

DOLLAR SHAVE CLUB



CLEAN UP YOUR FUCKING ACT

A SEXUAL ASSAULT
PREVENTION CAMPAIGN

PREPARED BY:

ETHAN JERRY





TABLE OF CONTENTS

Executive Summary **PAGE 3**

RESEARCH **PAGE 4**

Client Research **PAGE 5**

Opportunity Research **PAGES 6 / 7**

Audience Research **PAGE 8**

OBJECTIVES **PAGE 9**

Impact Objectives **PAGE 10**

Output Objectives **PAGES 11 / 12**

PROGRAMMING **PAGE 13**

Strategies **PAGE 14**

Tactics **PAGE 15**

Theme **PAGE 16**

Key Message **PAGE 16**

Audience **PAGE 17**

Channels **PAGE 18**

Personnel **PAGE 19**

Budget **PAGE 20**

Calendar **PAGE 21**

Events **PAGES 22 - 24**

EVALUATION **PAGE 25**

Impact Evaluation **PAGE 26**

Output Evaluation **PAGES 27 / 28**

CONCLUSION **PAGE 29**

Summary **PAGE 30**

APPENDIX **PAGE 31**

TV Flyer **PAGE 32**

Media Advisory **PAGE 33**

Fact Sheet **PAGE 34**

Survey **PAGES 35 - 39**



EXECUTIVE SUMMARY

The purpose, proposed strategies, and projected benefits of this communication plan.

At Its core, the true purpose of the #CleanUpYourFuckingAct campaign Is the commitment to working towards gender equality. Through better relationships and safer environments, gender equality can be achieved.

In order to fulfill this goal, sexual assaults must be prevented, and the male role In prevention Is one that Is yet to be utilized to Its fullest potential.

By addressing the Issues relating to the knowledge of sexual assault as a whole, the knowledge of the role men play In the prevention of sexual assault, encouraging the benefits of preventing sexual assault and Introducing the ways to prevent sexual assault, Sexual Assault Prevention can and will be acheieved.





RESEARCH

Client Research

Opportunity Research

Target Research



CLIENT RESEARCH

Dollar Shave Club

is a personal grooming product company founded in late 2011 by Mark Levine and Michael Dubin, the latter being the face of the company since its founding. Since it began providing quality razors at an affordable price and delivered to the doorstep of the consumer, Dollar Shave Club has maintained a status of continuous funding and support from a multitude of areas of industry from the private to public sectors. After receiving funding in 4 different series of fundraising, Dollar Shave Club was purchased by Unilever, a British-Dutch transnational goods company, for \$1 Billion in the Summer of 2016.

As a company engaging in various campaigns, the company has positioned itself as a company that does not engage in traditional marketing or advertising techniques, and to remain on brand, any PR campaign they align themselves with should do the same. One of the most successful branding campaigns, as acknowledged by AdAge as the best Out-of-Nowhere campaign of 2012, for the video "Our Blades Are F****ing Great (AdAge, 2012). This has been taken in consideration, along with the facts regarded in the forthcoming problem research, to produce a campaign that features that type of rhetoric and language.

According to founder Michael Dubin, the intent and purpose of Dollar Shave Club, in its inception, was to simply solve problem for guys. Now, Dollar Shave Club has the opportunity to solve a problem by guys, with guys, for the betterment of the world (Lashinsky, 2015).



OPPORTUNITY RESEARCH

Sexual Assault is an expansive issue that affects 1 in 3 women, and 1 in 4 men as they are survivors or victims of sexual assault. Most, if not all, sexual assaults are preventable at one point or another, and the role men play in sexual assault prevention is a relatively untapped strategy and is one that could have tremendous results for the reduction of sexual assaults as a whole.

Sexual Assault prevention programs are directed at the group most likely to be perpetrators of sexual assault, rather than the victims, because it is more ethically correct to teach perpetrators to be better people instead of teaching victims how to be less of a victim (Piccigallo, 2012). For this reason, it is imperative that the issue of sexual assault prevention be geared towards men, as they are statistically more often than not the perpetrator responsible for sexual assaults.

