

# A close shave. Defending Gen Z market share.

When a large grooming brand began losing Gen Z customers to emerging competitors, they needed an in-depth understanding of grooming occasions to maintain relevance.

## 01 Challenge:

A large grooming brand was losing younger customers to disruptive competitors.

## 02 The SBX Approach:

SBX collected photos and conversations, segmenting occasions and capturing the nuanced drivers behind men's purchase choices.

SBX teased out emotional triggers — bridging the gap between routine self-care and social identity.

1,650

conversations & photos *in the moment* with men in the UK and US

31%

of respondents identified 'authenticity' as important grooming brand attribute

*"I wanted to feel **clean, smooth, oil free** and more confident. When my skin feels healthy, I feel better about myself. **Self care is a part of who I am.**" - M, 21, US*

## 03 Results:

SBX transformed insights into actionable, emotion-driven marketing campaigns that resonated with Gen Z

The brand redesigned their approach to Gen Z and tailored marketing campaigns, dialling up specific occasion based emotional drivers, rather than focussing on functional objective standards.



*"Streetbees' new segmentation tool has been a game changer for us. It provided deeper, more real insights, allowing us to see where our past comms directions have been missing the mark with younger consumers. The speed of turnaround meant we can start implementing the findings ahead of Q3 & 4 which frankly I wouldn't have thought possible when we kicked off this process back in February."*

VP Regional Strat,  
Global Grooming Company