



## **MAN UP! BRUT LAUNCHES BRUTSLAP CAMPAIGN**

**(NEW YORK, NY) November 2010:** This fall, the slapping begins, and not just in the political arena. BRUT is launching a new campaign asking consumers the question, “Who do you think should be slapped?”

BRUT is expanding on a previous advertising campaign that asked men to “Slap Some On,” which was a tongue-in-cheek way to implement the concept of “slapping on” BRUT cologne. The new campaign iteration is a humorous creative execution that utilizes a number of social media elements employing comedy to celebrate the differences in everyone and being true to yourself.

The BRUTSlap.com platform, created by Sigma, based in Oradell, NJ, features a number of interactive elements for consumers. Site visitors can vote to slap a number of characters who play off notable pop-culture references (e.g., The “Incident,” Pretty Boy Vampire, a Mime, a Ken Doll, and more). There is also a “Symphonic Slapplication” where consumers can create a music track of their favorite slap sounds, as well as a sweepstakes to win the ultimate “Bro Bowl” Vacation in Hawaii in January 2011.

The BRUT brand has stood for a classic, American definition of masculinity for over 40 years. With past famous spokesmen such as Joe Namath, Muhammad Ali, and Jimmy Connors, BRUT has positioned itself to live up to their tagline “The Essence of Man.”

“We feel that acting “manly,” in this campaign, focuses more upon doing the right thing; acting in a way that is appropriate and common sense-based,” says Marc Broccoli, Marketing Director at Idelle Management Company. “Being “manly” is about being the guy you can count on, the man others look to as a leader.”

The campaign will go live on November 1 at [www.BRUTslap.com](http://www.BRUTslap.com). Leading up to the launch, consumers can visit [www.facebook.com/BRUT](http://www.facebook.com/BRUT) and follow at [www.twitter.com/BRUTWorld](http://www.twitter.com/BRUTWorld).

### **About BRUT®**

BRUT believes that each man has an inalienable right to smell like a man. For over 40 years, the brand has been interwoven into the fabric of America with their product line complementing all stages of man's grooming. BRUT is distributed by Idelle Labs Ltd., a division of Helen of Troy Ltd. in the US. For more information on the product and retailer locations, please visit [www.BRUTWorld.com](http://www.BRUTWorld.com).

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