Sexual Assaults most commonly occur in places that encourage and engage in toxic gender norms, and in cultures that provide a safe-haven for those who engage in wrong-doing. It has been asserted on many occasions that college students on college campuses are most likely to experience sexual assault than any other group of people in any other location (Stathopoulos, 2013) This simple truth generates the notion that there is no better place for a sexual assault prevention campaign than on a college campus, with the target audience being the men within the student body. For this reason, the male students attending Central Michigan University during the Fall Semester of 2020 will be the target audience for this campaign.



OPPORTUNITY RESEARCH

One of the biggest issues when attempting to communicate with men is the high level of message resistance experienced when attempting to connect with this group, and that level of resistance is due to the amount of discussion of challenging gender roles and gender norms within a message. Therefore, all messaging throughout the campaign must align with this theory. The four major levels of message resistance displayed by men are: defensiveness, helplessness, lack of prioritization, and fear of not being welcomed. Furthermore, in order to engage men on a participatory level, all messaging must motivate and inspire men to feel a sense of empowerment and ownership about their role in preventing sexual assault (Flood, 2006).

In regard to communicating messages specifically to men, with the intent that they are absorbed and understood, the cognitive authority theory provides a framework for directly communicating with men. The cognitive authority theory identifies the role of popular male sports stars and celebrities as credible sources and sources of significant ideological authority for men, and is a viable source of message communication (Crooks, 2007)



TARGET RESEARCH

47.6% (**30** responses) of all responders Indicated they had witnessed a sexual assault take place.

17 of 30 believe the assault was not preventable.

20 of 30 believe they couldn't have prevented the assault.

10 of 30 didn't prevent the assault because they didn't know how.

10 out of 30 didn't prevent the assault because it simply wasn't their problem.



OBJECTIVES

Impact Objectives

Output Objectives



OBJECTIVES

INFORMATIONAL

Increase understanding of sexual assault as an expansive problem and sexual assault statistics by 15% amongst Male Central Michigan University Students by April 2021.

Improve knowledge amongst Male Students at CMU about the role Men play in the prevention of Sexual Assault by 20% by April 2021.

Increase the knowledge of Male Students at CMU have on the various tactics and tools related to the prevention of sexual assault by 10% by April 2021.

BEHAVIORAL

Decrease the prevalence of preventable sexual assaults occurring without attempted prevention by men at CMU by 5% by April 2022.



OBJECTIVES

OUTPUT

Send Memo to Central Michigan University staff/admin about campaign activities and events.

Obtain permission from CMU to host Terry Crews event In Plancheta Auditorium, JJ Watt event In the Student Activities Center (SAC), and Pardon My Take podcast recording In the Bovee University Center Rotunda Room.

Promote (hashtag) **#CleanUpYourFuckingAct** on Social Media.

Post on Instagram and Facebook 10 times per site leading up to the first event on Friday, April 2.

Create graphic to be distributed to each CMU department for circulation on TVs.

Distribute graphic.



OBJECTIVES

OUTPUT

Create release form for JJ Watt's Sexual Assault Prevention crash course.

Invite Terry Crews to be the keynote speaker for **#CleanUpYourFuckingAct**.

Invite JJ Watt to participate and Instruct, with help, a crash course on sexual assault prevention.

Invite Pardon My Take hosts "Big Cat" and "Blank Blank" to record an episode of their PMT podcast as part of the campaign.

Invite Sexual Assault Prevention Expert and Tactical Expert.

Produce Press Release to send to media outlets.



PROGRAMMING

Strategies

Channels

Tactics

Personnel

Theme

Budget

Key Messages

Calendar

Audience

Events



STRATEGIES

Strategy #1

Align the Image and Status of Actor and Sexual Assault Survivor Terry Crews with the **#CleanUpYourFuckingAct** Campaign. Utilize his platform to engage men.

