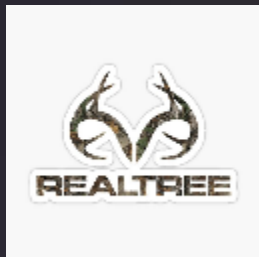


VIVITAR®



PRODUCT LINE

2023

**men's grooming**

- **Digital Marketing**

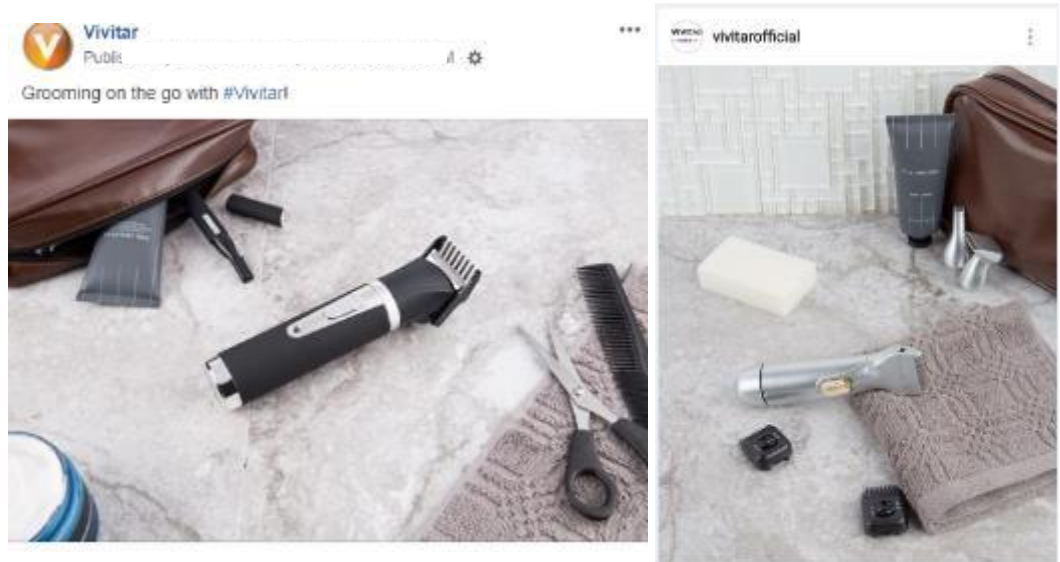
- PPC Digital Ads
- Banner Ads
- Product Demo Videos
- Social Media

- **Public Relations**


- Aggressive Media Outreach and Product Reviews
- Influential Blogger Campaigns
- Syndicated News Articles
- TV Satellite Media Tours


- **Retail Marketing**


- Point of Sale Marketing
- Billboards Major Markets
- Pandora Internet Radio
- Interactive Demos
- Displays/Signage
- Circular Advertising
- Enhanced Content on Ecommerce Pages




