



CASE STUDY

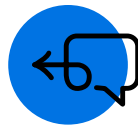
Real-time Truth Reveals Stronger Product-Market Fit



ABOUT

The brand offers a diverse line of grooming products, including razors, shaving aids, and styling products.

WINS



Quick Insights



Competitive
Feedback



Scalable
Brainstorming

Challenge

The brand wanted to better understand why Generation Z and Millennials favor subscription-based models over traditional purchasing options. The brand also wanted to differentiate each product in their diverse line of offerings and collect external feedback to do so.

Solution

Instead of relying solely on an internal brainstorm session, the brand ran a 90-minute Remesh session with a small group of freelance copywriters and other experts with experience crafting messages for Gen Z and Millennial audiences. During the session, they showed the copywriters an image as well as described a primary feature, and a primary benefit. Each participant wrote lines of copy for the product, effectively scaling the brainstorm session beyond the board room.

Result

The brand used Remesh as a co-creation platform, allowing them to quickly capture a wide breadth and large quantity of creative copy ideas that would be impossible to nurture in-house in the same 90 minute block of time.