

# Old Spice Case Study

“The Man Your Man Could Smell Like”

By: Chris Sierra & Nicole Stinson

# The Problem

## Company (Old Spice)

Old Spice is an American brand owned by Proctor & Gamble

- Offers wide variety of grooming products for men of all ages

## Situation Analysis

Old Spice launched men's body wash in 2003

- As the body wash product line expanded, so did competition

## Problem statement

By 2010 competition had become so fierce that Old Spice needed to take action

- Hired W&K advertising agency to overcome competition and create a viral campaign

# SWOT Analysis

## Strengths

- Strong Brand Reputation in global market
- Diverse Portfolio (bar soap, deodorant, etc.)
- Affordable Pricing
- Strong Advertising/ Promotional activities

## Weaknesses

- Many competitors meaning limited loyalty
- Multiple cheap alternatives

## Opportunities

- Target and earn young consumers' loyalty
- Expand product lines to tailor female customers
- Expansion into emerging markets

## Threats

- Fierce competition in body wash market
- Complaints of skin irritation causes bad publicity

# Goal

Update Brand Image

+

Gain Competitive Advantage

- ✓ New Spokesperson
  - ✓ New Creative Concept
  - ✓ Build Maximum Buzz
  - ✓ Increase Sales
  - ✓ Strengthen Market Position
-

# Old Spice's Intended Audience

## Primary Audience: Women

- According to research, women are responsible for more than 50% of body wash products purchased
- Persuade women that while their man may not like actor Isaiah Mustafa, they could at least “smell like him”

## Secondary Audience: Men

- The brand is tailored specifically for men
- Campaign persuades men of all walks of life to potentially have the same masculinity as actor Isaiah Mustafa

# Campaign Objectives

Steal the Show

**Increase Brand Awareness**

Win the Super Bowl  
“Battle of the Buzz”!

Drive the Business

**Increase Sales of Old Spice Body Wash**

Positively impact the company’s bottom-line!

**Increase YOY Sales**

Increase monthly year-over-year sales to exceed category growth.

# Communication Strategies & Tactics

**Strategy 1-** Use a masculine Male Spokesperson (Isaiah Mustafa) to attract the target audience

**Tactic 1-** Show advertisement on social media before the Super Bowl Game

**Tactic 2-** Show advertisements on non-internet channels

**Tactic 3-** Following success of commercial, have actor Isaiah Mustafa appear on influential talk shows

**Strategy 2-** Based on success of first commercial, create a digital interactive “response” campaign

**Tactic 1-** Feature masculine male spokesperson

**Tactic 2-** Design responses for the “Average Joes” to make the campaign more inclusive

**Tactic 3-** Spice things up in future commercials with famous celebrities

# “The Man Your Man Could Smell Like”





# Example of 'Response' Videos

<https://www.youtube.com/watch?v=0Cs95FmimP0>

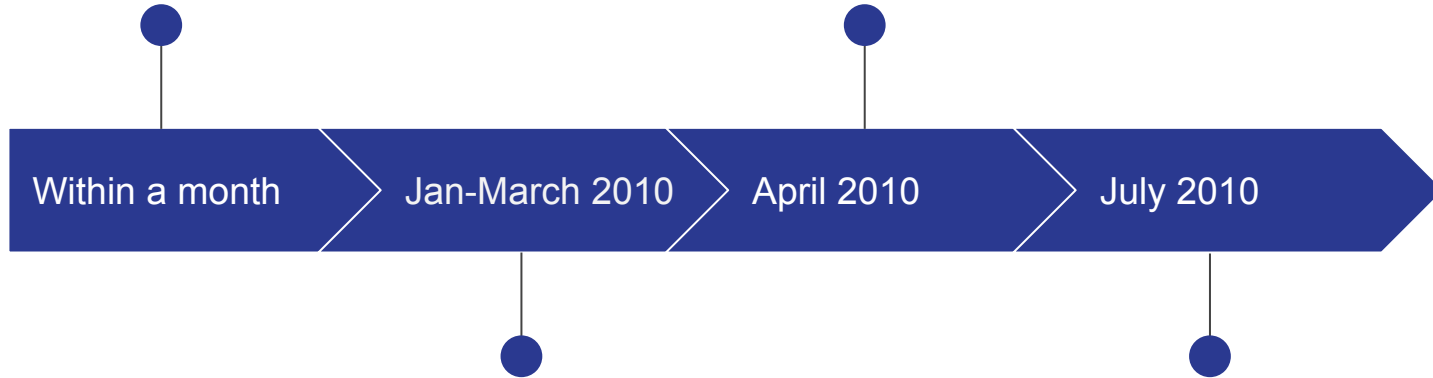
[https://www.youtube.com/watch?v=tD6\\_GwTDqKY](https://www.youtube.com/watch?v=tD6_GwTDqKY)



# Evaluation/Impact

- Twitter followers increased (2,700%)
- Facebook fans increased (60%)
- FB fan interactions also increased (800%)
- Website traffic increased (300%)


On Youtube, campaign garnered over 10M views, 10x more than Dove's Super Bowl commercial.



Old Spice's share of online conversations in the body wash category was 76%.

Sales had doubled since 2009 -- increasing 125% -- an all time high for the brand.

# Analysis of Media and Public Response

- “The Man Your Man Could Smell Like” won the Cannes Lion Film Grand Prix
  - Also Awarded Outstanding Emmy Commercial Award
  - Won *Gold Effie* in 2011
  - #1 All-time viewed video and #2 most subscribed brand
- 

# Strengths & Weaknesses of Campaign

## Strengths:

- Campaign went viral overnight
- Maximized buzz among men & women
- Online campaign had a wide reach
- Spokesperson helped brand image
- Campaign is now a part of pop culture and advertising history

## Weaknesses:

- Campaign relied too heavily on informational objectives
- Did increased impressions boost sales or did product coupons?
- Competitors & industry analysts didn't take the campaign seriously because the results were ambiguous.

# References

"The History of Advertising in quite a Few Objects: No 191: Old Spice's 'Smell Like a Man, Man' Campaign." *Campaign*, 2017, pp. 17, *ABI/INFORM Collection*; *ProQuest Central Essentials*, <http://search.proquest.com.ezproxy.rit.edu/docview/1918340066?accountid=108>.

[https://www.pg.com/en\\_US/downloads/innovation/factsheet\\_OldSpice.pdf](https://www.pg.com/en_US/downloads/innovation/factsheet_OldSpice.pdf)

<https://www.dandad.org/en/d-ad-old-spice-case-study-insights/>

<http://www.adweek.com/digital/pr-is-winning-social-media-thats-why-we-created-the-old-spice-campaign-oh-wait/#/>

<http://www.adweek.com/digital/old-spice-response-campaign/#/>

<https://www.mbaskool.com/brandguide/fmcg/14983-old-spice.html>

<http://adage.com/article/creativity-awards-2012/p-g-s-job-wins-commercial-emmy/237255/>

<http://www.marketinggunslingers.com/blog/old-spice/>

[http://apaceffie.com/docs/default-source/resource-library/oldspice\\_case\\_pdf.pdf?sfvrsn=2](http://apaceffie.com/docs/default-source/resource-library/oldspice_case_pdf.pdf?sfvrsn=2)