

# Anyone else bored of companies like Gillette jumping on the let's all hate men bandwagon?

January 15, 2019 | 263 upvotes | by [CanYouEvenCount](#)

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Here's a link to the video <https://youtu.be/koPmuEyP3a0>

I've had enough of these companies using advertisement that doesn't even relate to their product to try and make themselves seem like the good guys. They've attempted to white knight and just absolutely fucked it by presuming all men are: over masculine, sexist, rapists and bullies.

Imagine an advert for woman razors of women bitching about each other, crying, acting like a bimbo and while wearing sexualised clothing. And then having the narrator say "is this the best a woman can get? We need better." There would be absolute outrage.

Does anyone else think that we're getting to this weird point in society where men are being subject to more sexism?

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Archived from [theredarchive.com](http://theredarchive.com)

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## Comments

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broek\_325 1 points 15 January, 2019 01:28 PM\* **[recovered]**

This shit has been happening for years and won't stop anytime soon. There's an article on the BBC right now which states categorically that complimenting a woman on the smell of her perfume is sexual harassment. I shit you not.

That Gillette add features fat beta dads making it seem like boys play fighting is bad - "toxic masculinity". It also has a scene where a buff chad goes to chat up sexy Stacy, and is stopped by Tyrone who makes it clear that approaching women is "not cool".

We are being taught by the media that men should be chubby, stupid, incompetent, feminine plebs. Don't approach women, that's sexual harassment. Don't play fight, that's toxic. Don't be a man, that's bad.

Is what it is. Just be the best chad you can be and enjoy the rewards of being an actual man in a world where men are rapidly disappearing.

\_do\_not\_read\_this\_ • 20 points • 15 January, 2019 07:02 PM

enjoy the rewards of being an actual man in a world where men are rapidly disappearing.

Seriously, more women for us. We should be cheering them on.

900\_year\_old\_vampire • 7 points • 15 January, 2019 08:33 PM

this is how i see it too. if other men want to be feminine retards, or some other brand of wildly unattractive (fat, lazy, timid, whatever), i fully support that behavior. less competition. it really doesnt bother me. feminism is just a shit test on a massive scale

Crixusgannicus • 1 point • 16 January, 2019 02:41 PM

You're missing the big picture by thinking about pussy.

The only thing that keeps any society strong and free to any extent throughout history is Alpha Males. Any society which even figuratively, if not literally "exterminates" it's Alpha Males will eventually be devoured by another society which had enough sense not to do that.

\_do\_not\_read\_this\_ • 2 points • 16 January, 2019 04:11 PM

It's a good point you make.

I don't have kids or any close family, and I'm getting older, so I sort of don't care what kind of shithole people make this country into after I'm gone. But I fully understand why many need to play the long game.

Crixusgannicus • 1 point • 16 January, 2019 02:38 PM

They are counting on the following: "online buzz, whether positive or negative, rarely makes a long-term difference for a marketer since memory fades quickly." Solution: Men, keep in mind what they've done and shop accordingly. I know I will. How about you?

Pass the thought on, more than just here, but whenever, wherever, however and as often as you can. Your only choices are to either get rolled over by his sort of thing or fight back by whatever legal means necessary, whenever, wherever, however and as often as you can.

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IrishGoodbye4 • 53 points • 15 January, 2019 02:39 PM\*

The video is beyond retarded. Apparently Gillette hired one too many SJWs with liberal arts degrees in their advertising department.

But look at the downvotes and the comments on the video. It's not like everyone's jumping on the Gillette bandwagon here.

