

Barbasol's Past Advertising

The 1920's through the 1940's is considered to be Barbasol's advertising heyday. In this time they presented many ads to the public and seemed to be very successful with them. In the 1920's and 1930's the company used a lot of spokesmen like Babe Ruth, Rodger Hornsby, and Knute Rockne.

WHY FAMOUS MEN OF THE DAY USE BARBASOL

Barbasol is the Headliner Shave



© Barbasol advertisement, not paid for.

... a quick, clean act ... with a "wow" finish

"We're all showmen—behind the lights or on the stage of life—and that's why the Barbasol shave is best for the boys who have to take the spotlight, whether in big business or in the show business. Barbasol's a real trouper—no fuss; no trouble; no brush, no rub, or lather. And how quick and clean the razor gets through its routine. And, man, what a fine finish! I give it a big hand."



Jesse Crawford, motion picture actor of the motion picture "The Great Pretense" (Theater on Broadway stage days, when he is starring through this).

Jesse Crawford

IT'S the comfort, speed, ease and almost magical beard-soothing of the Barbasol shave that turns so many men into Barbasol Believers.

Follow these directions and you'll be following the crowd—

1. Wet your face thoroughly. Leave it wet.
2. Spread on Barbasol. Don't rub it in.
3. Wet a good blade and—Shave.

If you're going to be a Barbasol Believer, don't look for a lather. No brush needed; and, man, how clean and crisp the razor glides along. How refreshed and soft and COMFORTABLE your face feels afterward. Blades last longer, too. Get Barbasol from the drug store today, generous tubes 35¢ and 65¢.



BARBASOL SKIN FRESHENER

Here's a new kind of "breace." Slip it on face or neck, morning, noon or night, for a quick pick-up, it refreshes.

THE BARBASOL COMPANY, Indianapolis, Indiana

Barbasol

For Modern Shaving

No brushing — No lathering — No rubbing

Most of the ads for these eras looked very similar to this one. This one features Jesse Crawford, he was known as the “Wizard of the motion picture pipe organ”. The campaign theme was “Why famous men of the day use Barbasol” and the tag line was “Barbasol, for modern shaving”. These were very effective advertisements; they got the product off the ground and created brand loyalty. In 1936 Barbasol sponsored an Indy 500 car. The car did not win but did provide great publicity for the brand. The car was also very fitting since Barbasol was created in Indiana and is an all American product.

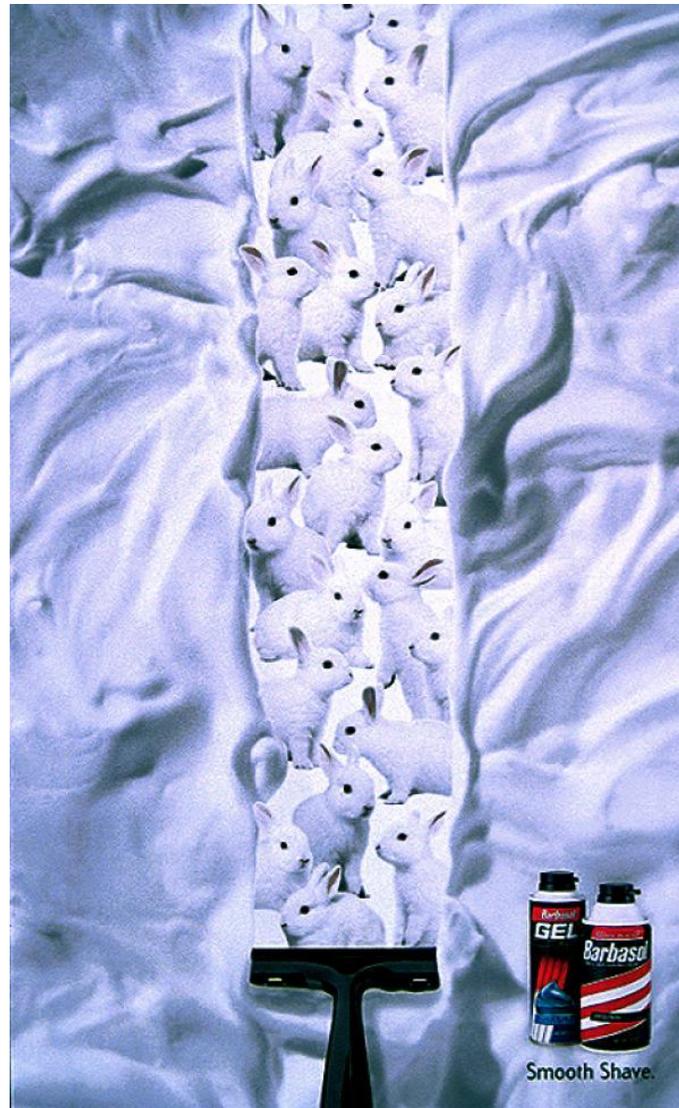
Another character Barbasol was known for in the 1930’s was “Singin Sam the Barbasol Man”. “Singin Sam” was actually a man by the name of Harry Frankel; he was a famous radio commercial personality and was actually known for his long time ties with the Barbasol Company. He was known for singing songs that were old in the 1930’s and bragged that he never sang a new song in his career.

In the 1940's Barbasol took a slightly different approach. They applied sex appeal to their advertisements. Their new ads generally featured men and women involved in what was considered to be slightly risqué acts.



This advertisement features a lot of sex appeal with some of the last era's touches such as the tube of Barbasol. One thing that does change however is the tagline. The 1940's advertisements use the phrase "He's got a Barbasol face". These advertisements were effective and catch people's attention in the 1940's, however an advertisement like this today is too wordy and might leave the audience thinking what does that mean? Advertisements in the 1930's and definitely in 1940's were much heavier in text than today.

Not much advertising can really be found between the 1940's and late 1990's for Barbasol. The next Barbasol advertisement that is commonly found is this one.



Our agency feels like this advertisement is lacking in many ways. One of our issues with it is what are they trying to convey, it is confusing. It does not justify the product. Another issue is the tagline is “smooth shave” it leaves something to be desired.

The most recent advertisement for Barbasol is a TV commercial that is played online as well as the Big Ten Network and a few other stations, it began being aired in 2009.



The commercial is very strange. It features a man driving a Barbasol truck and coming home to his wife leaving him a can of Barbasol. There is an awkward feeling to the whole commercial. The man is burly and yet drives a Barbasol truck, which does not seem to add up completely. It is also strange that when he arrives home his wife has a pile of pancakes waiting for. What does that have to do with shaving cream? The reviews for this commercial may make a sailor blush, to be polite; this commercial was not a fan favorite. The commercial does not do the product justice. Once again the tagline changes, in this commercial it is “Close shave America, Close shave Barbasol”. Our agency feels that this is not a strong statement either but the bigger problem is that the company is showing that they have yet to find something that works for them. A strong tagline is crucial for a company; it is something for consumers to remember the product by.