

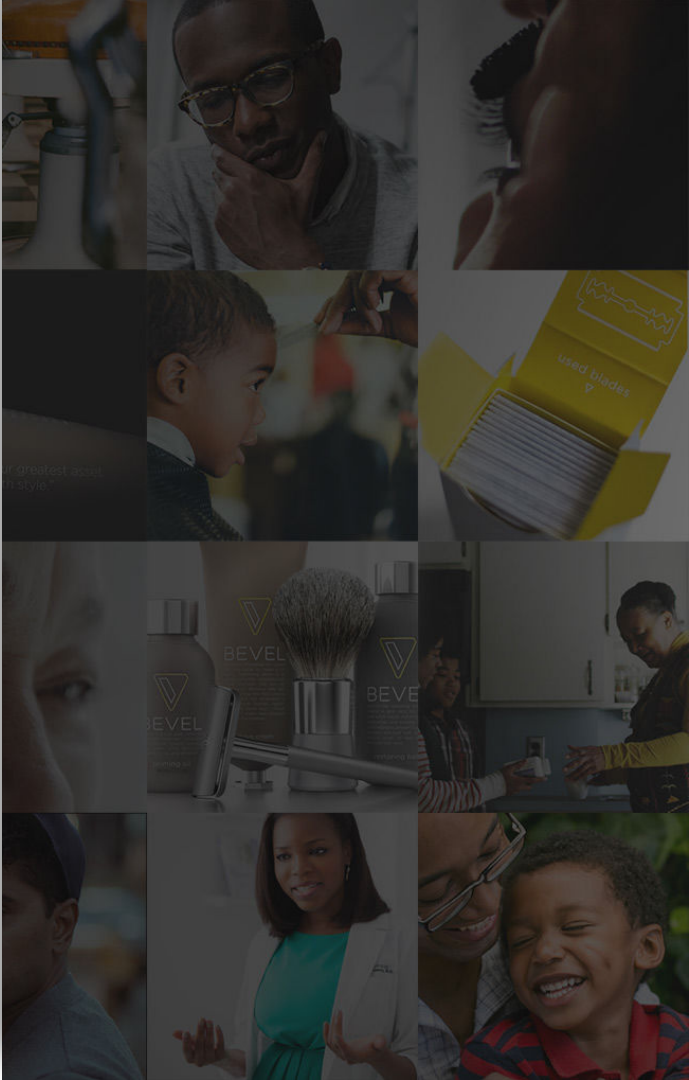
A close-up portrait of a man with a full, dark beard and mustache. He has several tattoos on his hands and forearms. He is wearing a light-colored, button-down shirt. He is looking upwards and to the right with a thoughtful expression.

# BUILDING A BRAND WITH PURPOSE

Tia Cummings  
VP of Marketing,  
Walker & Company  
June 3, 2020

A close-up portrait of a man with dark skin, looking directly at the camera. He is covering his face with his hands, with his fingers spread. A white arrow points downwards from the top of his hands towards the text below.

BEVEL



## About Walker & Company Brands

Walker & Company Brands, recently acquired by Procter & Gamble, 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**



