

**[PRIVATE
BAR[®]]**

Going public with our privates.

Situation

- Launching a new product in an untapped market
- Exploring creative ways to offer consumers what they want, as well as making them aware of what they need
- Considering the growing market in male grooming products

Target Audience

Men Ages 18–35



Demographic

- Growing popularity of men's grooming products
- 2016 is the year men are finally realizing grooming products are a worthwhile investment*
- 300% increase in sales of men's grooming products in 2015
- Estimated \$21 billion in revenue for 2017*
- Cultural norm shift

* Esquire Magazine 2016

Key Focus



HEALTH



CONFIDENCE



INTIMACY

Brand Mission

“To incorporate health and style into a man’s daily routine, while giving him confidence to handle the friendly and intimate moments in his life.”

Brand Purpose

"Our purpose is to redefine the modern man, by focusing on the beginning of his day. We want to highlight his spirit while also creating an open forum to talk about genital health topics. Private Bar is committed to men's grooming and incorporating health and style into a man's daily routine. We use natural ingredients to ensure maximum comfort and confidence for everyday moments, both friendly and romantic."

Brand Design

[PRIVATE
BAR]
®

- glue here -

DePaul University - Advertising Foundations 2016

Drug Facts

Amount per Serving 1.63g (1.63g)

% Daily Value (of Ingredients)

Heroin 100%
Marijuana 100%
Khash 100%
LSD 100%
Andrew Keller 100%

PRIVATE BAR

Janiper

90g (3.17 OZ)

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PrivateBar.com

Private Bar LLC
1060 W Addison St
Chicago, IL 60613
MADE IN THE USA



(10) ABC123 (21) 0001

- glue here -

DePaul University - Advertising Foundations 2016

Drug Facts

Amount per Serving 3.6g (3.6g)

% Daily Value (of Ingredients)

Heroin 100%
Marijuana 100%
Khash 100%
LSD 100%
Andrew Keller 100%

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Cinder

90g (3.17 OZ)

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DePaul University - Advertising Foundations 2016

Drug Facts

Amount per Serving 2.1g (2.1g)

% Daily Value (of Ingredients)

Heroin 100%
Marijuana 100%
Khash 100%
LSD 100%
Andrew Keller 100%

PRIVATE BAR

Rosewood

90g (3.17 OZ)

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Marketing Goals

Private Bar's social goal is to encourage men to develop a healthier relationship with personal hygiene, while increasing their self esteem, therefore allowing them to reach their full potential.

Objectives

- Position Private Bar as a positive social change
- Identify men as the responsible party in creating confidence in intimacy
- Educate men on the normalcy of practicing excellent personal hygiene
- Establish Private Bar as a brand that nurtures the well-being of its consumers

**[PRIVATE
BAD[®]]**

Marketing Strategy



**SOCIAL
MEDIA**



**PUBLIC
INITIATIVES**



**TRADITIONAL
MEDIA**





[PRIVATE]
BAR[®] Social
Media



- Platform to advertise Private Bar but also a hub for men's health and style tips
- Health products have a growing social media viewership among millennials
- Sports sponsorships
- Opportunity to be more light hearted about men's health



Private Bar @PrivateBarLLC

- Home
- Posts
- Photos
- About
- Likes

Create a Page

Like Message Share More

Status Photo / Video

Write something on this Page...

Private Bar 1 min ·
Here are some facts about mens health that you need to know #menshealth

7 HEALTH FACTS MEN NEED TO KNOW

- DRINKING:** Those who consume 4 to 10 drinks a week are most likely to have a lower risk of developing type 2 diabetes. Drinking more than 10 drinks a week can double your risk of type 2 diabetes.
- ACTIVITY:** Men who sleep 50 minutes or walk 5 city blocks a day may lower their risk of heart attack by 25%.
- SLEEP:** Men who sleep 7-8 hours a night have about 50% less risk of heart-attack risk than those who sleep 5 hours a week.
- MENTAL WELLNESS:** Men who are 80% more likely to suffer from depression than those who are active.
- DIET:** Men who eat a diet high in saturated fats and trans fats are 25% more likely to die from heart disease.

