

Summer Campaign

The “Anti-Hamptons”
Summer Club

My Role

- I was in charge of the summer campaign
- everything from the concept (I even
helped write the description!) to the art
direction to the design



Welcome to The Anti-Hamptons Summer Club—where the only thing private is the group chat, and the only dress code is whatever dries fast. Forget VIP beach clubs and overpriced cocktails; this summer is built on inflatable pool islands, gas station snacks, and turning a tarp into the world's sketchiest slip-n-slide. Dollar Shave Club is here for guys who want quality without the fluff, affordability without the sacrifice, and a summer that's legendary without the luxury. Ditch the pretense, keep the precision.

Welcome to a summer where the only thing high-end is your shave.



THE CHARACTERS Summer Campaign

- Social first campaign - decided to create characters for our summer club with their own personalities
- It's giving Goonies - summer fun with your friends fighting the country club development
- The idea was to introduce them 90s sitcom style



Too Clean Cut Willie

Willie's got the cleanest shave, even when the rest of the crew looks like castaways. He swears by Dollar Shave Club's Club Series 6 Blade. He's hairless & careless.



Four-Fingered Freddy

Freddy's backyard shows are legendary, but so are his burn marks. Good thing he's got Dollar Shave Club's Aloe Post Shave Dew for when the flames get a little too close.



Drenched Dave

If humidity had a spokesperson, it'd be Dave. He's sweating before the grill's even on. Luckily, Anti-Perspirant/Deodorant keeps him fresher than his pit-stained tank top.

THE CHARACTERS Summer Campaign



Cannonball Cam

His face changes as often as his swim trunks, thanks to his Style detailer—because waterproof grooming means mid-pool mustache swaps are a thing now.



Wingmaster Winston

Winston doesn't eat wings, he wears them. Sauce in the beard? Every time. But Beard Oil keeps things soft, and One Wipe Charlies make sure he's not a walking hot sauce crime scene.



Burntback Bill

Bill “forgets” sunscreen every time. He thinks he's fine until he's lobster adjacent. Luckily, Dollar Shave Club's Oil-Free Face Moisturizer with SPF 30 is here to keep him from becoming a cautionary tale.

THE CHARACTERS Summer Campaign



Sunscreen Sam

The only responsible one here and armed with Dollar Shave Club's Oil-Free Face Moisturizer with SPF 30. She's not just here to save lives, she's here to save you from third-degree burns.



Stubble

If Stubble were a person, he'd be the kind of guy with a permanent 5 o'clock shadow, a half-buttoned Hawaiian shirt, and zero concern for what some snooty brunch crowd thinks.

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Where it started & concepting

- This part is a little messy, so excuse the not-so-great design, but this is the real under-the-hood stuff!



- The original moodboards for the campaign



Breakaway
PALM BEACH TOURS



THE CONCEPT Where it started

- This was what I originally conceived, which grew into what it ended up being with collaboration and additional conceiving.

The Anti-Hamptons Summer Club

Introducing The Anti-Hamptons Summer Club—where rugged masculinity meets seriously questionable adventures. Forget pristine beaches and champagne brunches; and get ready for hoses on your kids' slide in the backyard, and all-you-can-eat wings off the grill. We are creating an unapologetic haven where the rules are made to be broken, and the only expectation is authenticity. Sponsored by Dollar Shave Club, this is your chance to join a band of rebels who don't do pretentious. We're talking about the guys who aren't afraid to manicure their own "lawn". So, ditch the designer sunglasses, grab a rusty toolbox and a bucket of soapy water, and prepare for a summer that's as unruly as your beard. Because we're here to "live the dream", our shaving dreams—and leave a trail of good stories, bad decisions, and impeccable stubble. Welcome to The Anti-Hamptons Summer Club—it's a mess, (mostly because of the fireside how-many-marshmallows-can-you-fit-in-your-mouth-contest) but it's our mess.



THE CONCEPT Where it started

- This was what I originally conceived, which grew into what it ended up being with collaboration and additional concepting.

THE CHARACTERS

It's giving Goonies (summer fun with your friends, getting into trouble and fighting the country club development)

Baby Face:
yes, this is his nickname. a man with no facial hair - give him baby-like qualities.



OWC, razors to keep his face baby-like, SPF/coppertone baby moment

Cannonball Cam:
our WWE character - he has whacky facial hair, says his name in third person, and is in charge of every cannonball contest.



the new WWE handle
6B for precision

Wingmaster Winston:
makes sure everyone is fed but also always has some kind of food in his beard



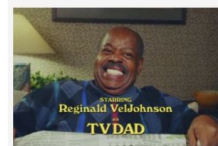
OWC, beard oil, electric trimmer

Bocce(swap)ball Bob:
backyard bocceball is life, but that life sometimes comes with unintended consequences



Others:
The lifeguard gal?

Could introduce them like this lol



ball spray



ACTIVITES

WAYS THIS COULD COME TO LIFE

Tan line competition – tan lines in the shape of beards, mustaches and chest hair
new club portraits (summer edition)

GREAT SUMMER SHAVE OFF: shaving competition, shaving under water, shaving while on surfboard, shaving in a pool floaty

Synchronized Shaving

Sunscreen competition (age defying moisturizer) judged with a UV light

Sandcastles in the shape of facial hair

Sunscreen Social – apply sunscreen in the shape of beards and mustaches

Slip and slide wedge contest

Fire pit beard roast (the guys gather around the fire pit to talk about their worst shaving fails)

Wet tshirt contest, dudes only – Show us who has the best moves without the sexism

Shave Butter Slip N Slide – What's more fun than a slip n slide? We'll set up a classic one and you'll get a Shave Butter at the end (mixing them might be too smooth, too slippery, too buttery!)

Fourth of July – It's a backyard party. We're doing jungle juice, horseshoes, we might get an airbrush t-shirt guy. No fireworks (our buddy's mom said no) but we'll get sparklers for everyone.

Field day – Activation (influencers?) where we throw down with a good old color war. Field day sports (egg on spoon race, potato sack race, hula hoop, tug of war, you get it), the team with the most points gets DSC winnings.

Junior Lifeguard test – Think you can pass it after 20 years? Prove it

Chili Cook Off – We'll assemble local Members to bring us their best recipes, winner gets a lifetime supply of One Wipe Charlies.

Tie Dye Event – We're supplying all the things you need for this classic summer staple (special event tshirts with branding?)

Popsicle Tasting – Artisanal popsicles for an adult take on a childhood classic

COLLABS

Coppertone collab - Instead of the baby, let's make it a hairy Coppertone dude who needs a shave

Vacation collab - Ball Spray packaging

Croc collab - JIBBITZ (razors, summer imagery)

Igloo collab - Mini cooler for Shave Butter

Ice cream truck



A small can of Schlitz beer is shown with a thick, brown, fuzzy koozie. The koozie has the word "TRADITIONAL" printed on it. The can is sitting on a wooden surface, and the background is a blurred green outdoor setting.

A red koozie with the text "THESE ARE THE GOOD OLE DAYS" printed on it in white, bold, sans-serif capital letters. The koozie is shown against a plain, light-colored background.

A purple and blue insulated cooler bag with a large handle. A sign is attached to the front that reads "Mini International Day" and "FRANKE & JOES". The sign also features palm trees and a small building illustration.

