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Schick Hydro Clean Break  
September 17<sup>th</sup>, 2010

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### Schick Hydro Clean Break

by: Justin  
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Here's a look at a new campaign that **Schick Razors** is running, with the help of **New Media Strategies**, to support the Schick Hydro product offering. Using the social graph feature on Facebook and YouTube, Schick is producing and distributing a unique web series featuring hosts sourced through a YouTube "submit why you should be a host" video contest. These "average Joe" hosts have been traveling across the US experiencing different water-centric action sports in the name of Schick's "**Clean Break**." Assisted by pros, again sourced through social networks, the dynamic duo of J.J. and Brady has tried their collective hands at the following adrenaline defined watersports:

- Kite Surfing (San Diego, CA)
- Surfing (Venice Beach, CA)
- White Water Rafting (Kernville, CA)
- Windsurfing (Hood River, OR)
- River Kayaking (Aspen, CO)
- Wakeboarding (Orlando, FL)

Each of these separate episodes can be experienced in their aquatic entirety on Schick Hydro's **Facebook page** ([www.facebook.com/HydroExperience](http://www.facebook.com/HydroExperience)). Tying it back to consumers, Schick is providing Gift Packs (Schick Hydro 5-blade razor and shave gel) and prizes that include a whitewater rafting trip, surfing DVDs, and a rip-board to consumers that go to the **Clean Break** tab on **Schick's Facebook page**, click "Like" and then comment on participating forums that they "Liked" the particular episode. Visit [Schick's Facebook page](#) and checkout all the details for yourself.

Bottom line, **New Media Strategies** is helping Schick embrace social graph technology and the interactive possibilities presented by social networks in an exciting way.



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