

How TV straightens Schick's seasonal sales curve

Most shavers are bought as gifts during Xmas, graduation. But \$1,700,000 campaign including two net shows is getting men to buy their own

TV When sales for the first six months of 1951 were toted up in the Stamford, Conn., offices of Schick, Inc., last summer, two facts were plain: (1) war-scare buying had ground to a halt; (2) distributors and retailers weren't ordering because they were stuck with swollen inventory.

Out of this problem came Schick's decision to use television for the first time on a full scale—a decision which may have far-reaching consequences in the merchandising of all shavers. Involved in the strategy making were Schick's board chairman Kenneth C. Gifford; president Chester G. Gifford; gen. sales manager Sy Moorman; and sales promotion manager Dick Douglas. Acting for the Kudner Agency were radio-TV v.p. Myron Kirk and

account executive Alfred Corrigan.

The sky-high ratings garnered by the Senate Crime Committee hearings during that summer made the selection of a program called *Crime Syndicated* a natural, particularly after Rudolph Halley was signed as narrator. The show was aired over CBS TV in 33 markets (21 live, 12 line) and picked up a hefty audience almost immediately. From a Nielsen rating of 17.7 in October, it moved up to 22.9 the following month.

More important than audience size were the sales results. Inventories began to melt and by Christmas distributors were snatching the shavers off the production line as quickly as the rigid inspections were completed. Indicative of TV's pull was the fact that stock

had to be pulled out of non-TV areas, rushed to the bare shelves of dealers in cities where *Crime Syndicated* was carried. When Halley's appearances were curtailed as a result of his election to presidency of the City Council of New York. Senators Estes Kefauver and Herbert O'Connor of the Senate Crime Committee filled in.

By Christmas the first 13-week cycle had run its course. Schick renewed for another 13 weeks, later signed up for 26 more weeks on an alternate-week basis. Reasoning behind year-round use of TV was explained by Dick Douglas: "TV proved its ability to ring up sales for us. One of our major problems through the years was the fact that the bulk of our sales came at Christmas and graduation. Prob-

Making shaver leap off screen into user's hands is part of plan of a.e. Al Corrigan; Schick president Chester Gifford; Kudner v.p. S. D. Fuson