Sorry to be political, but it applies here.... To all these SJW types in marketing/media: do you really want trump re-elected? Bc it's bullshit like this weak ass video that gets trump re-elected. This is the shit people were tired of last election.

chumjetze • 12 points • 15 January, 2019 04:47 PM

Within 10 minutes, they got 6k likes and 0 dislikes. Looks to me like they're buying likes to improve the like/dislike bar. Would be amazing if there was some hacker who could track it back and proof it :)

benmarvin • 6 points • 15 January, 2019 07:23 PM

Funny thing, the dislikes and negative comments count as "engagement" and only drives more traffic to the video through suggested videos. So more people end up seeing it.

desistrategist • 3 points • 15 January, 2019 07:09 PM

I can totally agree with this. An Ex-Ad exec here (ex-WPP) and Grey Group (ex-employer) has a total female team dedicated to all P&G brands. Have worked with a lot of dumb bimbos on these accounts that ultimately I had to find a better place than work on advising them on 'male' consumer insights. Not worth the effort IMHO.

ScratchinCommander 1 points 15 January, 2019 08:17 PM\* **[recovered]**

Isn't the ad targeted to women tho? I wonder who physically buys them at the store more often, women or men. Nonetheless it's stupid from a men perspective

desistrategist • 3 points • 15 January, 2019 08:38 PM

Used to work with the brand. Primary customer is male. This wasn't a unisex umbrella brand ad (accommodating both m/f), this recent ad was 100% for male target audience (both for communication and buying audience perspective). They got it wrong this time.

P&G apparently has been convinced to educate men on "shared responsibility". Step 1 was with their #ShareTheLoad ads with Ariel (washing detergent) where the ads challenged women to NOT to laundry for their male counterparts, make men responsible for the apathy of females doing the laundry and in the last step of advertising change the gender dynamic of male doing the laundry (beta version complete). The whole process was to make men guilty of their doings.

Here is one video from the Indian market: <https://www.youtube.com/watch?v=vwW0X9f0mME>

Here is Sheryl lamenting 'guys should do their own fucking laundry'

<https://www.dailymail.co.uk/femail/article-3472171/Ariel-India-advert-encouraging-men-Share-Load-goes-viral.html>

Paralegallyblonde • 0 points • 15 January, 2019 09:21 PM

He means who PHYSICALLY buys them, like he wonders who actually goes out and purchases the razors at the store. My guess would be a lot of women do that kind of shopping for their bfs or husbands—it's easy to be like, "hey I'm going to the store need anything?" and they say yeah grab me some shaving cream or razors or whatever. Gillette's primary customer or target market is probably male, but that doesn't necessarily mean they're ultimately purchased in stores by more men than women.

desistrategist • 2 points • 15 January, 2019 09:34 PM

Not true. male shaving products (razors, gels, creams, electric razors) are bought by males themselves (95/100 instances). Been through enough focus groups, primary and secondary data, particularly APAC and African markets.

Paralegallyblonde • 1 point • 15 January, 2019 10:32 PM

95/100? Sounds fake but okay. When I worked at Walgreen's as a teen it seems like more than five mothers would buy that stuff for their sons/husbands (presumably) in a single shift, and I rarely completed 100 transactions.

desistrategist • 1 point • 16 January, 2019 04:13 AM

Personal hygiene as a category for men can be hard to understand. It might seem as a low involvement product but the decision making is very individualistic and it's not a group decision. That 95/100 is explained by 95 time buying in store vs 5 times buying online (new products which aren't available at counter). You may research for secondary data and find conclusions.

Zero\_Gravvity • 5 points • 15 January, 2019 03:37 PM

Meh, not really accurate. This shit is annoying but that's about it. It doesn't affect my life at all really. Trump won because he was anti-establishment which actually affects people.

ADInfinitum263 • 10 points • 15 January, 2019 05:29 PM

Trump won for many reasons, sjw media is one of them

chomponthebit • 4 points • 15 January, 2019 06:08 PM

Trump won because the DNC fucked Sanders in the ass. Clinton had skeletons for Trump to attack. But Sanders was Trump-proof

BPasFuck • 2 points • 15 January, 2019 07:57 PM

LOL, yes and no.

Bernie did get fucked in the ass.

But if you think he would've won, that Trump wouldn't have been able to "attack" him, you haven't been paying attention.

Bernie is weak. Has been his whole life. And he has skeletons out the ass-- you're just ignorant of

them, because you like him.

