

Mike Shields (3s):

Hey guys, this is Mike Shields. And this week on Next in Marketing, I got to talk to Gabby Cohen, Head of Brand Marketing in Harry's. Gabby talks about the company's focus in influencer marketing. And her team's arduous vetting process for deciding who to work with. Gabby also discussed how she sees marketing evolving at TikTok, and the key differences between that platform and Instagram. And why Harry's is still bullish in old fashioned radio. Let's get started.

Intro to Next in Marketing (24s):

Everything we know about the media, marketing, and advertising business is being completely upended, thanks to technology and data. We are talking with some of the top industry leaders as they steer their companies through constant change. Welcome to Next in Marketing. Presented by AppsFlyer.

Mike Shields (44s):

Hi everybody. Welcome to Next in Marketing. My guest this week is Gabby Cohen. You are the Head of Branded Harry's. Is that right, Gabby?

Gabby Cohen (50s):

Yep, that's correct. We're working on a bunch of different things for Harry's. We'll go with head of brand today.

Mike Shields (56s):

Alright.

Gabby Cohen (57s):

Sometimes, I'm a head of email.

Mike Shields (58s):

Head of anything sounds very powerful.

Gabby Cohen (1m 0s):

Yes.

Mike Shields (1m 0s):

So I would just go with that. But it is interesting, you say that because I always lump you guys in -- First of all, you just got there, correct?

Gabby Cohen (1m 9s):

I'm a boomerang. So, I joined, I helped to launch their women's brand Flamingo in 2018, as a project. And came back to work on a bunch of different projects now.

Mike Shields (1m 19s):

Okay.

Gabby Cohen (1m 20s):

So, I am a what we call a boomerang.

Mike Shields (1m 22s):

So, it said, they liked you. They liked your work, they brought you back. It's exciting.

Gabby Cohen (1m 26s):

Yes. We call it a mutual love affair, I guess.

Mike Shields (1m 28s):

Right. But it struck me that your title. Because I always lump you guys into those DTC guys, the subscription companies that maybe don't have brand. People don't think about brand as much. I'm sure that's a narrow view, but is this a new role? And maybe talk about why they'd have that role?

Gabby Cohen (1m 45s):

You know, so I think what's interesting. So I've come in to sort of work on a bunch of different projects. And we're building it out somewhat as we go along. But my biggest area of focus is helping to support all of our new brand launches. And so really thinking about how those brands come to life and show up in the world. And then supporting our existing brands. So, you know, we have now Flamingo, and Cat Person, and Headquarters, and of course Harry's, and just really helping to support those brands from a, you know, certainly brand look feel communications perspective, and how they show up in the world. And then helping to build out a corporate communications function. So my job is changing somewhat on a daily basis. But really, it is around building these holistic brands that we create products that people like more and finding ways to connect with the consumer.

Mike Shields (2m 29s):

So, does that mean you're not one of these folks? Like, I remember, I go into an IB conference on for the DTC world. And I think it was a guy from Hubble Contacts was talking about. How he's like, he's obsessively looking every second at the performance of every dollar and every medium. And he's like, you know, getting his hands dirty and optimizing. And I know that you guys are probably very focused on customer acquisition. But does that mean you're not doing that stuff?

Gabby Cohen (2m 53s):

So, we have a team that does that. That is not my focus. My area of focus is like brand storytelling, and how do we break through the clutter? And how do we connect with our consumer in unique and different ways? I am someone who like loves to think, like I am the consumer. And if I was that consumer, how would I want

to be communicated to? And so it really is, we have great teams that do that. I am more focused on the sort of macro brand storytelling.

Mike Shields (3m 18s):

How do you balance that there? How does the company balance that? When I would, I assume it's very performance driven, that, you know, the need to tell stories that, is that totally divorced from the metric side of the business or and you do your own thing? Or how does it work?

Gabby Cohen (3m 31s):

No, you know, what we work together. And I think that's what's so unique about the Harry's organization is that it's all about building around your strengths and then supporting each other where you're not the strongest. And so, like, I am by no stretch, you know, a homegrown performance marketer, but we have amazing people who do that. But where I can sort of come in and help build is really around storytelling, and is around the customer journey, and is around breaking through the noise, and is around newsacking. And so for me, it's a real compliment to what I can do. And they're great at things that I'm not great at.

