




MARKETING



Hair Club For Men Is a Biker Thing Now

 **Hamilton Nolan** — Hair Club for Men—now called simply "Hair Club" in order to communicate to ladies that yes, you ladies are welcome here too, come right in—has made a strategic decision to turn **the vast resources of its sly marketing machine** (which created "I'm Also a Client") on a new hairless demographic: bikers (the motorcycle kind). This probably makes sense somehow.

Sponsoring *American Chopper*, touring bike rallies; it's all part of Hair Club's plan "to convey to people that this is not your father's Hair Club." Would your father have ridden a motorcycle while wearing a hairpiece? Highly doubtful. And just look at the ad above—would your father have shown off his active sports-based lifestyle and karate prowess before turning to the camera and asking, bizarrely, "Can you tell?"

Tell what?

<http://gawker.com/#/5786323/hair-club-for-men-is-a-biker-thing-now>