Trump would've destroyed him, same as he destroyed that weak-ass Bush in the primaries.

But, it would've never happened-- Bernie took his ass-fucking, because he didn't want Hillary and the deep-state to bring his skeletons to light. If they could get a Russia investigation on Trump, with the thinnest of pretexts-- imagine what they could've done to Bernie and Bernie's wife, based on her alleged malfeasance in higher education?

Zero\_Gravvity • 3 points • 15 January, 2019 10:44 PM

How is he weak? He fought against shit like segregated housing when it was probably way more politically advantageous to look the other way. Same thing for voting against NAFTA, the Patriot Act, and the Iraq War. I'm not saying he's a perfect man, but we don't have many politicians who are more principled than him tbh. He almost certainly would've beaten Trump, who was and still is drenched in scandal.

BPasFuck • 1 point • 15 January, 2019 11:02 PM

Let's throw everything out. And just look at his choice at the DNC.

He could:

- 1) Tell Hillary to go fuck herself.
- 2) Quit the race, and throw all his support behind her.

Of these two choices, which of these is the more principled choice? Which of these two is the choice requiring the most courage?

Zero\_Gravvity • 1 point • 15 January, 2019 11:20 PM

I agree, it was a weak decision to back the DNC after what they did to him, and I personally disagreed with it. But can you not understand why he did it?

I'm assuming you're conservative, so look at this through the lens of your own party and whichever candidate you supported. The results of the 2016 election would affect legislation for decades to come. The presidency was up for grabs as well as Congress AND a Supreme Court seat. That election was way more important than Bernie alone and he recognized that. Supporting Clinton and unifying the party was the smart play, not the principled one. And although he let many of his supporters down (for nothing in the end), that decision doesn't discredit his entire career.

And I'm sure if he was worried about his dirty laundry coming to light, he wouldn't have ran in the first place.

BPasFuck • 2 points • 15 January, 2019 11:34 PM

The big difference between our interpretations of events, I think, is that I'm much more cynical about how things went down at the DNC, and political figures' motivations in general.

Seeing swamp-hoggs like Kasich try and screw Trump in a similar fashion at the RNC, only affirms my pessimistic take-- I think. But, I'm sure I'm a minority in that respect.

It's cool-- we can all disagree on would've's, and could've's and other unknowables. However, the main thing I disagreed with in the original post I responded to, was the assertion that Bernie would've been Trump-proof.

C'mon bro. Be real. The Virgin Mary wouldn't be Trump-proof.

The man has a proven talent for seizing upon any insecurity or character flaw-- real or imagined-- and ruthlessly hammering at them.

Zero\_Gravvity • 2 points • 15 January, 2019 11:45 PM

Oh for sure, but how effective it would've been compared to how he demolished Hillary or Jeb is up for debate. I think Bernie would've weathered it because he's just as anti-establishment as Trump with the addition of knowing his shit.

But I see how people think Trump is unstoppable; he kind of is if I'm totally honest. Agree to disagree.

jrr6415sun • 1 point • 15 January, 2019 08:36 PM

Bernie would have lost easily

jrr6415sun • 1 point • 15 January, 2019 08:36 PM

Trump definitely benefits from sjws

sleepyweaselisawake • 60 points • 15 January, 2019 01:30 PM

If you disagree with the ad then let the company know by boycotting their products. Look up the company and its affiliates and let your wallet speak for you.

I\_Dont\_Type • 27 points • 15 January, 2019 01:53 PM

That's only one way to fight them. Awareness like this post is another.

sleepyweaselisawake • 18 points • 15 January, 2019 01:57 PM

I agree awareness is important, but action also needs to be taken. In this case inaction is the best strategy. I don't agree with this ad. It blames a majority of men for the actions of a few. I will be boycotting Gillette for good.

muddynips • 3 points • 15 January, 2019 04:07 PM

Awareness is just a nebulous term that allows people to bitch without doing anything. Shitloads of people are aware of issues and are still powerless to fight them without resources.

