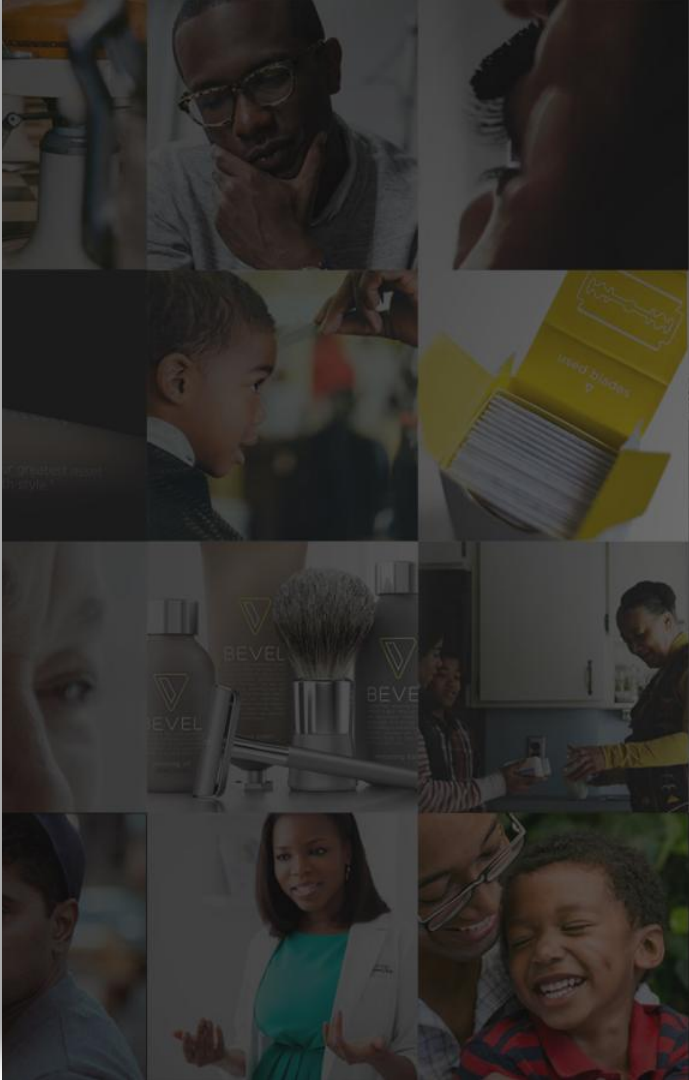
A close-up portrait of a man with a full, dark beard and mustache. He has several tattoos on his hands and forearms. He is wearing a light-colored, button-down shirt and is looking upwards and to the right with a thoughtful expression.

# HOW PURPOSE CAN DRIVE AGILITY

Tia Cummings  
VP of Marketing,  
Walker & Company  
July 27, 2020

A close-up portrait of a man with dark skin, looking down and covering his face with his hands. A white arrow points upwards from the bottom of the frame towards his face.

BEVEL



## About Walker & Company Brands

Walker & Company Brands, acquired by Procter & Gamble in December 2018, designs health and beauty solutions for people of color. Our vision is to build the world's most consumer-centric health and beauty products company, inspiring unprecedented customer loyalty. And it all started with the launch of its first brand, Bevel, in 2013.



TRISTAN WALKER

**FOUNDER AND CEO  
OF BEVEL**

# THE BEVEL PORTFOLIO

## DESIGNED WITH BLACK SKIN/HAIR IN MIND



### SHAVE

Designed to prevent razor bumps and irritation

### HAIR

Non-drying formulas lock in moisture and won't strip hair of its natural oils or patterns

### SKIN

Evens and improves skin tone for a fresher, healthier appearance

### BODY

Hydrating formulas improve skin's ability to retain moisture





## Our Vision

By 2023, we'll be the #1 trusted brand delivering personal care solutions for black men in the US, inspiring unprecedented consumer loyalty

## How We'll Achieve It

- Having a clear brand purpose
- Bringing our purpose to life in everything we do
- Understanding our consumers extremely well
- Walking the talk (aka showing up authentically) with our consumers



# Our Consumer Target: Black Men 18-44



Gen Z (18-24)

- College student/early career
- Aspires to be successful
- Culture driver



Gen Y (25-44)

- College educated; high income
- May have heard of Bevel through our CEO or Nas

- 
- Willing to spend more on grooming and clothes
  - Tends to spend money on luxury brands that showcase his success or status
  - Listens to celebrities/social influencers
  - His job/career is important to him
  - Interest areas include sports, video games, music, and movies
  - **More likely to buy brands that are made for him**
  - **Is a skeptic, but can be won over by brands that prove they understand him**



# BEVEL EXISTS TO SUPPORT BLACK MEN

Bevel designs tailored personal care solutions and experiences

That form to the needs of black men and are uncompromising on design and efficacy,

Because Bevel was created to serve as the solution to his personal care needs.