Mike Shields (4m 2s):

So, is that does that mean, is it a more traditional? Like, you're going to help them make TV spots and magazine ads, radio ads? Or you're going to get dive deeply into branded content? Like what kind of things are you focused on right now?

Gabby Cohen (4m 13s):

So, it's both. I mean, it's how we're working with influencers. I think that's a big area of opportunity for all the businesses, and how do we do that for, you know, from a storytelling perspective. And then how do we use that content on, you know, on paid? Right? So, I'm working very closely with the paid team. On like, how do we take our whether it's earned, an owned, or paid, you know, paid content, sponsored content and use that to drive acquisition. And then of course, yes, if we're going to do, what are we doing if we want to do a TV spot, where should we do it? And how should it look? And who are the partners that we should work with? And then certainly comms. Like, I work really closely with the teams on press. But it's a little bit of everything. I wouldn't say it's like, it's not, like, I'm only working on paid media and out of home, right?

Gabby Cohen (4m 55s):

So, what I really love about it is, that it's not just one thing.

Mike Shields (4m 58s):

Right. Like you're not just in charge of the brand money. And that's like a totally different job. You're actually, I think it's probably unusual maybe not that you're connected with the comms group. I think that's interesting.

Gabby Cohen (5m 8s):

Yeah, I mean, we basically call it integrated marketing communications, right? So it's not. And that's how the team is really structured on the work that I'm doing. And so it can touch everything from internal communications to press, to thought leadership, and then to our social, and email. So it's not just one channel. And I think what I really love the most is that, like, what are the messages that we want to tell? And to whom do we want to tell them to? And then we sort of figure out the channel.

Mike Shields (5m 36s):

So, I know you've only been there for a couple months, but I think it's... I mean, you've got it, we have to have the pandemic question every session. But I think, you know, now we're almost a year into this. What can you say about what happened to your... the company, the marketplace that you saw? You know, and then maybe, and I don't know, if you have any foresight about where things are headed now, that we think we're turning a corner. Again, obviously, everyone shops from home or things like that. But what do you, what are you guys seeing? I mean, what's coming? What's next to come?

Gabby Cohen (6m 2s):

You know, I think what's been really interesting is that, you know, brands like Harry's, and Flamingo, and Headquarters, for example, like people are spending more times and more time on taking care of themselves, and of course doing it at home. And so Flamingo, like our wax strip sales, like you know, were a huge hit, because women were not going to the salon to get waxed, right? And, you know, men still are grooming. And they are, you know, I think people are experimenting more in terms of self-care. People are taking more and more showers now than they ever were. So, root care, which is Headquarters is a top of mind, no pun intended. In that, like people want to do things that are more around holistic wellness for both their, you know, in beauty and in health, and Harry's has a real opportunity there.

Mike Shields (6m 44s):

I know this, I sounds like I'm kidding, but I'm not. But has the beard, the COVID beard boom hurt the categories? If you guys, have we seen that. Does it matter?

Gabby Cohen (6m 53s):

You know, I don't -- and no. And I think there's still grooming around the beard, right? You know, I think it's --

Mike Shields (6m 57s):

Yes.

Gabby Cohen (6m 58s):

--there's the beard but then there's the like the beard oils. And there's still, you know, we have just launched the shaping. We also just launched a antiperspirant deodorant, which has been requested for Harry's customer by over 1400 people. You know, they were dying for the sense that we've sort of created and now we have an antiperspirant deodorant. We also launched in the last year, anti-dandruff shampoos. So, it's, for

us like we're also multi-category. And so if people are -- and, you know, and people are still shaving, there's no question. There's just it's a potentially for some customers with different kinds of shaving or different kinds of grooming. But we have so many products and so many ways to connect with the consumer, especially, you know, even if they're like, you know what, screw it. I'm not shaving for a while.

Mike Shields (7m 37s):

Right, universification of brands is a real asset once in life that's going on.

Gabby Cohen (7m 41s):

Yep.