I\_Dont\_Type • 1 point • 15 January, 2019 05:43 PM

The mainstream is not aware. If this anti-men shit became a hot-topic then the companies would fall in line with their tails between their legs.

EminemLovesGrapes 1 points 15 January, 2019 02:19 PM **[recovered]**

who the f buys those over expensive disposable razors anyway.

I'm not blessed with a big beard (sadly).

But if I had I would either go with some electrical thing, go full on straight razor.

Now I get away with using bargain bin razors.

TimPartendale • 2 points • 15 January, 2019 07:15 PM

The company (P&G) also owns: pampers, crest toothpaste, bounty paper towels, charmin toilet paper, head and shoulders shampoo among *many* other things.

EminemLovesGrapes • 2 points • 15 January, 2019 07:20 PM

I looked at it too, I don't use any of their brands already.

But I also heard Unilever was a part of it too. If that's the case I'm screwed.

CaptainBW • 20 points • 15 January, 2019 01:51 PM

Not boring. I like watching companies implode under their own virtue signaling.

CryptoManbeard • 15 points • 15 January, 2019 03:51 PM

It's like they forgot that hipsters don't shave and the target market is the people that buy their product.

Wabbajak • 56 points • 15 January, 2019 12:35 PM

We already are at a point where men are subject to a lot more sexism.

The fact there is no mainstream equivalent of feminism or fat acceptance movement for men while TRP or Men's right movement is frowned upon/compared to Nazis, but at the same time female quotas for job applications are a thing as well as words like toxic masculinity are accepted and well known is enough evidence for this one-sided discourse.

Kpwn88 • 35 points • 15 January, 2019 02:06 PM\*

Who gives a shit? Their razors are overpriced and go full after 1 shave anyways. Buy Harry's

EDIT: Someone just pointed out to me Harry's is just as bad.

Looks like I'm going to learn how to use a straight razor.

Metalgear222 • 20 points • 15 January, 2019 03:12 PM

Ayyy came here to say this, they put little cute elephants on their shit. Fuck ya! I love elephants

AscensionExperiments • 17 points • 15 January, 2019 04:40 PM

See, mass media? this is the "toxic masculine" you hate so much. Being upvoted on a redpill subreddit because of cute elephants. smdh, like we're all rapists and devils

the1pope • 5 points • 15 January, 2019 02:56 PM

Yeah buy Harry's ☐☐☐

jefferson\_ • 1 point • 15 January, 2019 06:09 PM

Tbf my proglide lasts for months. You just have to take care of it and make sure you dry it after using it.

RedSkeller • 1 point • 15 January, 2019 07:32 PM

Check out Last Razor. Shit is cheap and blades last you forever.

Kpwn88 • 1 point • 16 January, 2019 05:12 PM

You got a link? I did a Google search and couldn't find anything.

RedSkeller • 1 point • 16 January, 2019 06:54 PM

Looks like they're gone now. Check out Safety Razors on Amazon, buy a 20 dollar one and the blades are cheap.

red\_matrix • 11 points • 15 January, 2019 02:39 PM

I wonder if a woke white women is behind this ad campaign? Women seem to have no idea how men interact with each other and until they understand how male bonding works, they shouldn't be allowed to criticize. Women need to stop trying to make men act like women, and understand that yes we're different and yes that means we socialize differently as well. I swear these Marxists want us all to act exactly the same and look the same, like some bleak dystopian NPC future.

xddm2653 • 5 points • 15 January, 2019 05:35 PM

LOL a woman's idea of how men interact privately is exactly the kind of vomit this video is

"Maybe if they're just nice to each other and teach each other what's right and wrong ☐" - woman with an ancient untouched cave for a vagina

Crixusgannicus • 11 points • 15 January, 2019 02:35 PM

The overall objective is to eliminate alphas or even near alphas and propagate betas and soys. Betas and soys are easier to RULE.

