

## BARBASOL AND PURE SILK HOOK UP WITH AMERICANA ICON-BUILDING AD AGENCY



GSD&M, the ad company that claims to have put Southwest Airlines on the map, as well as contributing to Wal-Mart's growth from its original modest form to the biggest company on the earth, has been selected by Barbasol and sister brand Pure Silk to represent their products. Barbasol will be leaving Xtreme Creative in Phoenix in favor of the Austin based, GSD&M, being attracted, according to J.B. Raftus, the agency's chief marketing officer, to the simplicity and memorability of their "Wanna get away?" campaign for Southwest. They also wowed Barbasol's owners, Perio, with a portfolio of work with Goodyear, John Deere, and the U.S. Air force. The group, which paints themselves as a group of down-to-earth fellas you could have a beer with, or some Mexican food, also impressed Perio CEO Tom Murray and won his approval for GSD&M's acumen for handling crowded markets with competing brands, and their legacy as icon builders, especially regarding the Americanness of the brands they represent. Perio spent \$9.7 million on the two shaving brands, down from \$10.9 million in 2010; they have created their image using a former NBA player, hockey players, and Americana themes. GSD&M's work for Barbasol and Pure Silk are expected to come out by the end of the year.

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