Mike Shields (7m 42s):

Okay, let's talk about some of the bigger macro things going on in the industry. I got, you're not the performance advertising person, but you probably know this space well enough. How much is your company? There's like the three prong thing that's happening to digital advertising, which is I think, regulation in many forms, Google's doing the cookies, and what Apple is doing eventually to the way you can target through IDFA. How much of that is like a top of mind at your company? Everyone, we got to find a new strategy, we got to figure out, are you fine? Is it just shifting tactics? Like what is it like for you guys?

Gabby Cohen (8m 17s):

You know, I think for the team that really focuses on it, we're constantly testing new things, right? Because I think to put all your eggs in one basket, or have one channel that you're just focused on. Like, you know, even like Instagram, the algorithm can change and your entire strategy has to be upended. And so they've done a really good job at staying agile, and testing into new things. So, we're not, you know, we don't have all our eggs in one basket. And I think that's sort of the art and science of performance marketing, right? It's not all one thing. It has to be a multitude of many things that come together, and they're fantastic at doing that.

Mike Shields (8m 51s):

Well, I should, I want to start earlier with this. What is your mix look like marketing wise? Like, you know, is it... I think, again, with DTCs people assume it's 90% social, it's mostly, you know, it's Instagram and Facebook. I'm assuming it's not. What does it look like for you guys, right the moment?

Gabby Cohen (9m 5s):

You know, you have to remember that we also, were deep in retail. So, we are in...

Mike Shields (9m 10s):

Right. Target, right.

Gabby Cohen (9m 10s):

Target, and Walmart, and in some locations, CVS, and Kroger. So, this is not a street DTC business by any stretch. I mean, we started as DTC. But we are, you know, also a multi-retailer brands, and brands. Right? So, the Headquarters was launched as a partnership with Walmart. So, it was available DTC the same day it was available in Walmart. So, it really depends on: A. the product, right? Because there's certain things that are not available in some retailers and that we push just on DTC. And some where we have mass availability in retail. And so it really, it's very specific based on both the brand, and then the category within the brand.

Mike Shields (9m 50s):

Yeah, I think I want to say I heard you guys do a radio spot. I think I was listening to a nickname or something and that surprised me.

Gabby Cohen (9m 56s):

Yeah.

Mike Shields (9m 57s):

But I guess that makes sense to where you're just describing that and you're all over the place.

Gabby Cohen (10m 1s):

Especially, for Harry's radio and podcast is big.

Mike Shields (10m 3s):

Interesting. Now, how do you -- I got it. I know you are not a our performance person.

Gabby Cohen (10m 7s):

Yeah.

Mike Shields (10m 7s):

But how do you figure out? How much of measurement, and ROI, and just trying to gauge how all this stuff is working is a big part of your life? And how challenging is that with all that, with you're on so many different channels, with so many different vehicles and avenues for tracking this stuff?

Gabby Cohen (10m 21s):

You know, I think it has to be a constant feedback loop, right? I think we have to, we also have to give things time to test and learn. And so we don't, we're not one and done. I think we're really good about like really digging into things and making sure that like we've tested them too as much as we need to, to understand if it's working or not. But we have a great analytics team that's focused on the KPIs of each channel.

Mike Shields (10m 46s):

When you work with influencers, again, it's probably gonna vary by brands.

Gabby Cohen (10m 50s):

Yeah.

Mike Shields (10m 52s):

Can you talk about how you get, how do you find the right people and figure out who -- because I for a time there were a slew of companies that were trying to almost bring programmatic elements to or some kind of predictability to the influencer world, it's not easy. And I think every platform is different. Every platform is different talent that pops are different metrics. How do you find the right influencers? And then how do you make sure that your brand is protected? And they're delivering? What's that process like?

Gabby Cohen (11m 17s):

It's an arduous vetting process. And I think, for me, in my experience, the only way it works is if you literally go one by one, and you look at each person individually, and you do research on their channel, and understand who they've worked with before, and understand their ROI, and understand if they can accurately speak to your brand. And so, I personally don't love just like working from an algorithmic perspective on influencer. I think these are humans. And that's a really hard way to work with them. And to understand who's right for your brand. So, you know, I've worked with, whether it's in house or with agencies that really help us build custom lists of people who we're really excited to partner with. And again, it's a partnership.