SeasonedRP • 6 points • 15 January, 2019 04:01 PM

I ordered a merkur razor yesterday. I had heard these razors are quite a bit better than the one I had been using for years but never got around to trying it. Reading about this ad motivated me to do so. Good job, Gillette advertising agency.

2fuknbusyorviceversa • 1 point • 15 January, 2019 09:52 PM

Why are the standard handles so short? I have a long handle Merkur and it feels not quite long enough.

[deleted] • 5 points • 15 January, 2019 04:27 PM

The worst part about the video to me is the "Young Turks" clip. Young Turks to me is a dangerous lying radical left wing news source. They deliberately get facts wrong to push their agenda and Gillette is endorsing it.

Planner\_Hammish • 3 points • 15 January, 2019 07:51 PM

A great ad would be:

Opening shot, toddler is "shaving" with dad, has a plastic razor and face full of foam. Product placement: Gillette foam, razor by dad.

Voiceover about sappy moments and how they grow up so fast.

Next shot is the kid as a 13 year old, dad gets him his first razor, it's a Gillett. Boy is super happy, hugs his dad.

Voiceover about raising his son well, and he's becoming his own man now.

Next shot: kid is early 20s and doing something good, like winning at sports, laughing with friends, or volunteering... Has a smooth face.

Voiceover about being happy about the man he has become.

chumjetze • 1 point • 16 January, 2019 07:40 AM



I hope you work in marketing, this is a very good idea

Planner\_Hammish • 2 points • 16 January, 2019 01:34 PM

Nope. It's really this easy. Too bad I'm cis white male! Negative diversity points (and ironically, their target demographic).

blimp11 • 3 points • 15 January, 2019 02:41 PM

I'm pinching myself to see if I'm dreaming.

Velebit • 5 points • 15 January, 2019 04:27 PM

While bullying and catcalling are stupid, it does try too hard to portray men in a negative way.

It reinforces the 'men suck' attitude and for that alone I will avoid their products.

masterbaterchief • 6 points • 15 January, 2019 03:02 PM

Gillette's new slogan: let's all be faggots.

yunggoose • 2 points • 15 January, 2019 03:01 PM

Just Wow.

lapeparoja • 2 points • 15 January, 2019 06:39 PM

I was inside that beast. The campaign can come across as some evil conspiracy of corporations, but believe me, it is not. What is it then? Just clueless middle managers who are ready to jump on any fad (always 6 months late at the very least) so their marketing campaigns may seem "cool" and "in touch". They always want to launch their own Nivea viral campaign and earn that promotion to upper management. It is greed+ stupidity not malice.

adonis\_syche • 2 points • 15 January, 2019 06:50 PM

Dude fuck this, I have been using a chinese manufactured electric trimmer. no thanks, don't wanna be the best a man get can anymore...im a fucking pimp, not a goddamn wimp...fucking do this to your grandpa who fought in world war with his nuts hanging out in front of the barrel....fucking tell him this shit and watch him put a gun up yo ass! men need to be men...no way around that shit..let us be men and be thankful we turned a blind eye to labor-economics and let women into the workforce...society is at fucking balanced now...my son and daughter (if ever) will have equal opportunity now...just stop already!!!!!!!!!!!!!! sexual harrasement is wrong but you a fucking shaving company!! jesus!!! do i interfere in your production plant and question the guy pissing in the shaving gel making machine? get a life u bitch

RedSkeller • 2 points • 15 January, 2019 07:34 PM

Just never forget, like I will never forget every Baby Boomer who has slighted any generation after it with their selfish intentions and their obscene standards. Gillette is likely falling by the wayside, men don't shop - women shop in most house holds. If men stoppped buying their shit, we'd see ads portraying a lumberjack building a log cabin and fucking multiple women on a bearskin rug. Don't buy their shit anymore, or ever again. Fuck them.