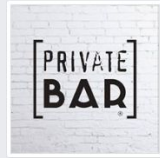
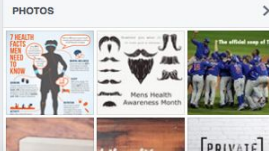
Source: www.heart.org

Health/Beauty

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- ABOUT
- Ask for Private Bar's address
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Private Bar @PrivateBarLLC

- Home
- Posts
- Photos
- About
- Likes

Create a Page

Like Message Share More

Private Bar 16 mins ·
In honor of mens health awareness month we pledge to always wear it, flaunt it and always talk openly about mens health. #menshealth #november



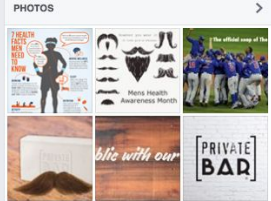
Like Comment Share

Private Bar 1 hr ·
Hey, Chicago Cubs! Congratulations on ending 108 years of "stinking." #WorldSeries #PrivateBar #GoingPublicWithOurPrivates



www.facebook.com/.../page

- ABOUT
- Ask for Private Bar's address
 - Ask for Private Bar's phone
 - Ask for Private Bar's hours
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Be the first to add a post.
Create Post

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Facebook © 2016



- Private Bar Tweets
- Follow appropriate brands that extend our message
- Track Brand Mentions
- Offer special deals to followers
- #GoingPublicWithOurPrivates

Private Bar
@private_bar

Our purpose is to put health and style back into a man's daily routine.

Chicago, IL
Privatebar.com
Joined April 2014

443 followers you know

PrivateBar

1,759 TWEETS 35 PHOTOS/VIDEOS 131 FOLLOWING 20.1M FOLLOWERS 25 FAVORITES

Going public with our privates.

PRIVATE BAR

PINNED TWEET

Private Bar @private_bar

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Lorem ipsum.com/link](#)

Private Bar

Lorem ipsum dolor sit amet, consectetur adipiscing elit
by Your Name @yourname

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit...

View on web

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- metmuseum @metmuse... Follow
- Sumo Creative @SumoCrea... Followed by Daren McDerm... Follow
- UX Booth @UXBooth Follow

Popular accounts · Find friends

Trends · change

- Max Clifford
- #EjectorSeat
- #askmattlr
- #qanda

Home

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Products

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- Over 140 5K races take place within the Chicago Metropolitan Area every year.
- The average gross earnings of a Chicago 5K is between \$23,000 - \$35,000
- Average participation for Chicago 5Ks, including runners and support staff, ranges from 4,000 - 8,000 individuals





PROSTATE



BLADDER



TESTICULAR



[PRIVATE]
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5K
RUN / WALK



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*Traditional
Media*

Introducing
THE FIRST EVER
Soap For Your Privates



Going Public With Our Privates



BREAKING YOUR PERSONAL BEST
While Smelling Your Personal Best



Surprising Superphysique #52 *Rahul Jagtiani, 35, Entrepreneur*



Take Charge

You can't control time, but you can still manage it. This guy does the latter, in spite of his hectic schedule. Read on to find out how

WORDS: SALIL JAYAKAR PHOTOGRAPHY: ANMOL ARORA

H E'S A JET-SETTING ENTREPRENEUR who frequently travels abroad for a couple of weeks to source new products for his company. Not to forget the week-long trips he makes monthly across India. Yet, fitness is an integral part of his life—there for all to see from his lean physique and enviable eight-pack. Meet 35-year-old Rahul Jagtiani, a Mumbai-based entrepreneur, who represents all that a healthy lifestyle should.

FITNESS COMES FIRST

Despite busy schedules and hectic travel logs, fitness has always come first for Rahul. A double bachelor's degree holder in management information system and marketing from Virginia Tech, USA, Rahul also has a diploma in interior

design and worked in his family business for many years. This meant long hours working on-site in different cities (both in India and the USA). "I've worked on all sorts of projects—from commercial office spaces, to hotels, malls and residences. Naturally, it meant a lot of travel and long days at work, in meetings and on project sites. But even then I've always taken time out to do some sort of physical activity," he avers with a smile.

In 2010, he decided to take the plunge on his own and start his own business venture. Thus was born Phash Plaza, his boutique lifestyle firm that dabbles in concept furniture, home accessories and unique gift items. "It's a challenge to stay committed to fitness especially when ever so often, you're either on the road, or in the air," he admits.

But that doesn't stop him from trying. On a recent trip to Las Vegas, the fitness enthusiast made his way through a casino floor to the gym at 7:30 am even while others were still rolling dice. "It's not always about hitting the gym. You need to do some sort of physical activity like walking the city, going for a run or hike or simply skipping rope in your hotel room," he says. Not hard to believe then as after a cold-shower flight to Hong Kong, he took a red-eye flight to Mumbai soon trekking up to Victoria Peak. According to Rahul, it's OK to cheat on your diet too while you're travelling as long as you don't go overboard with processed or packaged foods and eating binges. He maintains a balance by eating lots of fruits and ensuring he drinks plenty of water.

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**Men's
Health**

Advertisement in
Men's Health
Magazine

ATTENTION TO DETAIL

Is the difference
between average
and remarkable.

PrivateBar.com



PRIVATE
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179

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Get clean to get dirty.





Get clean to get dirty.

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Conclusion



Private Bar
Jingle - Courtesy of
InterChorus (DePaul University Male Acapella Group)



<https://www.marsha-sanchez.com/private-bar-jingle>

Thank you.