Gabby Cohen (11m 57s):

And so it's a give and take. And we, you know, you can write briefs, but they, you know, you have to let people be themselves and make space for that. And I think that's part of the magic of a really great influencer partnership is letting them be their own person, within your brand guidelines.

Mike Shields (12m 12s):

Do you think you guys are unusual in that respect? Because you'll hear about brands that will do, you know, put out a brief for 1000 influencers and kind of see what happens, and then they run into problems? Like, you know, because what you're describing is almost like, it's not the same as getting a celebrity endorsement. But it's pretty hand crafted. Right? Like, how? Do you think that's typical?

Gabby Cohen (12m 30s):

I think brands go in different stages on this. I think sometimes the more freedom you give the less, it's a little bit more, you know, throw a spaghetti against the wall and see what sticks. And I think you just have less creative control. And there's less of a system of checks and balances. I think that there's a lot of brands who do it the other way, and they just want mass, right? And so we sort of look at like, how do we get great reach, but quality reach? And I think for me as a marketer, I prefer that versus a little bit more of an open market.

Mike Shields (13m 2s):

And are you working with influencers on a specific platform? Are you doing you know, a handful of TikTok, a handful in Pinterest, a handful on Instagram? Is it all over the place?

Gabby Cohen (13m 9s):

Mostly Instagram and Tiktok.

Mike Shields (13m 11s):

Okay, interesting. And to those...? Do they have very different natures the kind of people they work with on each one?

Gabby Cohen (13m 18s):

I mean, it's more around different audience, right?

Mike Shields (13m 20s):

Yeah.

Gabby Cohen (13m 20s):

So, I like to think about. I work like, I've like, who are we trying to reach? And then through which channel are we trying to reach them? There's, you know, certainly I don't think it's like, there's a lot of crossover between whether it's stories and TikTok, right? Like I think there's, it's more around personality, and then some of the content is very similar on channel.

Mike Shields (13m 40s):

Yeah, the advertising tactics on TikTok and Instagram are pretty close cousins, I would say. And some of the talent and age. I think the maybe the, I guess the demographics are a little bit older, but depending on what vehicle you're using. But they would seem to be complimentary, I would say.

Gabby Cohen (13m 55s):

I also think TikTok is starting to skew a little bit older. Like I do think that it's widening, not even skewed, but it just widening its audience.

Mike Shields (14m 3s):

Have you found with TikTok, yeah, I think you're right. I think so many more people this, the year discovered it because we're home. And it's...

Gabby Cohen (14m 9s):

We have nothing else to do.



Mike Shields (14m 11s):

It's breaking through the culture.

Gabby Cohen (14m 13s):

Yeah.

Mike Shields (14m 13s):

It doesn't intimidate. Maybe it's like, I think in the early days of snap, older people were like, I don't want to deal with this thing. But have you, in terms of advertising vehicle, from what I know, it's still... there's still some awareness with certain brands. And there's also like, I don't know that you can just like plug into a TikTok API and do all the things you like to do. Where are they in that evolution?

Gabby Cohen (14m 34s):

And we are still in the middle of that journey. For us we're really using it as like a content platform. And so partner with people for it was strictly for content versus advertising at this.

Mike Shields (14m 44s):

Right. Yeah. And I it's funny, I wonder, we're... I'm getting us on a tangent. But I wonder if you're ever gonna go that way? Do they want to become like this walled garden commerce vehicle, or are they going to just use what they're good at which is really powerful entertainment and talent?

Gabby Cohen (14m 55s):

I think that there's a sense of -- Listen, I don't know enough of like how their workings internally but I do think there's a sense of that, like, you know, you don't want -- do you want to be an advertiser? Or do you want to be a content creator in that platform?

Mike Shields (15m 6s):

Yeah.

Gabby Cohen (15m 7s):

And that's a really big question. And I think there's a lot of ways to monetize it. It just may not be through advertising.

Mike Shields (15m 13s):

Okay. Oh, let's step back. So I mentioned, you've just gotten back to Harry's after being gone for a little while. You were at Rent the Runway previously.