We **prioritize the needs of black consumers**, first.

We are **uncompromising** on design, product efficacy, and content.

We are a **cultural institution** that transcends race and nationality.



# OUR ORIGINAL 2020 MARKETING PLAN

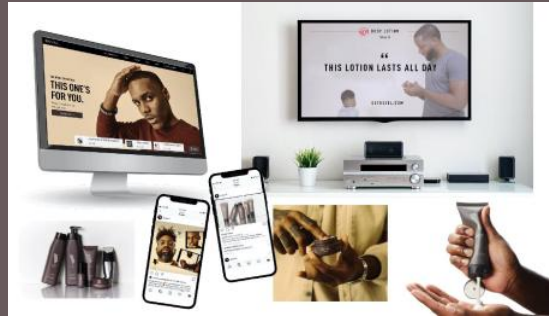
## MASS AWARENESS VIA VIDEO AND RADIO

Tell the Bevel story through video and radio which will allow us to reach more AA men



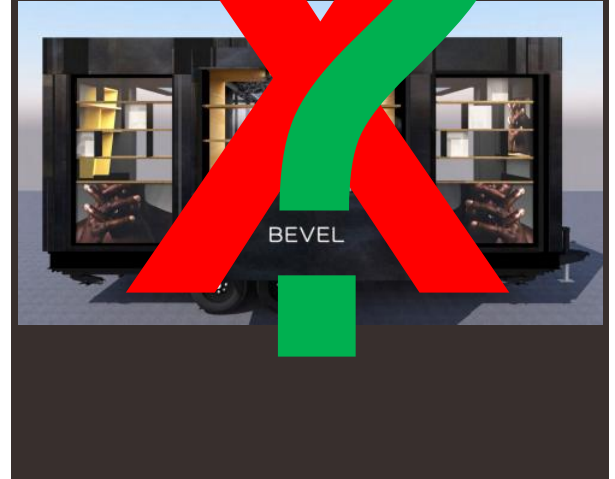
## ALWAYS ON MESSAGING VIA SOCIAL AND PR

Leverage social media, PR, and influencers to consistently promote products and engage with consumers



## EDUCATION AND TRIAL VIA EXPERIENTIAL

We will Engage with Consumers Live and in Person at events nationwide





# CREATING BRAND FANS VIA IRL CONNECTIONS

We consistently showed up in places where our consumer was to make the brand more personal

Educate and engage with consumers and professionals at trade shows and live events

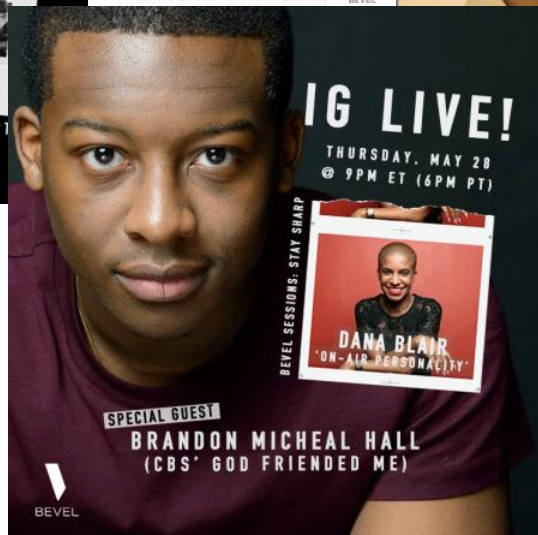


Go beyond sampling and selling to foster real conversations that consumers care about