Strategy #2

Engage, encourage and Inform male students on the campus of Central Michigan University about the role men play in preventing sexual assault through a strategic partnership with Barstool Sports.

Strategy #3

Educate men through active engagement about the techniques and tools available to help prevent sexual assault. To encourage participation, the help of an NFL star will be useful.



TACTICS

Tactic #1

Invite Terry Crews to come speak on campus and discuss the things that he knows and understands about sexual assault, as well as the things that should have been done to help him.

Tactic #2

Through Cognitive Authority, the role models many Men In today's American society will be used to communicate necessary messaging to potential participants. Barstool Sports, and those associated with the brand offer that.

Tactic #3

Men are much more engaged and absorbent when Involved In physical activity, and through Cognitive Authority, men engage with NFL star and CMU alum JJ Watt during a session teaching sexual assault prevention.



THEME & KEY MESSAGES

THEME

The theme of the campaign is **#CleanUpYourFuckingAct** and it is meant to engage the interest of "manly" men who will only hear this type of message from a manly company like Dollar Shave Club. The aim is to leave a mark and impression on the minds of young men as they enter the real world.

KEY MESSAGES

- Dollar Shave Club is a problem-solver, on a personal and social scale.
- Dollar Shave Club encourages men of all shapes and sizes to take ownership of their issues and be accountable for their solutions.
- Dollar Shave Club is committed to making this world a safer place for everyone, regardless of genetic differences.



AUDIENCE

PRIMARY AUDIENCE

The biggest audience that will be engaged throughout this campaign is comprised of the male students at Central Michigan University.

SECONDARY AUDIENCE

The secondary audience for the campaign will be all men residing within the Mt. Pleasant community over the age of 18. This includes professors, janitors, football coaches and police.



CHANNELS

Uncontrolled Media

Send Press Release to all major media outlets In the Mount Pleasant area regarding the campaign. These outlets should be: CM Life, Grand Central, WCMU, The Morning Sun, 9&10 News, 101.1 The Beat, Summit Sessions Live, Channel 34.

Controlled Media

Flyer distributed throughout campus via TV's In each building. The flyer will also be distributed to each department and college.

Fact Sheet detailing viable resources for preventers of sexual assault.

Memo sent to CMU faculty about the appearances from JJ Watt, Terry Crews, and the 'Pardon My Take' crew.

Social Media

Post 10 times on Instagram and Twitter leading prior to the weekend of the events.

Barstool Sports original content promoting the events posted to their own social media sites.



PERSONNEL

CAMPAIGN MANAGER

SOCIAL MEDIA MANAGER

VIDEOGRAPHER

PHOTOGRAPHER

TERRY CREWS

JJ WATT

PARDON MY TAKE

SEXUAL ASSAULT PREVENTION PROFESSIONAL

S.A. PREVENTION TACTICAL EXPERT

CAMPAIGN FUNCTIONALITY VOLUNTEERS



BUDGET

Campaign Manager	\$30,000
Social Media Manager	\$20,000
Videographer	\$6,500
Photographer	\$3,000
Microphone Equip.	\$2,000
Terry Crews	\$125,000
JJ Watt	\$75,000
Pardon My Take Cast	\$10,000
S.A. Professional	\$2,000
S.A. Tactics Expert	\$2,000
CMU Locations	\$5,000
Dollar Shave Merchandise	Comped
Barstool Merchandise	\$5,000
Campaign Promo Materials	\$5,000
Slush Fund	\$10,000
TOTAL	\$300,500



TIMELINE



August 2020 through October 2020 will be the time during which the majority of materials will be produced, venues and celebrities booked.



October 2020 through January 2021 will be used to finalize materials, and ensure campaign is ready to launch.



January 2021 through March 2021 will be used to heavily promote the campaign through the use of the produced materials.



#CleanUpYourFuckingAct takes place the first weekend of April 2021, beginning on Friday, April 2.





**FRIDAY
APRIL 2**

TERRY CREWS KEYNOTE
7:00 PM | Plachta Auditorium



Terry Crews, actor and sexual assault survivor, will take the stage in Plachta Auditorium and share his experience with sexual assault as a man.

