



Bald Guyz Grooming Products

BG products, makers of the Bald Guyz line of grooming products, teamed up with Primetime PR and Marketing to create guerilla marketing campaigns designed to make baldies around America feel sexy, beautiful and loved. The company's 6 products (head wipes, moisture gel, sunscreen, wash and shampoo, deep cleanser and conditioner and shave gel) cater to a niche market that until recently was overlooked. The overall goal was also to increase product awareness and sales. Below are some of the stunts which Primetime executed.

"Bald is Beautiful Day"

Bald Guyz proclaimed "Bald is Beautiful Day" and 50 baldies in matching shirts walked across the Brooklyn Bridge through Lower Manhattan into Midtown. They were accompanied by their team of Bald Beauties who were handing out product samples and coupons. Along the way the ladies interacted with every baldie they encountered from firemen to policemen to everyday folks. The event resulted in extensive media coverage with one of the local news stations following the walk by helicopter and the other doing interviews along the way



SuperBowl Weekend, Miami

Bald Guyz used traditional guerilla marketing and had Bald Beauties product sampling in South Beach. While SuperBowl fans were soaking in the sun, girls in shirts that said "Bald Guyz are Sexy" handed out products and coupons to all the bald men they encountered.



NBA All Star Weekend, Las Vegas

Bald Guyz teamed up with a Las Vegas hotel to host its first ever "Bald Star Party." All Las Vegas Baldies were invited to come to the special party in their honor. The party was also the debut of Bald Guyz drinks, (the Chrome Dome, the Killer Comover). Baldies received Bald Guyz t-shirts, products and free head massages and free drinks. This will now become an annual event.

Unique Ad Space

Bald Guyz purchased advertising space on the head of a bald divorced father who was trying to raise extra funds to support his children. He now wears a Bald Guyz tattoo (temporary) on his head; the company has also made him a local salesperson.

Although Bald Guyz has distribution in over 16,000 stores nationwide they do not have the budget for an advertising campaign so they are dependent on guerilla and viral marketing to increase product sales and investor interest. These stunts generated press in national media outlets such as Entrepreneur, The Big Idea With Donny Deutsch, and The New York Times.