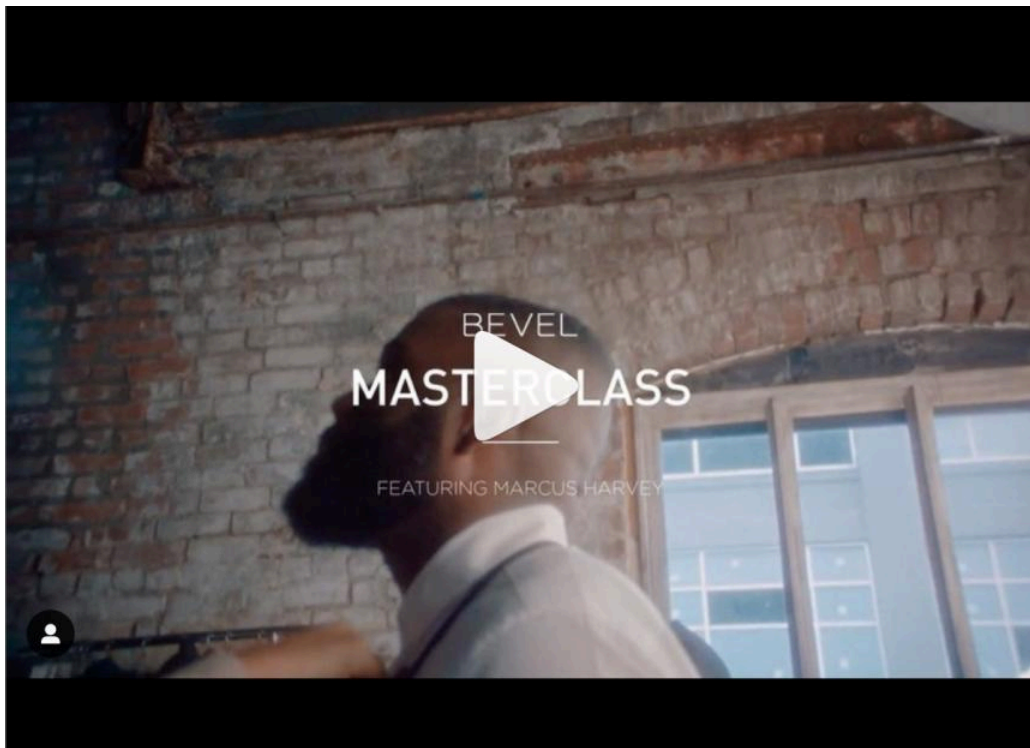
# STAYING CONNECTED DESPITE COVID-19

Continuing to have real conversations with our consumers via social media



# STAYING FRESH DESPITE COVID-19

Helping consumers maintain their grooming routines while in quarantine



bevel  • Following 



bevel  Save your fresh with BEVEL Masterclass! 🙌 Thanks to the Barber Star @themarkusharvey, we've got the step-by-step breakdown for that #quarantinecut on yourself or on loved ones (if you've been bestowed the honor of 'Resident Barber' 🇺🇸).

Visit the brand new BEVEL Watch page now at [getbevel.com/watch](https://getbevel.com/watch) to #BevelUp your game. 🍷



38,931 views

APRIL 24

Add a comment...

Post



# COVID-19'S IMPACT ON BLACK AMERICANS

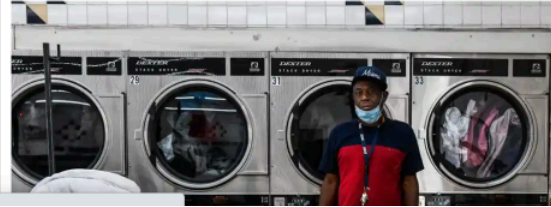
The pandemic is having a disproportionate impact on the Black community



HOME U.S. POLITICS MEDIA & NEWS SOCIAL TOPICS PUBLICATIONS TOPICS

## African Americans bear the brunt of Covid-19's economic impact

Pandemic spotlights racial disparities, with black workers expected to feature disproportionately in the 26m recent unemployment claims



[SEE ALL CORONAVIRUS RESEARCH >](#)

MAY 5, 2020

## Financial and health impacts of COVID-19 vary widely by race and ethnicity

BY [MARK HUGO LOPEZ](#), [LEE RAINIE](#) AND [ABBY BUDIMAN](#)

The [coronavirus outbreak](#) has altered life in the United States in many ways, but in key respects it has affected black and Hispanic Americans more than others.

The financial shocks of the outbreak have hit Hispanic and black Americans [especially hard](#). When it comes to public health, black Americans appear to account for a [larger share of COVID-19 hospitalizations nationally](#) than their share of the population. And in New York City, death rates per 100,000 people are [highest among blacks and Hispanics](#).