In this intimate space where men can lean on one another for support, they will have the opportunity to open up and express feelings today's society may not find "manly".

Attendees can expect to hear about Terry's experience, as well as learn about the things that could have helped Terry in his time of need.



**SATURDAY
APRIL 3**

Sexual Assault Prevention w/ JJ Watt

Student Activities Center (SAC)

Session 1: 12:00 PM - 2:00 PM

Session 2: 3:00 PM - 5:00 PM

JJ Watt, former CMU Football star, teams up with an expert in tactical sexual assault prevention to bring a crash course on sexual assault prevention to male students at Central Michigan.

With the help of an expert, participants will learn hands-on techniques used to combat sexual assault, and learn ways to be effective in preventing sexual assault.





**SUNDAY
APRIL 4**

Recording Pardon My Take



The hosts of Pardon My Take will engage in a round-table discussion and interview with an expert in sexual assault prevention.

Attendees will be able to engage with their favorite podcast hosts, and a leading expert in the field to ask them questions and hear their thoughts.

Attendees can expect to learn more about the importance of sexual assault prevention and the role that men play in the prevention of sexual assault.

***Doors Open: 6:00 PM
Recording Begins: 7:00 PM
Questions: 9:00 PM***

UC Rotunda Room



EVALUATION

Impact Evaluation

Output Evaluation



EVALUATIONS



INFORMATIONAL

Increase understanding of sexual assault as an expansive problem and sexual assault statistics by 15% amongst Male Central Michigan University Students by April 2021.

Improve knowledge amongst Male Students at CMU about the role Men play in the prevention of Sexual Assault by 20% by April 2021.

Increase the knowledge of Male Students at CMU have on the various tactics and tools related to the prevention of sexual assault by 10% by April 2021.

INFORMATIONAL

Understanding of sexual assault as an expansive problem and sexual assault statistics Increased by 15% by April 2021, among male students at Central Michigan.

Knowledge of the role men play In the prevention of sexual assault by male students at CMU Improved by 20% by April 2021.

Knowledge of male students at CMU on various tactics and tools related to the prevention of sexual assault increased by 10% by April 2021.



BEHAVIORAL

Decrease the prevalence of preventable sexual assaults occurring without attempted prevention by men at CMU by 5% by April 2022.

BEHAVIORAL

Preventable Sexual Assault prevalence without attempted prevention of men decreased by 5% by April 2022.



EVALUATIONS

OUTPUT

Sent Memo to Central Michigan University staff/admin about campaign activities and events. ✓

Obtained permission from CMU to host Terry Crews event In Plancheta Auditorium, JJ Watt event In the Student Activities Center (SAC), and Pardon My Take podcast recording In the Bovee University Center Rotunda Room. ✓

Promoted (hashtag) #**CleanUpYourFuckingAct** on Social Media. ✓

Posted on Instagram and Facebook 10 times per site leading up to the first event on Friday, April 2. ✓

Created graphic to be distributed to each CMU department for circulation on TVs. ✓

Distributed graphic. ✓



EVALUATIONS

OUTPUT

Created release form for JJ Watt's Sexual Assault Prevention crash course. ✓

Invited Terry Crews to be the keynote speaker for **#CleanUpYourFuckingAct**. ✓

Invited JJ Watt to participate and Instruct, with help, a crash course on sexual assault prevention. ✓

Invited Pardon My Take hosts "Big Cat" and "Blank Blank" to record an episode of their PMT podcast as part of the campaign. ✓

Invited Sexual Assault Prevention Expert and Tactical Expert. ✓

Produced Press Release to be sent to media outlets. ✓



CONCLUSION

Summary



SUMMARY

The **#CleanUpYourFuckingAct** campaign gives Dollar Shave Club the opportunity to be a pioneer for sexual assault prevention and become the first company to target men for the prevention. The campaign is designed to fulfill every goal that comes with sexual assault prevention, all while changing the culture of today's society, starting with CMU.

