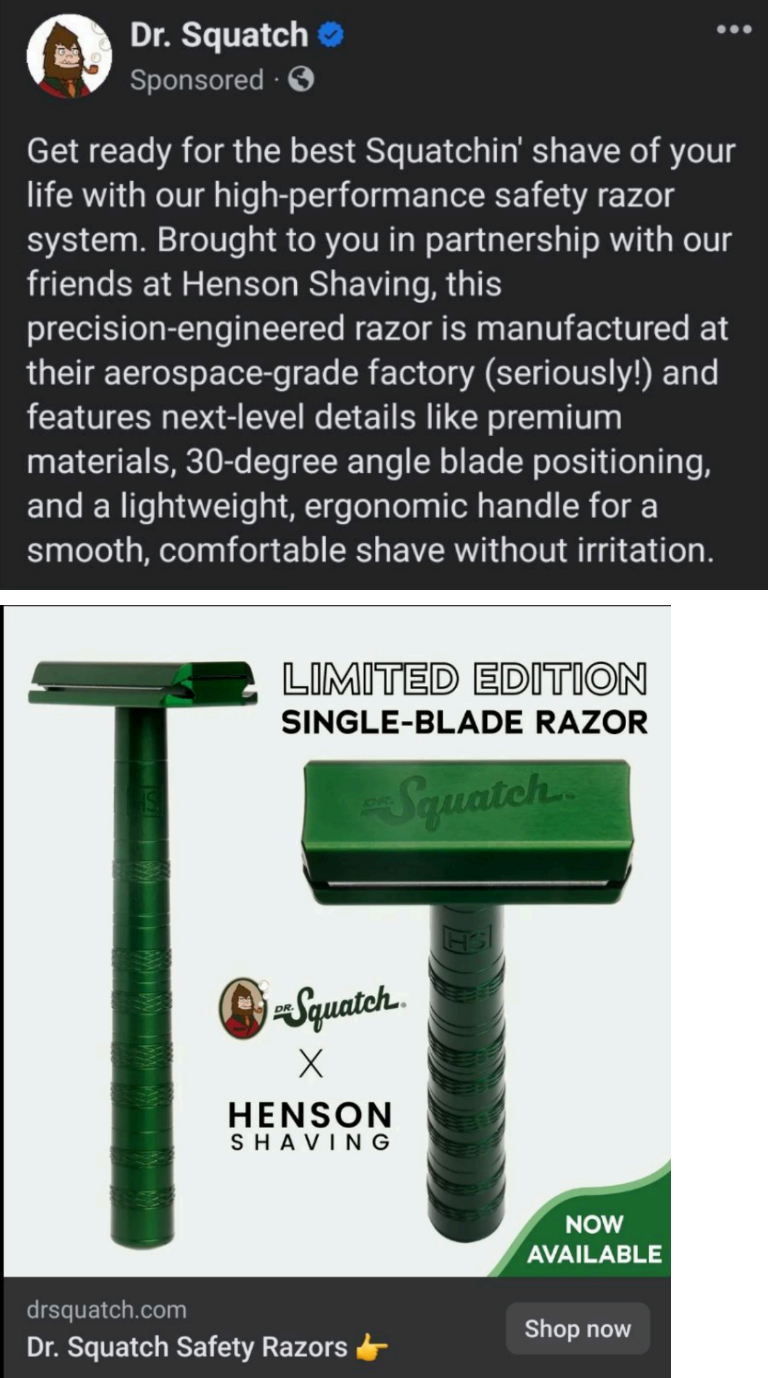



# Winner's Writing Process: Top Player Analysis - Dr.Squatch Shaving Razor Ad


Business objective - Get people to buy the product

Context: I found this ad on the TRW Swipe File.



**Dr. Squatch**   
Sponsored · 


Get ready for the best Squatchin' shave of your life with our high-performance safety razor system. Brought to you in partnership with our friends at Henson Shaving, this precision-engineered razor is manufactured at their aerospace-grade factory (seriously!) and features next-level details like premium materials, 30-degree angle blade positioning, and a lightweight, ergonomic handle for a smooth, comfortable shave without irritation.



**LIMITED EDITION  
SINGLE-BLADE RAZOR**

 **Dr. Squatch**  
X  
**HENSON  
SHAVING**

**NOW  
AVAILABLE**

[drsquatch.com](https://drsquatch.com)  
**Dr. Squatch Safety Razors** 

[Shop now](#)

# Winner's Writing Process

## 1. Who am I talking to?

- a. Talking to men. From the age of 16 to 50.
- b. Men that tend to get pimples and irritation from shaving. They are currently using a cheap 10-20\$ razor and although it works, it is not giving them the experience they want.
- c. People who have an average income and want to take the experience of shaving to the next level.