Oio- • 2 points • 15 January, 2019 07:47 PM

Retards running these companies need to get the message that shitting on their customers to win White Knight points from feminist hate-groups isn't going to increase their profits and revenues. Dumbfuck virtue-signalling has found its way into the board room, and it needs to find its way into the unemployment line.

scuervol • 2 points • 15 January, 2019 08:05 PM\*

Apparently we cannot approach women anymore. I agree if it was cat calling since that it is beta behaviour, but indicating that women will have to approach men for masculinity to not be "toxic"? Ridiculous.

j2T-QkTx38\_atdg72G • 2 points • 15 January, 2019 05:19 PM

This isn't just aimed at men, it's aimed at white men! Most of the heroes were minorities while all the bad guys were white. I spotted only one "boys will be boys" black guy, I guess that's as bad as they are willing to portray a black man in their ad.

Blackhawk2479 • 4 points • 15 January, 2019 05:21 PM

No, don't care.

Look at this way, the more normtards that get brainwashed with this shit, the easier it is to stand out as a *man*.

Andgelyo • 1 point • 15 January, 2019 09:28 PM

The only thing is now I'm scared to approach an attractive women and be ridiculed for it. Guaranteed my ass would be lynched by white knights for being "a man".

huggyblossom • 7 points • 15 January, 2019 12:57 PM

Well as much as I hate to say it we had 75 years without Global War and we have a nice evidence that in 3 generations humans change.

The fact is that our generation is with drama queen syndrome, porn addiction, video games addiction, reality shows and etc. shits like drugs, alcohol blah-blah.

Just look at Europe at the moment - open borders for all the African scum to join freely, an act that would be paid with bodies for each step crossed just 100 years ago. LGBT or w/e pride motion is called, now gender friendly and more and more. Huh in 1 year ago the women of the EU leaders were led by a gay...

Add the pure money interests - Saudi openly kill a resident in their embassy and the world is blind, because Trump and Putin funded nearly 2 trillion worth of weapons to Saudi...

What love for the real man do you want in the world - a real man WILL act in the time of need and this is what is not needed at the moment. So we have all those shits going on real strong.

FOR GOD SAKE - the world was obsessed yesterday will a fokin egg photo beat the like counter of the photo of a Kardashian sluts baby...

wertrax • 2 points • 15 January, 2019 04:32 PM

Add the pure money interests - Saudi openly kill a resident in their embassy and the world is blind, because Trump and Putin funded nearly 2 trillion worth of weapons to Saudi...

That resident was a intelligence spy, that's why it got killed.

bob44044 • 2 points • 15 January, 2019 05:45 PM

It didn't help the guy that was killed was an al-Qaeda agent.

knowledgelover94 • 4 points • 15 January, 2019 12:50 PM

Well, let's talk about specifically what we disagree with in it. Hopefully we can agree that in the past (and still some today) it was acceptable to sexually harass women even as an employer, and that's bad.

The main thing I had a problem with was saying that boys fighting is a problem. Of course there's a degree of violence that's destructive, but (as a daycare teacher) it's natural for boys to fight as a form of play, and having predominately female teachers that don't understand this causes us to demonize it and suppress it which is a shame.

Otherwise I don't take much issue with it. It's ok for certain behaviors of men to be criticized, provided that those behaviors are worthy of criticism.

DBOLinouttacontrol • 8 points • 15 January, 2019 02:36 PM

They basically said everything a man chooses to do is wrong. They lined up a bunch of dudes in front of grills, and made them look like they were robots. It's wrong for a man to like to grill? They showed a boss supporting his female colleague by putting a hand on her shoulder like he would a dude. That's wrong? A dude holds another man back from pursuing a woman he's interested in. So, men are villains for wanting to talk to a member of the opposite sex? The whole thing was fucked.

gimmickless • 1 point • 15 January, 2019 05:50 PM

I hate the feeling of a coworker putting their hand on my shoulder, especially if they outrank me. I'm suppressing some fight-or-flight panic if someone does that.