Through the keynote speech given by Terry Crews, men will be opened up to the idea of sexual assault as an issue, and will learn just how close to home this problem hits. Through the crash course to sexual assault prevention by JJ Watt and company, men will gain the knowledge and tools necessary to physically fend off a sexual predator. The Pardon My Take crew fulfills the closing of the week by recording an episode of their podcast on CMU's campus. Not only will the ideas throughout the week be reaffirmed, it also gives an opportunity for much more to be learned from the sexual assault prevention expert.

The campaign was thoroughly designed by men, to speak and change the minds of men, because men only listen to men. It's aggressive, assertive, but most of all, it's backed by science and empirical data.

The theme, **#CleanUpYourFuckingAct**, kicks it all off.



APPENDIX

TV Graphic Flyer

Media Advisory

Prevention Fact Sheet

Survey Results



PARDON MY TAKE COMING TO CMU



**DISCUSS SEXUAL ASSAULT
PREVENTION W/ THE BOYS**

UNIVERSITY CENTER

April | 4 | 2021

ROTUNDA ROOM



MEDIA ADVISORY

WHO Terry Crews, Actor and Sexual Assault Survivor

WHAT #CleanUpYourFuckingAct, a campaign focused on getting men Involved In preventing sexual assault, Is taking place on Central Michigan University's Mount Pleasant Campus. Crews will talk about his experience with sexual assault and talk about ways he could have been helped.

WHERE ***PLACHTA AUDITORIUM***
1200 S Franklin St
Mount Pleasant, MI 48858

WHEN **Friday, April 2, 2021 | 7:00 PM**

WHY Terry Crews Is a well-known actor, but lesser known as a sexual assault survivor. His experience and abuse will open the eyes of many people In attendance.

-30-

Dollar Shave Club Is on a mission to Inspire, facilitate and engage In a healthier future, one problem at a time.



PREVENT A SEXUAL ASSAULT

Cut off the conversation with a diversion.

Start an activity that draws the attention of other people.

■■■ **CREATE A DISTRACTION**

Talk directly to the person who may be in trouble.

Invite them somewhere else, or simply away

■■■ **ASK DIRECTLY**

Sometimes the safest way to help is through an authoritative figure.

Employee nearby,
Teacher, Police.

■■■ **REFER TO AUTHORITY**

Get the support of others before approaching.

Ask someone to come with you for backup.

■■■ **ENLIST OTHERS**



SURVEY

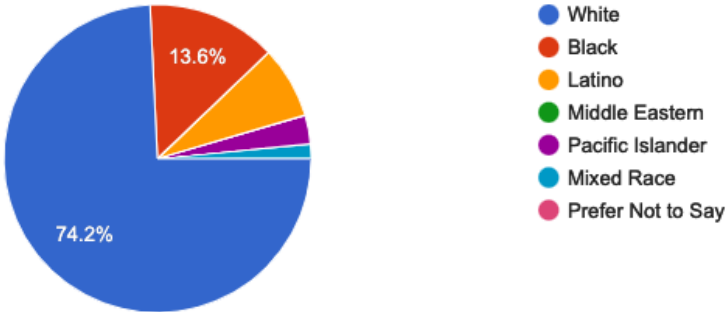
How old are you?

66 responses



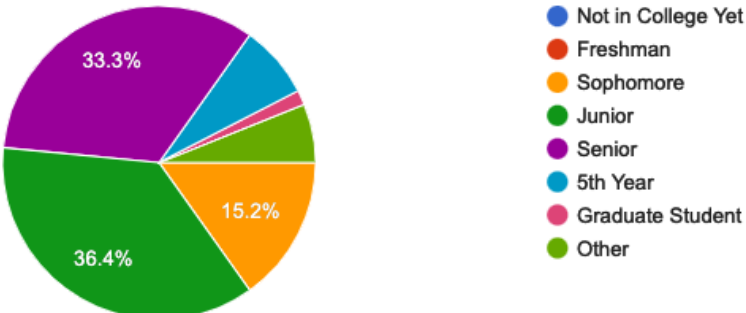
What is your race?