## 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
- 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.

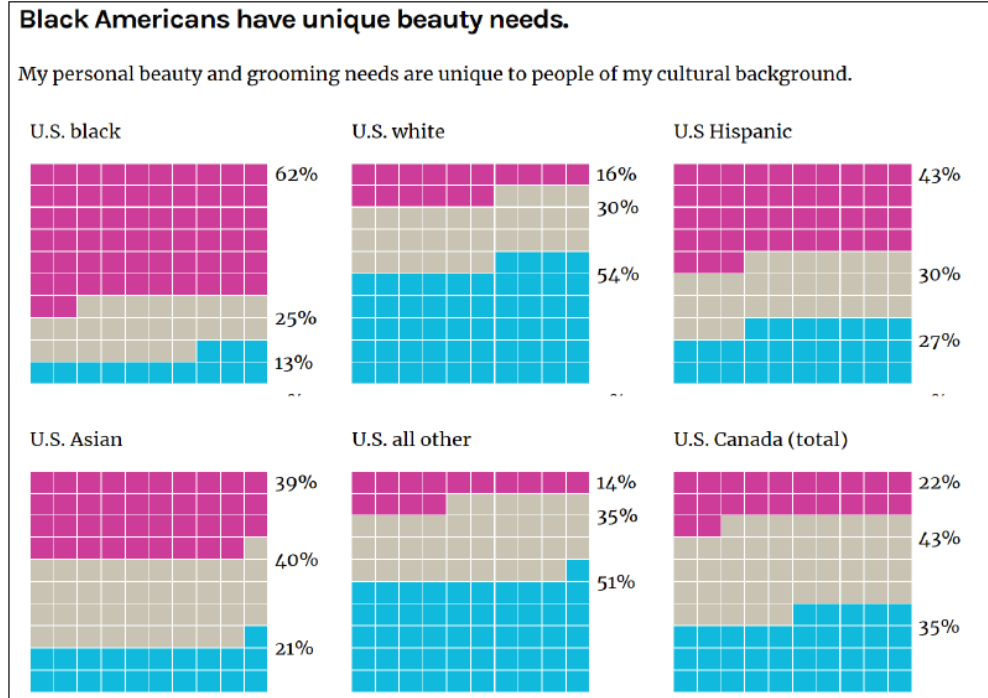
We are a **cultural institution** that transcends race and nationality.



# WHY DO WE DESIGN FOR BLACK SKIN/HAIR FIRST?

1. Because most mainstream brands aren't

2.



Source: Ipsos survey, March 2019

Agree Disagree Neither/Don't Know

# 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

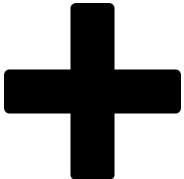




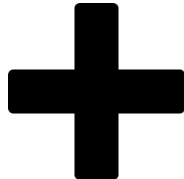
# UNCOMPROMISING IN DELIVERING GREAT PRODUCTS

PROVING THAT BLACK MEN WILL PAY MORE FOR SUPERIOR EFFICACY

## Free from harmful chemicals



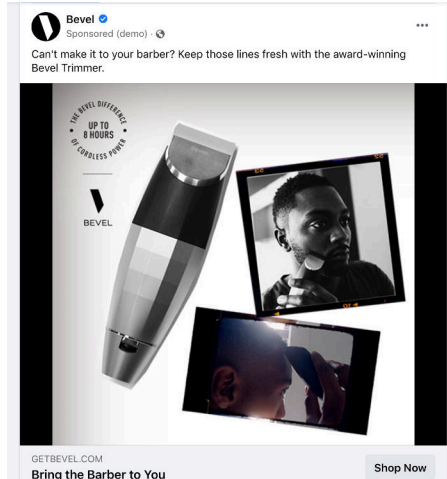
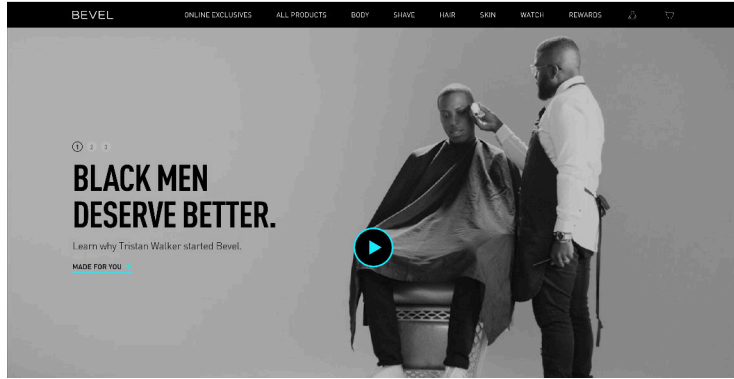
## Full of the “good stuff”

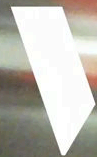


## Premium packaging



# PRIORITIZING BLACK MEN IN OUR COMMS





BEVEL

# CREATING BRAND FANS VIA IRL CONNECTIONS

Consistently show up in the places where our consumer is so they can experience the brand