# MARKETING INITIATIVES

  
35K Fans

  
3.7K followers

  
7.8K followers

  
1K subscribers

Social Media Stats



**Total Estimated Viewership:** 14,414,110

**TV & Radio Audience:** 12,045,196

**Website Audience:** 1,268,964

**Total Airings:** 2,582

**TV Airings:** 1,470

**Radio Airings:** 1,100

**Internet Airings:** 12

## Dads and Grads

### Morning Show TV Reviews

**Total Estimated Viewership:** 18,803,870

**TV & Radio Audience:** 9,970,209

**Website Audience:** 8,833,462

**Total Airings:** 3,024

**TV Airings:** 1,012

**Radio Airings:** 2,100

**Internet Airings:** 13

## "O-M-Gifts for the Whole Family"

### Morning Show TV Reviews



# TRADESHOWS WE ATTEND



Beauty Show



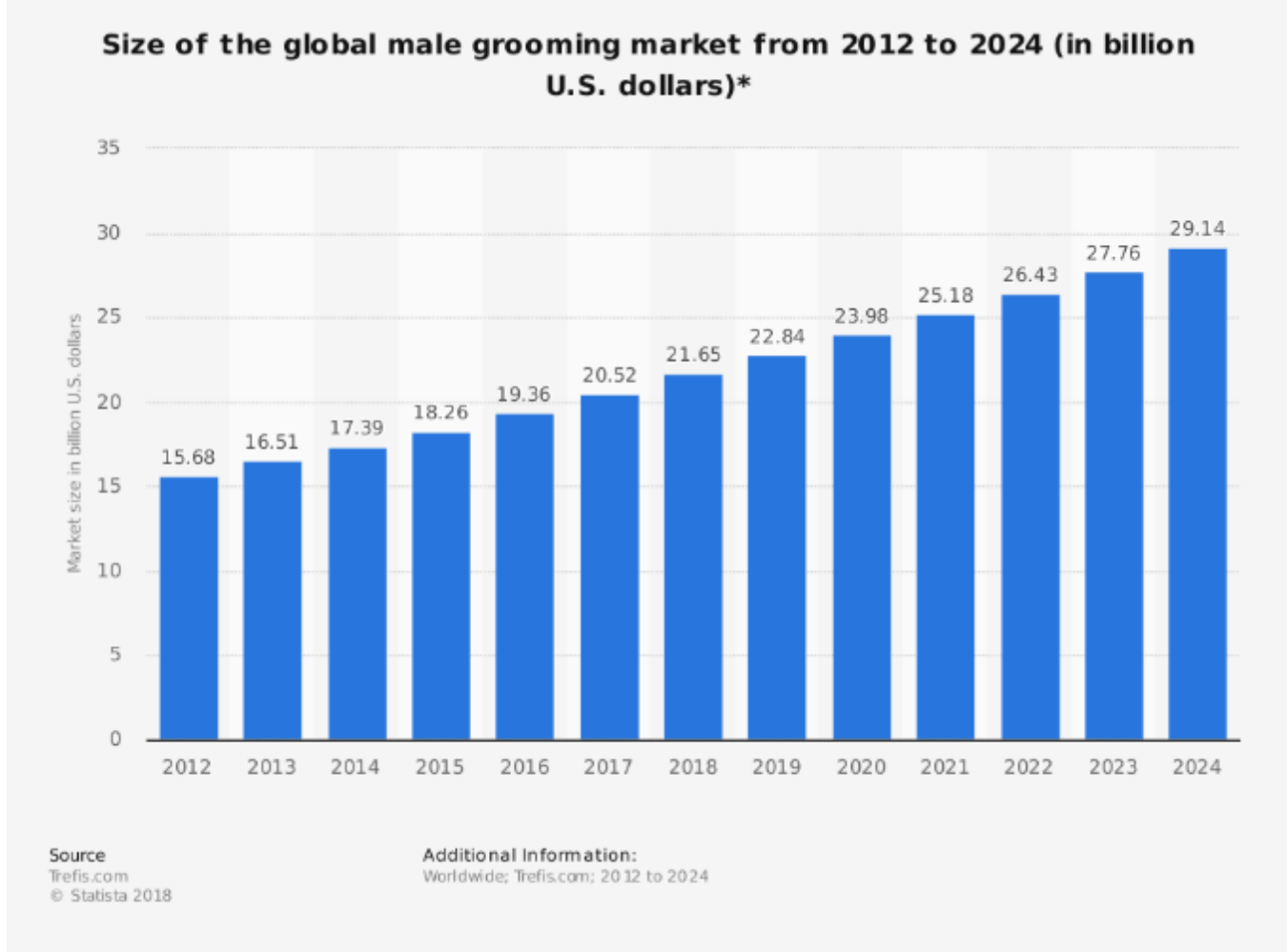
Housewares



ASD Spring



CES



- Men's Grooming market size is steadily increasing with a projection of \$29.14 billion by 2024.