66 responses



What is your current class standing?

66 responses

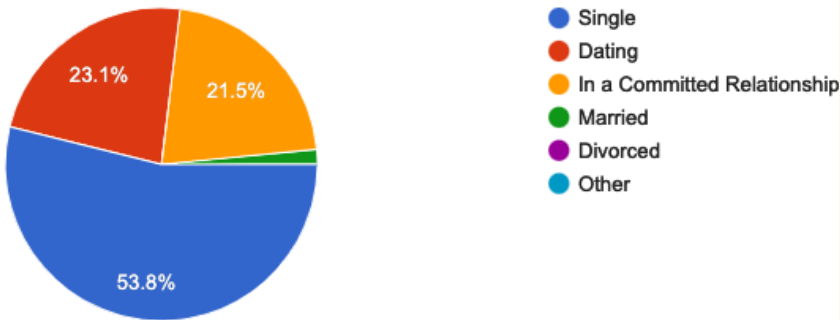




SURVEY

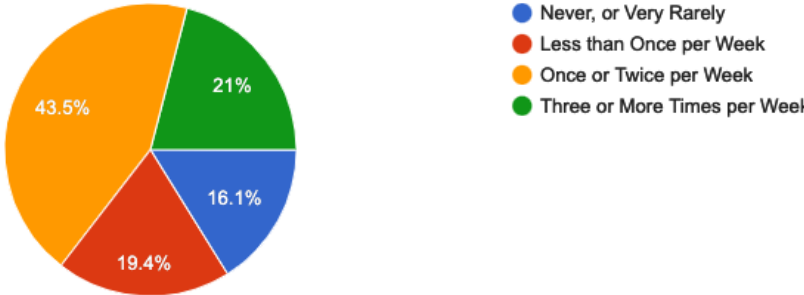
What is your Marital Status?

65 responses



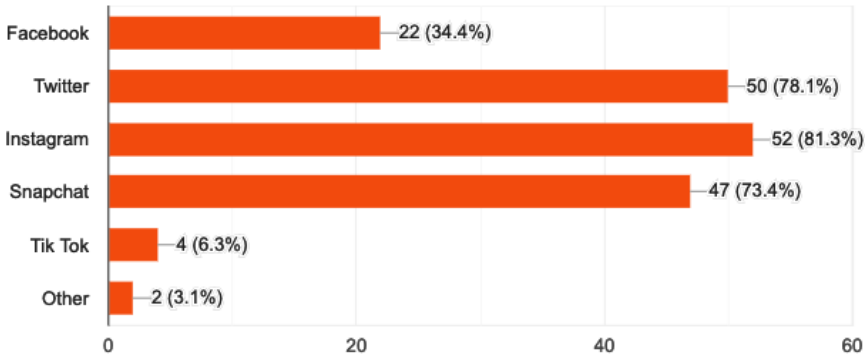
If you are of the legal drinking age, how often do you go out? (Bars, Parties, Gatherings, etc...)

62 responses



Which of these Social Media platforms do you use regularly?

64 responses

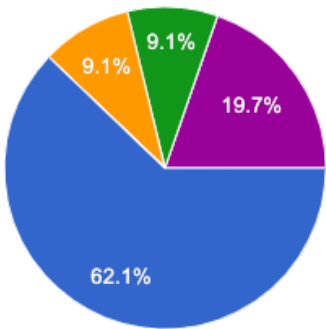




SURVEY

How do you find out about current events / what's going on?

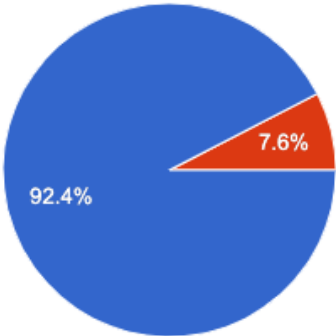
66 responses



- Social Media
- Broadcast TV News
- News Aggregator or News App
- Newspaper or Print
- Friend or Roommate
- Family Member

Are you aware of Barstool Sports and what they do?