## Research Shows Students Falling Months Behind During Virus Disruptions

The abrupt switch to remote learning wiped out academic gains for many students in America, and widened racial and economic gaps. Catching up in the fall won't be easy.





# SHOWING UP IN MEANINGFUL WAYS

Focusing brand support in areas that would best help Black Men

Resources Blog Journalists Log In Sign Up Data Privacy Send a Release

**CISION**  
PR Newswire

News Products Contact Search

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

## Walker & Company Brands Gives Back to Atlanta's Beauty & Grooming Professionals and Chicago High-School Students During the COVID-19 Pandemic

NEWS PROVIDED BY  
**Walker & Company Brands** →  
May 06, 2020, 10:58 ET

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ATLANTA, May 6, 2020 /PRNewswire/ -- **Walker & Company Brands**, makers of the award-winning grooming brand **Bevel**, was founded with the goal of making health and beauty simple for Black men and women. With the onset of the COVID-19 pandemic, **Walker & Company Brands** sought to provide relief and assistance to two communities that were hit hardest by this crisis: students and the barber and cosmetology members.

**50 BLACK ENTERPRISE** EST. 1970

BUSINESS NEWS LIFESTYLE EVENTS VIDEOS BE EXTRAS

## GROOMING BRAND BEVEL TO FUND COLLEGE ACCESS INITIATIVES FOR CHICAGO'S URBAN PREP ACADEMIES

by Cedric 'BIG CED' Thornton February 18, 2020 137

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# THE FIGHT FOR RACIAL JUSTICE CONTINUES...

And Black Americans are tired

## *Police Killings Have Harmed Mental Health in Black Communities, Study Finds*

ON RACIAL VIOLENCE

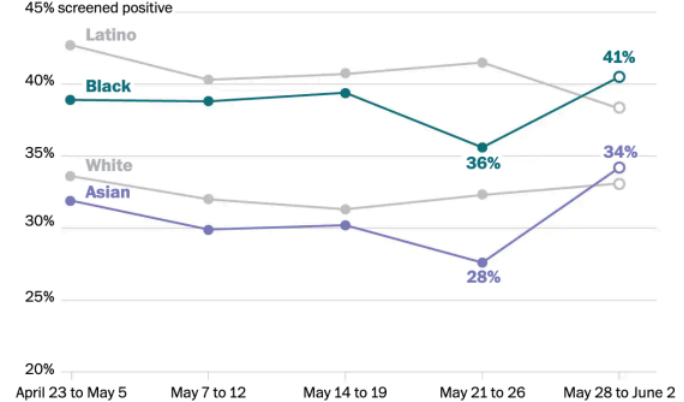
### **Racism's Psychological Toll**



## Depression and anxiety spiked among black Americans after George Floyd's death

### **Anxiety and depression spike for black and Asian Americans after the police killing of George Floyd**

Percent screened positive for anxiety and/or depression



Census Bureau Data

↑  
Video of George Floyd's killing began to spread on the last day of week 4.

# PROVIDING ACCESS TO MENTAL HEALTH RESOURCES

Lowering the barrier to trial and helping remove the stigma associated with getting support



30 DAYS TO  
GET  
YOUR  
MIND  
RIGHT

BEVEL | headspace

bevel • Following

bevel There is much work left to do. As we continue to stand side-by-side with our brothers and sisters in the fight against systemic racism and injustices toward Black people across America, taking care of ourselves mentally is more important than ever before. Now and always, Bevel stays committed to the mental wellness of our community.

Starting today, we're providing a LIMITED NUMBER of #BevelFam with 30 days free of @Headspace Plus, the mindfulness and guided meditation app to help you deal with stress, anxiety, and more.

Claim your free 30 days of Headspace

Liked by mymainman\_keion and 329 others

JUNE 22

Add a comment... Post



# BEING AGILE IN THE NEW NORMAL

- ✓ Understand your consumers extremely well. Know their needs, wants, problems.
  
- ✓ Think about how the current environment is impacting your consumers and how you can bring solutions/value to them.
  
- ✓ Evaluate your ideas against these questions:
  1. Does it align with my brand purpose?
  2. Will this be meaningful/impactful for my consumers?
  3. Is this something our brand can uniquely offer?
  4. Can we execute this successfully?
  5. Will consumers accept this coming from my brand?



**THANK YOU!**

**ANY QUESTIONS?**