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



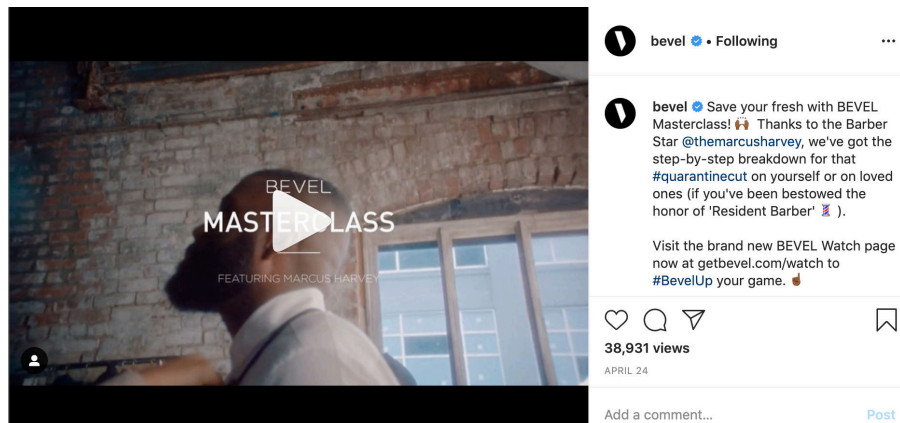
# STAYING CONNECTED DESPITE COVID-19

Now more than ever, we must show how we can be there for our consumers

Continuing to have real conversations with our consumers via social media



Helping consumers maintain their grooming routines while in quarantine



# INVESTING IN THE SUCCESS OF BLACK MEN



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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## 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.



# ENGLEWOOD CAMPUS

 Urban Prep Charter  
Academy for Young Men

TEAM ENGLEWOOD  
IS OPPORTUNITY

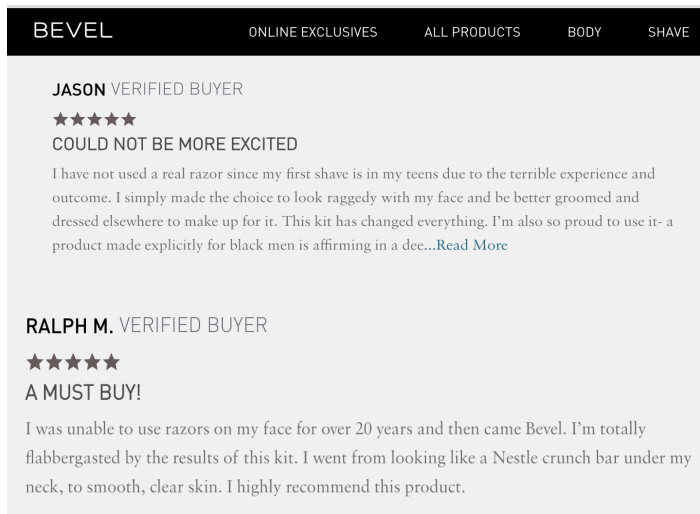
# HOW DO WE KNOW IT'S WORKING?

We continue to grow revenue YOY!

Retailers believe in our brand, and we continue to grow distribution

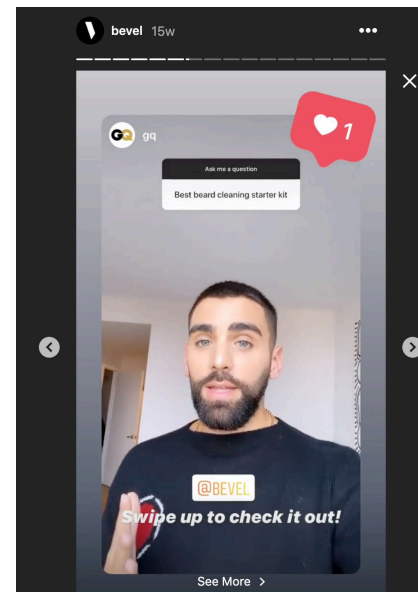


Consumers rave about our products, and our NPS score of 80 exceeds other iconic brands



Bevel	80
Amazon	77
AirBnB	74
Netflix	68

Non-black consumers are using Bevel too!





**THANK YOU**