Gabby Cohen (15m 21s):

Yep.

Mike Shields (15m 21s):

What was that experience like? Especially I have to imagine their world got rocked a little bit last year. That whole concept is dependent on in person, right? So what was that whole journey like, over the last year there?

Gabby Cohen (15m 35s):

I mean, so, you know, it was, to me it's still an incredible organization that's really up ending help people get dressed, right. It's like the whole concept of like, you're not buying things. You're like using a shared closet with the world. And I still think there's gonna be a real opportunity for them as the world comes back. But certainly, you know, I think our tactics were very much around moving people from canceled to pause, right? Like, how do you just keep people part of your pipeline? Like, we were really honest with customers. Like we weren't, we recognize that, like, they didn't have the reason to use the service, right? And at that point, our business was almost 90% subscription, which was our every day, sort of work wear, we can wear product versus the occasion based rental, which of course took a hit as well, because people aren't going out, and for weddings and things like that.

Gabby Cohen (16m 21s):

But we were really trying to be creative on like, as people started to move events virtually, and celebrate whether, you know, not in person, but on Zoom. People still wanted to get dressed. We saw an uptick in rental of tops because of Zoom. People still wanted to look professional from the waist up.

Mike Shields (16m 38s):

Nobody wants pants.

Gabby Cohen (16m 38s):

Nobody was wearing pants. They were just wearing shirts. But so you know, I think it was a really interesting time and a really interesting pivot. But there's no question that was top, right? I think there was a the business very much slowed, and that people weren't leaving their homes and forget about leaving their homes. People were just scared for their lives, right?

Mike Shields (16m 58s):

Yeah.

Gabby Cohen (16m 59s):

Going back to their early March time. I mean, it was like, I also think it was just not the top thing on their list to even deal with, right. It was like, I gotta figure out what I'm doing. Where I'm living.

Mike Shields (17m 7s):

Yeah, that's it's so leisure that so going out. Where, you know, at the time when everyone was pulling in, and I'm not even thinking about those things were just challenging. Is there going to be a reevaluation? You mentioned that like that there were subscription based Harry's as this subscription product. There's a lot of DTCS that have tried to become the, you know, you get your socks delivered every month kind of thing. I wonder it, it's really hard to tell. But what happens post COVID, you know, we've had such a uptick in shopping from home, which is good. You seemingly good for that category. But are people going to gravitate toward marketplaces more? Where they buy all their food from one, you know, online vendor. And everything else from Amazon or somebody else.

Mike Shields (17m 47s):

Like are we going to have a subscription re-churn, re-evaluation period? If that makes any sense?

Gabby Cohen (17m 55s):

I actually think people have probably gone through that already to a degree.

Mike Shields (17m 58s):

Yeah.

Gabby Cohen (17m 58s):

You know, like, I think you're more -- I know that like I'm home. I have more time to spend. I'm more cognizant of what I'm spending on, right? And so like, I personally have already done a subscription reevaluation. Like, what are the things I really need automated and coming to me regularly? And what are the things that I don't want? You know, I do think there is an ease of use of subscription in many ways. And I think as people get busier or get enough, or say they're not busy, but leave their homes more, there will be like the evaluation of the things that you just don't want to think about. Right? Like, what are those things? And then what are the things that like I actually there, I think there's been a reevaluation of actually enjoying the hunt, right, of like, the process of looking for the thing, that is going to make you happy and the thing you want to own. And I think there is that like, I think call it the Amazon verification of the world of like wanting to find unique things that you want to own forever.

Mike Shields (18m 45s):

Yeah, it's so hard to see now to like... Okay, are we gonna, I'm getting off topic again.

Gabby Cohen (18m 51s):

Yeah.

Mike Shields (18m 51s):

But when we're all, when the world's vaxxed in six months and things feel good, hopefully, are people going

to go crazy? You want to go? I mean, there's going to be the economy recovery, that's gonna be hurting affect a lot of people but there's also going to be a pent up demand to celebrate and socialize. And does everybody reassess in their art? Do we start seeing people, you know, going out and like the shopping hunt become something they want to do socially again? Are there all those kind of things? It's just hard to say, I don't know.