CanYouEvenCount[S] • 7 points • 15 January, 2019 01:27 PM

I think you're missing the point it's not that these behaviours aren't bad per say but that they're attaching these behaviours to men alone. Where if they made a similar advert using the negative stereotypes of women there would be outrage. Especially when studies have shown they are just as likely to physically abuse there male partners "But when subsequent surveys asked who struck first, it turned out that women were as likely as men to initiate violence—a finding confirmed by more than 200 studies of intimate violence."

<http://time.com/2921491/hope-solo-women-violence/>

knowledgelover94 • -1 points • 15 January, 2019 05:18 PM

Where if they made a similar advert using the negative stereotypes of women there would be outrage.

That's true, but let's not be like feminists. We can be not offended by talking about gender differences. Men are clearly the more aggressive sex (do you disagree?). Whatever study you're showing won't convince me otherwise. Men commit sexual harassment so much more than women there's really no reason why not to say it is a men's issue. We don't need to ungender issues that are drastically a bigger issue for one gender.

\_do\_not\_read\_this\_ • 3 points • 15 January, 2019 07:06 PM

let's talk about specifically what we disagree with in it.

You're letting them control your narrative. Literally, you want to have a conversation about what's wrong with how men act, because a razor blade company told you to. You're buying into the initial premise that yes, there is something wrong with how men act.

The whole thing is a slam on real men and how men are supposed to act.

knowledgelover94 • 2 points • 15 January, 2019 07:26 PM

It makes sense when criticizing something to explain what specifically is bad. You aren't really engaging with it. You're saying it's just against real men.

Do you actually disagree that sexual harassment is prevalent or that men should speak out against it? It's not good to trash something that has some good points.

red\_matrix • 6 points • 15 January, 2019 02:34 PM

Boys play fighting isn't violence, it's called male bonding. Women don't understand men at all and have no right criticizing us.

chumjetze • 2 points • 15 January, 2019 04:36 PM

I emailed the CEO of Proctor and Gamble. Chances are he doesn't even know the idiotic ad's that Gillette is putting out. <https://imgur.com/rm4Mba2>

bob44044 • 2 points • 15 January, 2019 05:17 PM

As many men as possible need to email Gillette and tell them you will no longer buy ANY of their products, because you are offended by this generalization of men. They are sexist. Unless you take a stand, not only will this continue but it will grow. Gillette is owned by Proctor and Gamble.

xddm2653 • 2 points • 15 January, 2019 05:29 PM

Just cut the cord on your cable company, I forgot what watching advertisements is like

Jaythe4th • 2 points • 15 January, 2019 01:36 PM

What a sad world we live in.

OilyB • 1 point • 15 January, 2019 06:06 PM

Fuck Gillette. Picking up a Wilkinson Sword tomorrow. Chose Gillette because my father used it.  
Not anymore.

cluelessguitarist • 1 point • 15 January, 2019 06:17 PM

Jesus whats next? Old Spice??

[deleted] • 1 point • 15 January, 2019 06:51 PM

Me too != "Let's all hate men"

Like c'mon, stop with the biased garbage

FatGordon • 1 point • 15 January, 2019 08:02 PM

Who benefits from all this bullshit, is gillette shit stirring just to sell fucking razors. I won't be buying them.

throwitdownman • 1 point • 15 January, 2019 08:43 PM

Reminds me of when they quarantined TRP, and left an anecdote to a website written by a rapist (or something along those lines).

This ad was directed by Kim Gehrig who has been accused of sexual abuse by 2 men and 5 women, allegedly when they were minors.

SJW's are hilarious, always quick to point. I know you see this feminist movement as easy PR. Quit salivating about the opportunity at gaining the moral high ground and do a background screen.

bakachelera • 1 point • 15 January, 2019 09:42 PM

He was accused my guy, but maybe he was not charged. As a man you cannot judge with accusations alone, remember that. Only feminists judge a person based on accusations.

throwitdownman • 1 point • 16 January, 2019 07:17 AM

Which person, the one who directed the Gillette ad, or the one who wrote the thing for the quarantine?

