



GILLETTE "LEGS OF A GODDESS" TOUR

CLIENT: P&G - Gillette Venus Razor

AGENCY: Pierce Promotions

SERVICES: Concepts, Design, Fabrication, Installation



The Situation

As an authority on women's legs and their requisite grooming, Gillette Venus envisioned a nationwide search for the most beautiful legs in the U.S. P&G and their agency kicked-off their "Legs of a Goddess" campaign by naming Grammy Award-winning artist Mariah Carey the first "Celebrity Legs of a Goddess." Honoring Carey and generating buzz for the campaign, Gillette sought to immortalize Carey with a 15-foot likeness of her legs—a larger-than-life way to increase brand awareness, loyalty and publicity for Gillette Venus.

The Challenge

P&G and Pierce Promotions needed a partner to produce great legs—big, beautiful, shapely, instantly recognizable legs. They chose VEE to create a "legs exhibit" that immortalized the beauty of Mariah Carey, could travel on a five-city tour and could be installed, disassembled and packed by tour staff quickly and easily.



The Solution

The skilled designers and artisans at VEE jumped at the opportunity. Working with just a handful of photographs (and without the benefit of Mariah's actual measurements), VEE created an amazingly accurate 15' sculpture of the superstar's legs.

VEE also designed and crafted a trophy to be presented to Mariah as recognition for receiving the "Legs of a Goddess" award. Multiple trophies were created in the style of an Oscar: 1-foot tall cast polymer legs with a gold finish atop a black leaded steel base.



On behalf of VENUS and Gillette, Mariah unveiled her super-sized legs at Radio City Music Hall, New York's legendary home to gorgeous legs. The legs then traveled with the "Legs of a Goddess" tour, with contests held at Carey's concert venues in Miami, Atlanta, Philadelphia, Boston and New York.