Gabby Cohen (19m 18s):

I mean, I don't even know that it's not happened yet. I mean, I go to Walmart and Target at night just to like get out of my house, right? Like, it's truly. Like it's my escape.

Mike Shields (19m 27s):

Oh, yeah.

Gabby Cohen (19m 27s):

And so I do think people are doing.

Mike Shields (19m 29s):

Do you want to make an <crosstalk>? Yes, I'll do it.

Gabby Cohen (19m 31s):

Literally, I was like, you need milk. I'll be, I'll go right now. But I so I think it's already happening. And I do think that like certainly as it feels safer, people are going to go out more and enjoy that experience because we've been so void of it, right? There is that like get back into stores and pick your products and that's part of your sort of leisure time. So, I think that it will swing back. I mean, people are saying it's gonna be the roaring 20s again. Like I do think people are gonna want to go out. And I think there's gonna be this like, you know this sort of reconvening of people in a big way. I just think people are going to really be, they're going to spend differently. You know, I think that people, I find that even me as personally is just going to be more thoughtful about the things that I'm spending on.

Gabby Cohen (20m 13s):

And maybe it is more on experiences again, right? And more on doing things because we've been stuck at home for so long.

Mike Shields (20m 18s):

Right. Which was you already seen that generationally with millennials that's the stereotype. They don't want to buy stuff. They want to be out and do things. It's gonna be, yeah, the psychological effect of all this might push us all there, which gonna be fascinating. Okay, let's talk about, I like going through your different stops in your career. What about you were also really, really early employee at SoulCycle, which is fascinating. So maybe, let's talk about, what that was like? Obviously, that's another business that's been hit by a couple

different factors. What was it like getting there, and then maybe talk about the bigger stories that went on while you were there?

Gabby Cohen (20m 52s):

Early on, it was such an interesting time to be there, right? Like, I think people forget that I, part of my job was to explain why people should pay for something that they got for free at their gym, right? Like this was early days of boutique fitness, but it rarely existed. So it was really around mass behavior change.

Mike Shields (21m 9s):

So how do they explain that to you? Like, we're gonna start this thing. And it's going to be, we can argue spin classes, but it's going to be totally different. Well, how they?

Gabby Cohen (21m 17s):

Well, so, I had joined there was already, I was there at Studio for. So, they were past proof of concept. And I had heard about it, but I'd never been. But the idea was like, "Oh, it's like yoga, but on a bike. And it's like a dance party in the dark. And it's \$30 a class." and I was like, "Alright, well, you know, I like to work out. So let's see." And, you know, I fell in love with the mission. And I fell in love with the founders. And so, I truly got behind it because of that. And the experience in the room was phenomenal. And to me, it was like, "If the experience is that good, I can sell this." And that was really what sort of the reason I came over and it was, you know, certainly one of the best decisions I've ever made. And it was really around building, right. There was no market for it.

Gabby Cohen (21m 58s):

And so we were creating a marketplace that didn't exist. And that was incredibly interesting at the time. And again, it was like really, really around mass behavior change of why people should pay for something that they thought they could get for free.

Mike Shields (22m 10s):

And then of course, they went through a wild ride, I think with the Trump backlash. Were you there for that period? And what was that? How did you guys tactically deal with it?

Gabby Cohen (22m 22s):

I had left. I left in April of 18, after about eight years. And you know, I think they, you know, it's a tough spot to be in. I didn't envy where they were. And I think it's really hard to decouple yourself from an owner, but the businesses are quite different. And run really separately.

Mike Shields (22m 39s):

Right, right. Let's just come back to Harry's a little bit. What are you seeing? I'm curious, and we're talking about, we're trying to speculate about the world and how things are gonna evolve. What's going on industry

wise? Like, do you have a feel for -- you know, there seems to be pretty decent enthusiasm in the market that spendings, brands are going to spend this year. Maybe it's gonna be held back a little bit to the second half of the year. But it seems like there's some positivity, yet there's just massive disruption happening in so many big categories, especially traditional media. Like what's your feel for the market right now?