**PGV002-NOC-STK-6**  
**UPC: 021331946485**  
**Case: 0/6**



**PGV002-RED-STK-6**  
**UPC: 681066495759**  
**Case: 0/6**



**PGV003-NOC-STK-6**  
**UPC: 021331866820**  
**Case: 0/6**



**PGV003-RED-STK-6**  
**UPC: 681066809365**  
**Case: 0/6**

# VIVITAR TRIMMERS & GROOMING



**PGV004-NOC-STK-12**  
**UPC: 021331200488**  
**Case: 6/12**



**PGV004-RED-STK-12**  
**UPC: 021331865274**  
**Case: 6/12**



**PGV005-NOC-STK-6**  
**UPC: 681066710876**  
**Case: 0/6**



**PGV005-RED-STK-6**  
**UPC: 681066831465**  
**Case: 0/6**



# VIVITAR CLIPPING & GROOMING KITS



**PG6000-BLK-STK-6**  
**UPC: 681066713990**  
**Case: 0/6**



**PG6000-RED-STK-6**  
**UPC: 681066981153**  
**Case: 0/6**



**PG0204-NOC-STK-6**  
**UPC: 681066810880**  
**Case: 0/6**



**PG0204-RED-STK-6**  
**UPC: 681066427866**  
**Case: 0/6**





**PG6020-NOC-STK-6**  
**UPC: 681066527627**  
**Case: 0/6**



**PG6034-NOC-STK-6**  
**UPC: 681066952962**  
**Case: 0/6**

# VIVITAR SHAVERS AND TRIMMERS



**PGV002-ORG-STK-6**  
**UPC: 681066600511**  
**Case: 0/6**



**PGV003-ORG-STK-6**  
**UPC: 681066801727**  
**Case: 0/6**



**PGV004-ORG-STK-12**  
**UPC: 681066408827**  
**Case: 6/12**



**PGV005-ORG-STK-6**  
**UPC: 681066934500**  
**Case: 0/6**



**PG0204-ORG-STK-6**  
**UPC: 681066167953**  
**Case: 0/6**



**PG6000-ORG-STK-6**  
**UPC: 681066873465**  
**Case: 0/6**



**PGV016-BLK-STK-12**  
**UPC: 681066591888**  
**Case: 0/12**



**PG6100-NOC-STK-6**  
**UPC: 681066280256**  
**Case: 0/6**



**PGV011R-BLK-STK-6**  
**UPC: 681066653623**  
**Case: 0/6**



**PG8000-BLK-STK-6**  
**UPC: 681066989739**  
**Case: 0/6**





PG6600-BLK-STK-6  
UPC: 681066001400  
Case: 0/6



**PG6015-NOC-STK-6**  
**UPC: 681066230671**  
**Case: 0/6**



**PG6200-NOC-STK-6**  
**UPC: 681066845691**  
**Case: 0/6**



**PG5000-NOC-STK-12**  
**UPC: 681066970829**  
**Case: 6/12**



**PGV234-BLK-STK-24**  
**UPC: 681066331811**  
**Case: 6/24**

# VIVITAR TRIMMER & GROOMING KITS



**PG6300-NOC-STK-12**  
**UPC: 681066153482**  
**Case: 6/12**



**PGV044-BLK-STK-12**  
**UPC: 681066922866**  
**Case: 6/12**



**PGV044-GMG-STK-12**  
**UPC: 681066825358**  
**Case: 6/12**





**PGV036-NOC-STK-6**  
**UPC: 681066240434**  
**Case: 0/6**



**PG8921-BLK-STK-6**  
**UPC: 681066313756**  
**Case: 0/6**

# CORDLESS SHAVERS/TRIMMERS



**PGV320-NOC-STK-6**  
**UPC: 681066018217**  
**Case: 0/6**



**PGV330-NOC-STK-6**  
**UPC: 681066018194**  
**Case: 0/6**



**BL004-NOC-STK-24**  
**UPC: 681066052877**  
**Case pack: 24**



**BL600-NOC-STK-12**  
**UPC: 021331053077**  
**Case pack: 12**



**BL003-NOC-STK-24**  
**UPC: 021331053060**  
**Case Pk: 24**



**BL002-NOC-STK-24**  
**UPC:021331053053**  
**Case:24**



**BL206-NOC-STK-12**  
**UPC:681066051634**  
**Case pack: 12**



**BL205-NOC-STK-12**  
**UPC:681066052860**  
**Case pack: 12**



**BL585-NOC-STK-12**  
**UPC:681066051689**  
**Case pack: 12**



# VIVITAR PREMIUM CORDLESS SHAVERS AND TRIMMERS



**PGV525-NOC-STK-6**  
**UPC: 681066018224**  
**Case: 0/6**



**PGV535-NOC-STK-6**  
**UPC: 681066018200**  
**Case: 0/6**



**PGV565-NOC-STK-6**  
**UPC: 681066023532**  
**Case: 0/6**

# REALTREE CERTIFIED VIVITAR CORDLESS SHAVERS



**RLT320-CM-STK-6**  
**UPC:681066036884**  
**Case:6**



**RLT330-CM-STK-6**  
**UPC:681066046272**  
**Case:6**



**RLT525-CM-STK-6**  
**UPC:681066038314**  
**Case:6**



**RLT535-CM-STK-6**  
**UPC:681066036914**  
**Case:6**



**PG6209-NOC-STK-6**  
**UPC:681066040300**  
**Case:6**



**PG6316-NOC-STK-12**  
**UPC:681066038574**  
**Case:12**





**PG6800-NOC-STK-12**  
**UPC:681066044759**  
**Case:12**



**PGV035-NOC-STK-12**  
**UPC:681066038277**  
**Case:12**





**PGV058-NOC-STK-6**  
**UPC: 681066022818**  
**Case: 0/6**



**PGV465-NOC-STK-12**  
**681066038260**  
**C/P:12**



**PGV625-NOC-STK-12**  
**UPC: 681066033517**  
**C/P: 12**



**PG7000-BLK-STK-6**  
**UPC: 681066704646**  
**Case: 0/6**



**PG7000-BLU-STK-6**  
**UPC: 681066630228**  
**Case: 0/6**



**PG3038-BLK-STK-6**  
**UPC: 681066018019**  
**Case: 0/6**



**PG6028-NOC-STK-6**  
**UPC: 681066017852**  
**Case: 0/6**



**PGHV002-RED-STK-6**  
**UPC: 681066279007**  
**Case: 0/6**



**PGHV003-RED-STK-6**  
**UPC: 681066495742**  
**Case: 0/6**



**PGHV004-RED-STK-12**  
**UPC: 681066417799**  
**Case: 6/12**





**PGHV052-NOC-STK-6**

**UPC: 681066980682**

**Case: 0/6**



**PGH6020-NOC-STK-6**  
**UPC: 681066533802**  
**Case: 0/6**



**PGH6034-NOC-STK-6**  
**UPC: 681066649534**  
**Case: 0/6**

# VIVITAR MEN'S GROOMING ESSENTIALS ENDCAP





# VIVITAR HOLIDAY SERIES DISPLAY