## 2. Where are they at now?

- a. Market Awareness level 3.5. Some might be aware of the brand. I have really no idea of this brand and how well known it is so I put it in the middle. Some will recognize it, others will see it as a new thing.
- b. Market Sophistication stage 5. Experience play. Giving them the best experience of shaving possible.
- c. Scrolling through social media. Either facebook or instagram and this ad caught their attention because they know they aren't getting the best experience possible from their current shaving razor.
- d. Current state:
  - i. Not that much in pain because their razor is currently doing the job, but not like they want to.
  - ii. Scratching their skin because of redness and inflammation after the shave.
  - iii. Seeing some pimples on their face after shaving.
  - iv. Cutting themselves which leads to bad appearance. People will think that you are a teenager that doesn't even know how to cut his own beard.
- e. Dream State:
  - i. Clean, fresh and no redness shave. Smooth skin.
  - ii. Being complimented by their wife, girlfriend or relatives because they look good with their new shave. No pimples, no cuts. Just a pure and clean masculine face.
  - iii. "I've been shaving for over 35 years and only now do I find it pleasant to shave. I never realized how big of a difference it makes using a DE razor vs. old cartridge razors. After doing a fair amount of research, this razor came in with high rankings for THE beginners and for those with sensitive skin. Do you self a favor and ditch the old cartridge...Read More"
  - iv. "Easy to use, No skin burning."
  - v. "Love this razor already! Most comfortable and ergonomic safety razor I've ever used:) easy to control, clean shave in one swipe, no nicks even where I normally would get them. Great design and the included blades are fantastic!"
  - vi. "I wanted to reach out and express my sincere appreciation for the incredible experience I've had with the Dr. Squatch x Henson Safety Razor. As a first-time user of a safety razor, transitioning from a Dollar

- Shave Club member, I must say I am thoroughly impressed. Shaving has now become a pleasure rather than just a chore, and I genuinely look forward to my shaving routine.
- vii. Read more about review stating Best team up
  - viii. reward to my shaving routine.

The design and performance of the razor are second to none, and I can confidently say that it has exceeded all my expectations. The precision and smoothness of the shave are truly remarkable, making me feel like a grooming pro every time I use it.

Thank you for creating such a fantastic product that has truly transformed my shaving experience. I will definitely be recommending the Dr. Squatch x Henson Safety Razor to all my friends and family."

- ix. They would love to look like a professional grooming guy. Like a barber.
- f. 3 LEVELS:
  - i. Current desire:
    1. They really want to stop being in their current state, full of redness and irritation. 6/10. Cutting themselves may touch the Threat primal needs of humans.
    2. Men also love to be complimented about their shavings from their wives and girlfriends, they love to be appreciated by their great grooming and appearance.
  - ii. Belief in idea:
    1. Cost plays a big role on this part as 70\$ for a razor is pretty expensive. Most people are used to paying 10-20\$ max for this kind of product so they might be skeptical about the idea.
    2. As they also avoid tons of great testimonials of usage on this product, that will help.
    3. Men deeply value the opinion of other men. You can notice this especially from father to father. For things like a barbecue set for example. Having other men explaining the detailed experience of shaving with this razor will play a huge role in the belief of the idea and company.
    4. 5/10.
  - iii. Belief in company:
    1. Established company with thousands of reviews, which will boost credibility through the roof.
    2. Certified Corporation.
    3. Partnership with a big company. Master in clean shavings.
    4. 6/10.

### 3. What do I want them to do?

- a. Stop Scroll
- b. Read/See ad.
- c. Click on the website link and buy (CTA).

### 4. What do they need to experience/think/feel to do that?

- a. Stop Scroll
  - i. Green color. Representing classiness. Smoothness. No friction.
  - ii. "Limited edition" in big words.
  - iii. Green and white contrast.
  - iv. First phrase "the best Squatchin' shave of your life.."
- b. Read/See ad.
  - i. Get interested on why they will get the best shave they have ever had + their high-performance safety razor system.
  - ii. Boost credibility by addressing their partnership and increase in ideas belief by detailing their engineering process of the razor. ("aerospace-grade factory").
  - iii. Specifications of the built of the razor, "having premium materials, 30 degree angle blade position and a lightweight, ergonomic handle for smooth, comfortable shave without irritation."
  - iv. They address its qualities and details with how and what will benefit the reader. As they will get the best experience possible with a "smooth, comfortable shave without irritation." Matching their dream state.
- c. Click on the website link and buy (CTA).
  - i. Simple CTA to be led to the website where they can buy the razor and then have the best shaving experience ever.