



G R A I N E Y P I C T U R E S

The premise is that both the activities, and men they meet in Hawaii with dream jobs like professional surfer and surfboard designer, may inspire the three to make a clean break (thus the title) from the ruts they were in upon returning home.

The series is by Content & Co., a Los Angeles producer of branded entertainment.

Schick, an Energizer Holdings brand, declined to reveal the cost of the series. Last year, it spent \$66.8 million on advertising, according to the Kantar Media unit of WPP.

Advertisements for Schick will appear along with commercials for other products when the series appears on television, and will often precede the episodes online.

Brad Harrison, the senior group marketing director for Schick Hydro, said it was tempting to try to incorporate the razor into the series.

“I’m the brand guy, and my first instinct was, ‘Can’t we make the guys shave when they get home from surfing at night?’ ” Mr. Harrison said. ““And why can’t they all wear Schick T-shirts?””

But ultimately, Mr. Harrison said that having them do either “would make them look like paid actors or shells.”

The market for the razor is men 18 to 34, and Mr. Harrison said young men “believe maybe 10 percent” of what they see in a commercial. “Our guys are inherently cynical about advertising,” he continued, “so you need to go beyond the traditional marketing, you need to do something much more engaging that creates an environment that feels more trusting and authentic.”

Stuart McLean, the chief executive of Content & Co., said, “If you spend every sunrise with guys shaving, you’re going to create a false reality, because guys don’t shave every day, and Schick understands that.”

The most popular frequency for men to shave is every few days, followed by every day, and by only workdays but not on weekends or other time off, according to a survey by Mintel, a market research firm.

