

# Analysis Report

07/02/2026

Full Archive — Full modality-specific analysis and raw data

## What Was Tested

Video

Video

### Gillette - We Believe The Best Men Can Be (P&G, 2019)

text/uri-list URL

Gillete ad

## Summary

### STATUS

completed

### HIGHLIGHTS

#### POSITIONING

Gillette stands for the best a man can be, not just the best shave he can get.

#### PRIMARY MESSAGE

Men have a responsibility to hold each other accountable and set a better example for the next generation.

## Strengths

- Masterful subversion of the iconic 30-year slogan 'The Best a Man Can Get' to challenge the audience immediately.
- High production value with cinematic transitions between 'found footage' and narrative scenes.
- Creates an intense emotional arc, moving from shame/introspection to hope/empowerment.
- Leverages cultural zeitgeist (#MeToo, anti-bullying) to position the brand as a moral leader.
- Strong audio hook within the first 3 seconds using the recognizable brand jingle melody in a somber key.

## Actionable Insights

- **Balance the negative opening with earlier positive examples**  
*HIGH* · Reduce immediate defensive reactions from the core male demographic.
- **Strengthen the Call to Action**  
*MEDIUM* · Increase conversion to the campaign website.

## Distribution & Targeting

### social media

**Times:** evening, prime\_time

High viral potential requires platforms where conversation threads can amplify the message.

### tv

**Days:** sunday, monday

**Times:** prime\_time

Disrupts the typical 'beer and trucks' ad breaks during sports with a serious message.

### digital display

Contextual alignment with current events and cultural commentary.

## Detailed Analysis

**Men have a responsibility to hold each other accountable and set a better example for the next generation.**

Gillette stands for the best a man can be, not just the best shave he can get.

### Pacing & Rhythm

Dynamic

7

PACE SCORE



0:06

BRAND REVEAL

*Starts chaotic and fast-paced to induce anxiety, slows down significantly for the 'solution' phase to convey stability and thoughtfulness.*

### Visual Quality

#### Visual Quality

Camera Work		9/10
Lighting		8/10
Color Grading		9/10
Continuity		9/10
Production		10/10



## Opening Hooks

0:00

Pattern Interrupt

**9/10**

Effectiveness

Introspective mirror shot with subverted slogan audio.

Audio of news reports

Close-up facial expressions



## Narrative Arc

A classic redemption arc: acknowledging past faults (society's and the brand's), the turning point of realization, and the commitment to a better future.

### The Problem 0:00 → 0:38

Montage of bullying, harassment, and 'boys will be boys' excuses.

conflict

### The Turning Point 0:38 → 0:48

News anchor announces allegations; 'But something finally changed'.

setup

### The Solution 0:49 → 2:00

Men stepping in to stop bad behavior; fathers teaching sons.

solution

### The Future 2:01 → 2:28

Focus on the boys watching today who will be men tomorrow.

cta

Coherence Score: **10/10**



## Brand Presence

Visibility

9/10

First Brand Cue

0:00

Recall Hook

The subversion of the famous 'Best a Man Can Get' jingle.

### Brand Moments

0:06

Old Gillette commercial playing on TV

High

logo

2:26

Final Logo and Slogan

High

logo



## Emotional Profile

Shame

Hope

Responsibility

### Emotional Journey

0:10

Discomfort

0:45

Determination

2:10

Hope

Shifts from a gritty, uncomfortable reflection on reality to an aspirational and polished vision of the future.



## Audio Profile

### Voiceover Style

Authoritative yet introspective

### Music Style

Orchestral, shifting from dissonant/tense to major key/uplifting

### Sound Design

Use of overlapping news audio creates a sense of overwhelming societal pressure in the intro.

Audio-Visual Alignment: **10/10**



## Call to Action

**"TheBestMenCanBe.org"**

Appears at 2:22

Clarity

**7/10**

Urgency

**Low**

### Friction Points

- ⚠ URL requires memorization
- ⚠ No clickable element (in TV format)



## Strengths & Improvements

### ✓ What's Working

- Masterful subversion of the iconic 30-year slogan 'The Best a Man Can Get' to challenge the audience immediately.
- High production value with cinematic transitions between 'found footage' and narrative scenes.
- Creates an intense emotional arc, moving from shame/introspection to hope/empowerment.
- Leverages cultural zeitgeist (#MeToo, anti-bullying) to position the brand as a moral leader.
- Strong audio hook within the first 3 seconds using the recognizable brand jingle melody in a somber key.

### ↗ Areas to Improve

high

Balance the negative opening with earlier positive examples

moderate

**Impact:** Reduce immediate defensive reactions from the core male demographic.

*The first 45 seconds are relentlessly negative, which risks alienating the target audience before the 'redemption' arc begins.*

▶ View implementation details

medium

Strengthen the Call to Action

simple

**Impact:** Increase conversion to the campaign website.

*The URL 'TheBestMenCanBe.org' appears briefly at the end; a clearer on-screen text overlay or verbal call during the final scene would improve traffic.*

▶ View implementation details



## Audience

### Primary Audience

Men 18-50

### Secondary Audiences

Parents of young boys

Women/Partners

Audience Fit: **8/10**



## Call to Action

PRESENT

**Yes**

CLARITY

**6/10**

URGENCY

**Low**

CTA Text

**"TheBestMenCanBe.org"**

Placement Notes

Appears only at the very end as text. Passive CTA.



## Key Themes

Toxic Masculinity

Bullying

Sexual Harassment

Accountability

Fatherhood



## Compliance & Risk

Risk Level: **HIGH**

### Flagged Issues

- ⚠️ **Brand Safety:** Content addresses highly polarized political/social topics (#MeToo), creating significant PR risk.



## Competitive Position

UNIQUENESS

**10/10**

INNOVATION

**9/10**

RISK LEVEL

**Bold**

### Differentiating Elements

- ✓ Social commentary instead of product demo
- ✓ Focus on internal character rather than external appearance
- ✓ Meta-commentary on their own past advertising



## Cultural Fit & Market Readiness

### Regional Market Fit

United States		10.0
United Kingdom		8.0
European Union		7.0
Asia Pacific		5.0

### Cultural Sensitivity Notes

- Depiction of sexual harassment
- Bullying violence
- Political news clips



## Lens Insights

### Advertiser

High viral potential due to controversial nature, but significant risk of negative sentiment and brand boycott. Engagement metrics will be high, but sentiment analysis is critical.

### Brand Strategist

A bold pivot from functional benefit (shaving close) to emotional/societal benefit (moral character). This redefines the brand equity for a modern era but risks alienating legacy customers.

### Creative Director

The 'breaking through the screen' visual metaphor (0:09) is a strong creative device representing the disruption of the status quo.

### Marketer

Targeting the 'conscious consumer' segment while attempting to retain the mass market. The message-market fit is risky for a commodity product.