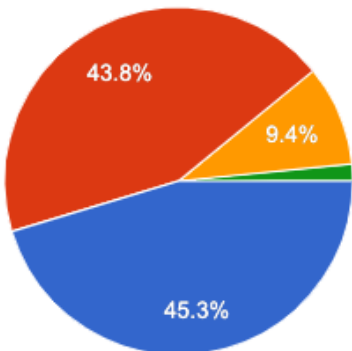
66 responses



- I know what Barstool Sports is and I know what they do
- I've heard of Barstool Sports but I have no idea what they do.
- I've never heard of Barstool Sports.

If you know of Barstool Sports, where do you see their content regularly?

64 responses



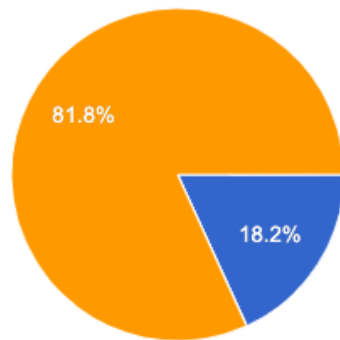
- Twitter
- Instagram
- Snapchat
- Facebook



SURVEY

Select the best definition of Sexual Assault

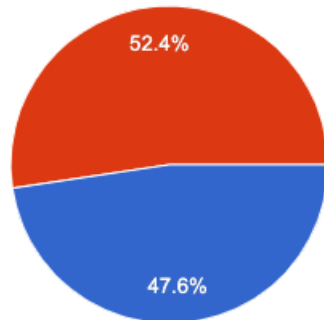
66 responses



- When a person engages in a sexual activity or sexual intercourse with another person who hasn't given consent.
- When a person is violent towards another person during non-consensual sexual intercourse.
- When a person intentionally sexually touches another person without that person's consent, coerces or physically forces a person to engage in a sexual...

Have you witnessed a Sexual Assault take place?

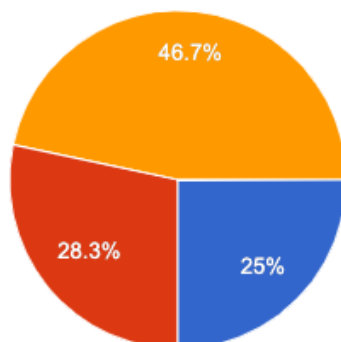
63 responses



- Yes
- No
- I don't know what Sexual Assault is.

Was it preventable?

60 responses



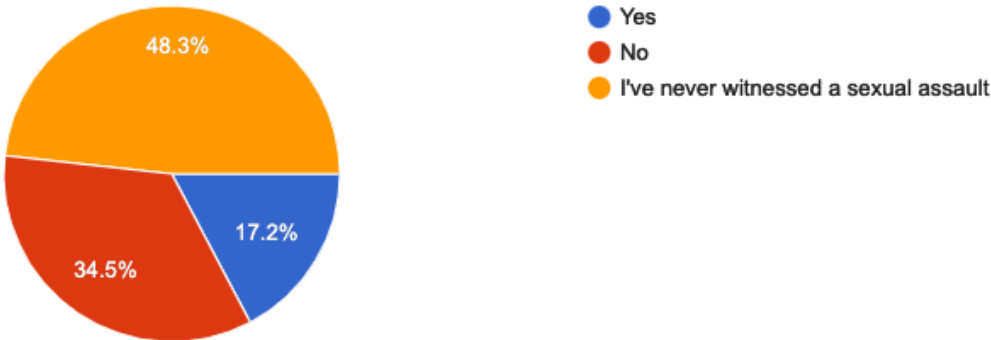
- Yes
- No
- I've never witnessed a sexual assault