Gabby Cohen (23m 10s):

You know, I think that, my thought is that brands are gonna try to do one or two things really well in the latter half of the year, and not try to do 100 things. But like, here, we have this pent up money we were going to spend, or we allocated. We thought we'd be more open at this time of the year. My thought and recommendation is that like to do one or two things really well in the latter half of the year, and instead try to do 100 different things. I think that's like, we're people are just getting back. There's a lot of messages thrown at them, and like try to break through the clutter by being really thoughtful.

Mike Shields (23m 42s):

On that note, it sounds like you're gonna like, a lot of brands are gonna stick to they know what works. But are there things this year that you're trying that are you really excited about platforms or new tactics that we should, that you think or say something about where the industry is headed, or you guys are headed?

Gabby Cohen (23m 56s):

You know, I think I'm really excited about the potential to tap back into experiential in a different way. And whether that's in your car, or you know, using parking lots. Like I think there's just like a lot of unused space that you can use creatively. And that to me is incredibly exciting. Like I love experiential, and it's something I really, really miss. And how do you bring it back in a way that feels safe and is representative and reflects the current environment?

Mike Shields (24m 20s):

Do you think experiential will always mean real life? Or do you think brands will continue to try and do like their creative things like virtual shopping parties, or I wonder how brands are going to clubhouse and things like that?

Gabby Cohen (24m 31s):

I think it's both. But I think we're tired of virtual. I'm exhausted from virtual. I think the suck. Listen, I think clubhouse is awesome. And like I appreciate the many different ways to connect with people virtually but I miss being with humans. And whether that's next to me in a car or whether that's outside somewhere that feel safe, but like I personally missed that and I can't imagine that other consumers don't.

Mike Shields (24m 53s):

You know, I was joking with somebody. But I would like I'd kill to go to like an IAB Ad up Summit. I got, I would kill to go to a cocktail party and be around people. Like, it's, I don't know how long I've been trying to

clubhouse thing and it's interesting, but it feels like panels that I would see every day just hide in the hallway. I don't know how long these things are gonna last but the virtual thing will be a real test.

Gabby Cohen (25m 16s):

So a lot of information. I think I have like virtual information overload. Like there's so many different ways I can get information, I can get content, it's like.... And it to me, it's like, if someone invited me to your point to like, go hear something live in person I do that, like tenfold or versa, another virtual opportunity.

Mike Shields (25m 33s):

Alright, got it. This has been terrific. Let's wrap up on this question is, where are the areas that you're trying to increase your investment or try and prove things a little bit more effective over the past? If you're a brand that's really trying to push into this era of, you know, better accountability, is it trying to bring television to a more performance marketing space? Is trying to figure out measurement across platforms? Like what are you trying to push the industry to fix this year, if anything?

Gabby Cohen (26m 2s):

I actually think there is commerce with a purpose. I think all of us have to be more accountable to doing better. And that to me is really important is that like, there is, you know, Harry's gives 1% of all sales to mental health organizations. And they always have from the beginning. And I think we all have a responsibility to do better. And so that's where I'd like to focus. I think it not only creates deeper meaning with your customers and connectivity, but we have an opportunity to do that. And I think if this has shown anything, it's like we should spend some time on doing good and all of the work that we're doing.

Mike Shields (26m 37s):

Yeah, and what you're talking about is real tangible good in the world. Not necessarily just like great slogans. Because you know.

Gabby Cohen (26m 44s):

No, not great slogans. Like tangible good in the world. Like we have one shot and we've been tested. And this has been our incredibly challenging year for so many people. I mean, 500,000 lives lost. Like, it's, we have a commitment. We're on the other, so we're getting on the other side of this to do better for the world.

Mike Shields (26m 58s):

Right. Well, let's hope so. Let's hope we're all headed to a place where we're doing better. But Gabby, thanks so much for your time. Great conversation.

Gabby Cohen (27m 5s):

Thanks for having me.

Mike Shields (27m 9s):

A big thanks to my guest this week, Gabby Cohen, Head of Brand Marketing at Harry's. And of course my partner's AppsFlyer. If you liked this episode, please take a moment to rate and leave a review. We have lots more to bring you. So be sure to hit that subscribe button and we'll see you next time for more on what's Next in Marketing.