



2011 Gold Effie Winner

“The Man Your Man Could Smell Like”

Category: **Beauty Products & Services**
Brand/Client: **Old Spice / Procter & Gamble**
Primary Agency: **Wieden+Kennedy**
Contributing Agencies: **Paine PR, Landor**

Strategic Challenge

Old Spice introduced body wash for men in 2003. And with total body wash sales recently eclipsing those for bar soap, many male brands (including Dial, Irish Spring and Nivea) have swooped in to get a piece of the pie. In fact, by 2009 the competition had become so fierce that Old Spice’s share in the male body wash segment was starting to slip.

To make things more difficult, Unilever announced it would be launching a big campaign for Dove Men+Care body wash on the Super Bowl in February 2010. With legions of loyal female shoppers, Dove was in a great position to win big in the male body wash segment.

In this low-involvement category, how could Old Spice generate excitement with guys who are not currently Old Spice customers? Perhaps more importantly, how could Old Spice protect its share in the category?

Objectives

Steal the Show

Dove for Men was aiming to make a big splash on the Super Bowl. Old Spice needed a campaign that would win the battle of the buzz. To measure the campaign’s impact, the brand planned to track PR impressions through Cision, and we also set out to monitor “share of conversation” online (with tools like ScoutLabs).

Drive the Business

We needed to give body wash sales a boost. The men’s body wash category was growing 7%-9%

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per year, but Old Spice's year-over-year sales were slightly behind the category. Our goal was to start generating monthly year-over-year sales numbers that exceeded category growth.

The Big Idea

Ultimately this campaign was about starting a CONVERSATION between men and women about body wash...one that celebrated the virtues of manly-smelling Old Spice over "lady-scented" brands.

Since many of the new entrants into the category lacked masculine credibility, Old Spice could be a champion of "manly-scented" shower products. If you want to "smell like a man" there's really only one choice: Old Spice.

But beyond messaging, the most important insight had to do with targeting. P&G's own research had uncovered a startling statistic: 60% of men's body washes were actually purchased by women. This insight immediately prompted us to broaden our target. If we were going to increase Old Spice sales we had to win over female shoppers. This dual audience was a first for the brand, a strategic choice that we ultimately hoped would encourage the ladies to buy Old Spice for their guys.

The final piece of the brief was a matter of approach. With body wash being a low-involvement category, we weren't going to meet our goals by simply generating awareness of Old Spice body wash with men and women. To move the needle we needed to get the sexes talking about body wash. As a result, sparking a conversation between men and women became a key strategy for the work.

In the hands of the creatives this ultimately led to the inception of "The Man Your Man Could Smell Like"—the perfect spokesman for the situation at hand. A crusader against "lady-scented" body wash, his suave, charismatic ways appealed to both sexes...and his "look at your man, now back to me" dialogue practically forced a conversation between ladies and their guys.

Bringing the Idea to Life

Execution aside, our communications strategy played a huge role in enabling the success of "The Man Your Man Could Smell Like."

First, we needed a tactical strategy to compete with the competition's presence on the Super Bowl. Without appearing during the big game, how could we win the battle of the buzz?

Our media strategy for the launch was simple: instead of spending money *on* the Super Bowl, we wanted to create Super Bowl impact by launching *around* it.

To start building buzz with Old Spice's fans, "The Man Your Man Could Smell Like" first appeared on YouTube and Facebook a few days before the big game. Next, search strategy played a key role, as we scooped up Super Bowl-related terms (like "superbowl commercials") to help drive traffic over Super Bowl weekend. With these tactics in place, buzz for "The Man Your Man Could Smell Like" was climaxing just as the game was finishing. By the time the spot first debuted on television—24 hours later—many people assumed that it had actually debuted during the Super Bowl. Mission accomplished.

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Post-launch, our media strategy shifted to address one of the key ingredients for success: getting both sexes to talk about the campaign. Instead of Old Spice's usual media buy targeted at young guys, the media folks sought out environments where guys and girls would be watching together. This included *Lost*, Vancouver Winter Olympics, *American Idol* and, most notably, a cinema buy during Valentine's Day weekend, where we could reach couples in abundance.

In a short amount of time "The Man Your Man Could Smell Like" became a cultural phenomenon and a media darling, with millions of views and dozens of parodies. Meanwhile, the PR team secured appearances for Isaiah Mustafa on *Oprah*, *The Today Show*, *Good Morning America*, ESPN and other national media outlets.

On the heels of this success we challenged ourselves to engage with his audience on a more intimate level. Could "The Man Your Man Could Smell Like" literally have a conversation with his fans?

This led to the development of the "Response" campaign in July of 2010—a two-and-a-half-day event in which "The Man Your Man Could Smell Like" recorded 186 personalized messages to Old Spice fans who commented on YouTube, Twitter, Facebook and more.

To generate buzz for this interactive effort, our digital strategists started by identifying influencers who had previously shown affection for the work, including Ellen DeGeneres, Perez Hilton and Kevin Rose (founder of Digg). However, it should be noted that 70% of the total responses were created for "Average Joes"—a strategy that made the campaign more inclusive and inviting. Suddenly, everyone wanted to ask "The Man Your Man Could Smell Like" a question.

Naturally, this work appealed to both men and women. But more importantly, it was an experiment in real-time brandbuilding that humanized and modernized the brand—an effort that would ultimately become one of the fastest growing and most popular interactive campaigns in history.

