

King of Shaves 'baldly' goes with mobile sampling

Business need

To launch the new **Azor razor**, provide a sampling mechanism and raise money and awareness for Capital Radio's **Help a London Child** appeal.



The solution

A week long sponsorship on London's Capital Radio, launched with an outdoor broadcast of the **Breakfast Show with Johnny Vaughan** at the King of Shaves' Battle Bus.

Members of the public were asked to **have their heads shaved** to raise money for Help a London Child or volunteer for a **free facial shave** from the team using the new Azor.

Listeners to Capital Radio were also invited to text **KING** to **62233** to receive a **free sample** of the Azor and shaving gel.

Results

- Over 300 people had their heads shaved and £30k was raised for the appeal.
- Over **13,000 text requests** for a sample in the week of airtime.
- The campaign over-delivered by a factor of three.
- **CPR/CPA is 63p** not including cost or postage of the AZOR.