SURVEY

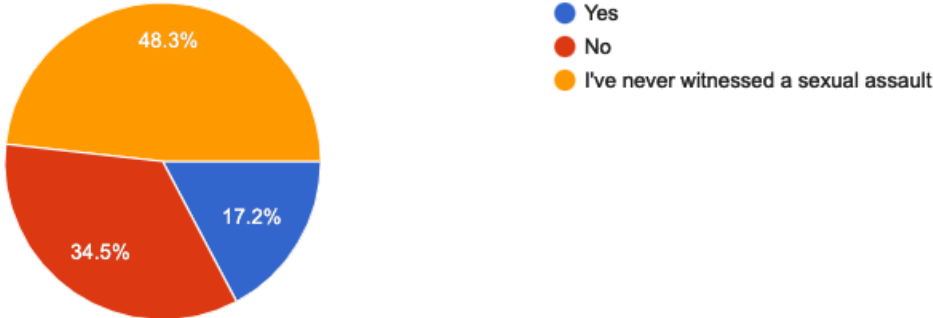
Could you have prevented the assault?

58 responses



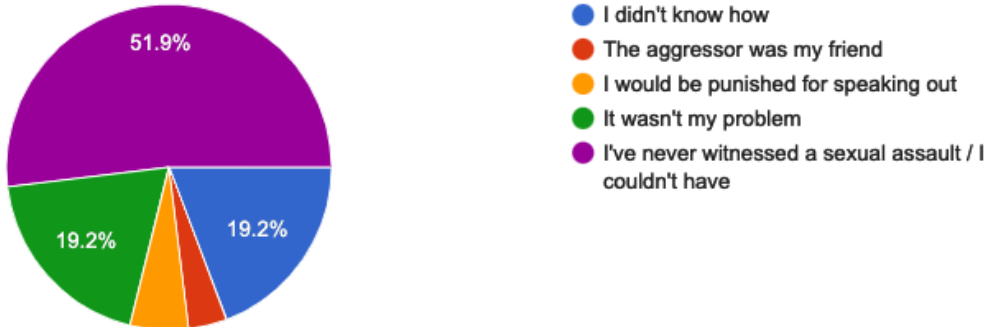
Could you have prevented the assault?

58 responses



If you could have, why didn't you?

52 responses





WORKS CITED

- Stathopoulos, Mary, & Australian Institute of Family Studies; Australian Centre for the Study of Sexual Assault. (n.d.). Engaging men in sexual assault prevention. <https://aifs.gov.au/sites/default/files/publication-documents/wrap14.pdf>
- Carlson, Juliana & Casey, Erin & Edleson, Jeffrey & Walsh, Tova & Tolman, Richard & Kimball, Ericka. (2012). Engaging Men In Preventing Violence Against Women: Organizational and Global Perspectives. Society for Social Work and Research Sixteenth Annual Conference Research That Makes A Difference: Advancing Practice and Shaping Public Policy.
- Casey, E., & Smith, T. (2010). "How Can I Not?": Men's Pathways to Involvement in Anti-Violence Against Women Work. *Violence Against Women*, 16(8), 953-973.
- Crooks, C., Goodall, G., Hughes, R., Jaffe, P., & Baker, L. (2007). Engaging Men and Boys in Preventing Violence Against Women: Applying a Cognitive-Behavioral Model. *Violence Against Women*, 13(3), 217-239.
- Flood, Michael (2006) Changing men: Best practice in sexual violence education. *Women against violence: an Australian feminist journal*, pp. 26-36.
- Flood, M. (2003). Engaging Men: Strategies and dilemmas in violence prevention education among men. *Women Against Violence: An Australian Feminist Journal*, 25-32.
- Pease, B. (2009). Challenges and directions for profeminist practice with men. In J. Allan, L. Briskman & B. Pease (Eds), *Critical social work* (pp. 160-174). Crows Nest: Allen & Unwin.
- Piccigallo, J. R., Lilley, T. G., & Miller, S. L. (2012). "It's cool to care about sexual violence": Men's experiences with sexual assault prevention. *Men and Masculinities*, 15(5), 507-525.