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Communications Touch Points

<input checked="" type="checkbox"/> TV <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Sponsorship <input type="checkbox"/> Product placement <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input type="checkbox"/> Newspaper <input type="checkbox"/> Consumer Magazine <input type="checkbox"/> Print partnership <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input checked="" type="checkbox"/> Cinema <input type="checkbox"/> Interactive <input type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input type="checkbox"/> Social Networking sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other _____ <input type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other _____	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship <input type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input checked="" type="checkbox"/> Other _____
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Additional Marketing Components:

Coupons; To help drive purchase (especially with female shoppers) this campaign included a BOGO (Buy One Get One Free) coupon at several national retailers.

Impact of coupons withheld from publication for confidentiality reasons.

Reach:

National.

Results

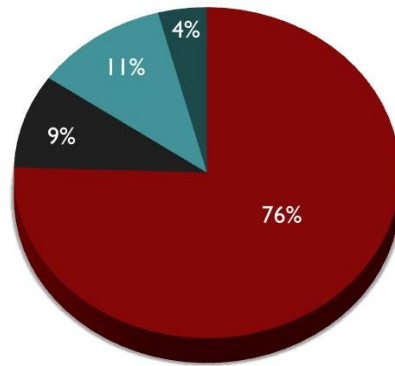
Steal the Show

Our first key objective was to win the battle of the buzz. With a communications strategy tailored to maximize buzz with both men and women, Old Spice ultimately succeeded in dominating the discussion. In the first three months following the campaign's launch, Old Spice captured 76% of online buzz (with over half of this coming from women).

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**Share of Online Conversation: Male Body Wash Brands
January-March, 2010**



■ Old Spice ■ Axe ■ Dove Men-Care ■ Mitchum, Right Guard, Dial for Men

Source: ScoutLabs

This story held true on YouTube. By April, "The Man Your Man Could Smell Like" had amassed more than 10 million views, more than 10 times the number of views for Dove's Super Bowl commercial.

Meanwhile, the "Response" campaign garnered some incredible statistics as it skyrocketed through pop culture:

- On Day 1, the campaign received 5.9 million YouTube views, more than Obama's victory speech after 24 hours (source: Visible Measures)
- On Day 2, Old Spice had 8 out of the top 11 most popular videos on the web (source: Visible Measures)
- By Day 3, the campaign eclipsed 20 million YouTube views
- And one week post-launch, the work had been seen more than 40 million times

Moreover, the "Response" effort drove massive amounts of participation and engagement for the brand. In just one month...

- Twitter followers increased 2700%
- Facebook fan interactions went up 800%
- Facebook fans increased 60% (from 500,000 to 800,000)
- Oldspice.com traffic increased 300%
- YouTube subscribers for the brand more than doubled, increasing from 65,000 to 150,000
- And Old Spice also became the #1 All-Time Most Viewed and #2 Most Subscribed Branded

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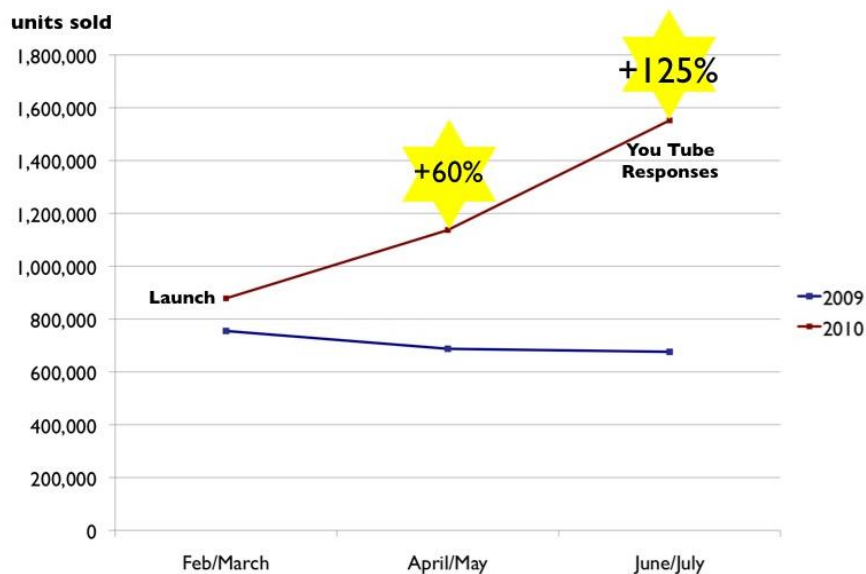
Channel on YouTube—not too shabby for a brand in a supposedly low-involvement category.

And thanks to an incredible amount of free PR, the six-month campaign generated 1.7 BILLION total impressions across a number of traditional and online media outlets, a testament to “The Man Your Man Could Smell Like” and to an idea that truly resonated with men and women alike (source: PR agency and Cision).

Drive the Business

“The Man Your Man Could Smell Like” campaign had a positive impact on the bottom line, and sales far exceeded expectations. According to Nielsen, by May of 2010 unit sales of Old Spice Red Zone body wash had increased 60% from the previous year. And by July of 2010, sales had more than doubled versus the prior year, with an increase of 125%—an all-time high for the brand.

Old Spice Red Zone Body Wash Unit Sales: 2010 vs. 2009



Source: Nielsen

The Ultimate Metric

Lastly, Old Spice also did some matchmaking, with a personalized engagement proposal delivered by “The Man Your Man Could Smell Like” on behalf of @Jsbeals. Fortunately, his girlfriend said yes.

Anything else going on that might have helped drive results?

No other factors.

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