Regardless, when anyone passionately promotes a movement (such as TRP are bad, or men are evil), they should really be squeaky clean, else risk looking like a hypocrite. Whether that's fair or not, it's incredibly stupid to hire someone sketchy to be in charge of a 'pro society' project.

That's like hiring Wall Street to make an ad saying capitalism is bad. Or a BP divorce raped man to make a RP movie. Surely they could have picked someone whose image fits better.

bakachelera • 1 point • 16 January, 2019 08:09 AM

I know, right... But my point is that we should not judge anyone based on wheter if they were accused of rape. That bullshit is what feminists do. Now, if someone was *charged* is totally different.

Bing\_Bang\_Bam • 1 point • 15 January, 2019 09:28 PM

I hate shaving. When I do shave I use an electric razor. Beards are more manly.

Crixusgannicus • 1 point • 16 January, 2019 02:38 PM

They are counting on the following: "online buzz, whether positive or negative, rarely makes a long-term difference for a marketer since memory fades quickly." Solution: Men, keep in mind what they've done and shop accordingly. I know I will. How about you?

Pass the thought on, more than just here, but whenever, wherever, however and as often as you can. Your only choices are to either get rolled over by his sort of thing or fight back by whatever legal means necessary, whenever, wherever, however and as often as you can.

93125 1 points 15 January, 2019 03:17 PM\* **[recovered]**

If you watched the ad, you already lost. Stop giving losers your time and attention. Boycott the product and move on with your life.

LeoVeternum • 2 points • 15 January, 2019 08:59 PM

I watched it! I did not care about razor brands before, I do not use them a lot anyway. Now I got the message, it really worked, I would tell that effectiveness of this ad was every marketers wet dream 150%, I know not only the brand, but company behind it as well. P.s. It worked exactly opposite way as intended - I will always try to actively avoid gillette, actually I will look when deciding between 2+ products hygiene related and not sure wich to take. If one will be made by p&g I will avoid buying that!

[deleted] • 1 point • 15 January, 2019 04:07 PM

I haven't looked and I wont look. Stuff like this doesn't even hit my radar.

Your frame is totally unbreakable and shit like this is literally nothing.

cudder17 • 0 points • 15 January, 2019 05:15 PM

So why have men become so emasculated? Why is society crumbling?

Because weak men have been created with bullshit propaganda like this. This stuff matters.

[deleted] • 1 point • 15 January, 2019 05:40 PM

It's not crumbling.

Men are not emasculated.

This only makes it easier to rise above them and stand out. Through this change of culture we rise and dominate and concentrate more power by being what a man needs to be.

No matter how much brainwashing media anyone is hit with, the biological systems still strongly respond to proper right action taken and controlled by a dominant and solid male.

\_do\_not\_read\_this\_ • 2 points • 15 January, 2019 07:08 PM

Men are not emasculated.

I have men who come into my yoga class wearing women's yoga pants.

[deleted] • 0 points • 15 January, 2019 03:56 PM

I honestly couldn't care less... this idea we have to "boycott" a company is egregious. If you want to make a difference, don't entertain this nonsense.

[deleted] • 0 points • 15 January, 2019 04:39 PM

This is why I use double edged razors, works so much better than this crap

006rbc • 0 points • 15 January, 2019 05:14 PM

Toxic feminism

SidewaysCircle 1 points 15 January, 2019 03:19 PM **[recovered]**

I thought the commercial was fine there. How the fuck are they bashing men? It sounds to me like they are just calling everyone pussies and saying it's time to grow up

\_do\_not\_read\_this\_ • 1 point • 15 January, 2019 07:09 PM

"How the fuck are they bashing men"

and

"they are just calling everyone pussies"

Think on those two comments, dude.

DosKingMe • 0 points • 15 January, 2019 04:25 PM

Get woke

Go broke

binrobinro • 0 points • 15 January, 2019 04:38 PM

I use Shick razors and blades.

dagenought • 0 points • 15 January, 2019 05:25 PM

I have wanted to try <https://www.dollarshaveclub.com> for a time now looks like now is a great time to switch!!