



Old Spice

CASE STUDY

“Moms and Sons Agree, It Practically Smells Itself”
SMAD 443- CREATIVE ADVERTISING CAMPAIGNS
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“Moms and Sons Agree, it Practically Smells Itself”

Company: *Old Spice (Procter & Gamble)*

Date: July 7, 2017



PART 1

BACKGROUND



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Company History



Founding, Purpose, Principles, and Evolution

- **Procter & Gamble History**

- *Procter & Gamble (P&G)* is one of the largest consumer good companies with products in the beauty, health, fabric, home, baby, feminine, family, and personal care sectors.
- *P&G* brands include *Always*, *Tide*, *Bounty*, *Crest*, *Head & Shoulders*, *Swiffer*, *Olay*, and *Old Spice*.
- The company distributes its products in mass retailers such as grocery stores, member stores, baby stores, specialty beauty stores, pharmacies, drugstores, and it operates in over seventy countries.
- *Procter & Gamble* was founded in 1837 in Cincinnati by brother-in-laws William Procter (a candle maker) and James Gamble (a soap maker) to sell their candles and soaps.
- The company sold over thirty soaps including *Ivory* by 1890, and due to the growth of popularity from print advertisements, the company expanded to Kansas City, Kansas and Ontario, Canada.
- In 1911, *P&G* invented *Crisco* which serves as an economical and healthier alternative to butter.
- William Cooper Procter took over the company in 1907, and by 1911 he created an initiative to institutionalize the relationship between *P&G* and its employees by saying “the interests of the company and its employees are inseparable.”
- *P&G* created its own market research department in 1924 to better understand customers and their buying habits.
- Richard R. Deupree takes over the company in 1930.



- In 1946 *Tide* was invented which brought *P&G* even more success and recognition. *Crest* toothpaste (the first toothpaste to contain fluoride), *Folgers Coffee*, *Downey*, and *Pampers* followed soon after.
- By *P&G*'s 150th anniversary, the company started to play an important role in the healthcare and cosmetics/fragrance industry.
- The company reached \$10 billion in sales in 1980.
- *Procter & Gamble* purchased *Old Spice* fragrances, skincare, anti-perspirant, and deodorant products in 1990 in an effort to expand to the male personal care mark.
- In 2000, *P&G*'s stock declined and resulted in a \$50 billion loss (“A Company History”).

- ***Old Spice* History**

- *Old Spice* was originally *Early American Old Spice For Women* which was introduced in 1937. The scent was inspired by founder William Schultz's mother's potpourri.
- One year later (1938) the *Old Spice* for men was released, and the products were manufactured by the *Shulton Company* which was founded in 1934.
- In the 1980s *Old Spice* had a market share of 17% but was not growing.
- After *P&G* purchased *Old Spice*, it was still difficult to sell to twenty-five year old men because they saw the product as their father's deodorant.
- *Old Spice* changed its approach and targeted the product to teenagers using deoderant for the first time. *Chicago Bear*'s linebacker Brian Urlacher did a TV spot for the campaign (Leveré).
- By 2003, *Old Spice* became the second-best selling deodorant behind *Right Guard* (Lagamayo, 2015).



Financial Reputation

- *P&G's* grooming sector sales decreased by 1% in the April-June 2017 quarter. However, this was due to reduced prices of products in the United States (“*P&G Announces Fourth Quarter,*” 2017).
- Billionaire investor Nelson Peltz was in a proxy fight for a board seat at *P&G* and criticizing *P&G's* marketing expenditures.

Corporate Social Responsibility (CSR) Reputation

- Even though *Old Spice* as a brand does not do anything regarding corporate social responsibility, *P&G* does a lot for sustainability.
 - *P&G* integrates sustainable practices in their business, products, operations, innovation, brand building, and culture.
- *P&G* has corporate programs including:
 - Teaching healthy hygiene habits to children.
 - Children’s Safe Water Drinking Water Program which provides drinkable water to 75 countries.
 - A vaccination program with *Pampers* and *UNICEF* to combat maternal and neonatal tetanus.
 - Disaster relief.
 - Partnership with *Habitat for Humanity* (“Sustainability”).

Image

- *Old Spice* brings “authenticity, performance, and confidence to male grooming and offers a wide product portfolio for today’s man.”
- *Old Spice's* seventy year dominance in the male grooming market has made the brand an American Icon.
- The products evoke a sense of authority and classic American style.
- *Old Spice's* use of advertising brings a fun approach to an old classic, making the brand as relevant as ever to men of all ages (“About Old Spice”).

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Brand



Consumer Benefits

- Sweat fighting
- Odor Absorber
- Fragrance
- Skin Conditioner
- Mom and sons both love it (“Clear gel ingredients”)

Evolution of *Old Spice*

- Embraced a nautical theme with colonial ships initially and then yacht ship.
- Previously associated with older gentlemen, grandfathers (O’Neill, 2010).
- 2008 launched Swagger campaign to compete with younger men’s products, such as *Axe*.
- Confidence theme (Sauer, 2017).

Source and Ingredients

- Made in the USA (Coolidge, 2016).
- “Aluminum is our prized fighting ingredient that reduces how much you sweat,” (“Clear gel ingredients”).



Target





Demographics

- Males
- 12-34 years of age, with most popular being 12-24 (Infoscout).
- Hispanic and Caucasian
- Single
- Makes about \$20,000-\$40,000 a year (Infoscout).
- No college or some college

Geo-demographics

- Living in the Midwest, Southwest, or Western regions of the United States.
- Purchase product at dollar stores, mass/grocery stores like *Walmart*, and drug stores (Infoscout).
- Live in urban and suburban areas.
- Live with their parents and/or with friends in apartments.

Psychological Profile

- Evolving employment; high temporary unemployment.
- Use video and video games as a form of fantasy.
- Are fun loving
- Are imitative
- Rely heavily on public transportation.
- Are the center of low-status street culture.
- Desire to better their lives but have difficulty in realizing their desire.
- Wear their wealth (VALS™).
- They believe in basic rights and wrongs to lead a good life.
- Rely on spirituality and faith to provide inspiration.
- Want friendly communities.
- Watch TV and read romance novels to find an escape.
- Want to know where things stand; have no tolerance for ambiguity.
- Are not looking to change society.
- Find advertising a legitimate source of information.
- Value constancy and stability (can appear to be loyal).
- Have strong me-too fashion attitudes (VALS™).
- Heavily influenced by their families, specifically their mothers.
- High school, college students, young professionals.
- Loyal customers



(Psychological profile cont.)

- Live active and busy lives.
- Large users of social media.
- Value friends and social status in community.

Need vs. Want View of Brand

- Need for hygienic men.
- Hard to get potential customers to join loyalty because they are loyal to other brands.
- *Old Spice* uses advertisements to make the consumer seem like they need this deodorant to smell like a man, be a man, smell good, be socially accepted, etc.
- The advertisers of personal hygiene, especially to men, involve selling to the American Dream and the “American fantasy,” which promises sex, power, and success (Krauss).

Packaging

- Well-known, distributed well, bright packaging, classy, mature.
- Bright red packaging with brand name clearly labeled on the front.
- Has incorporated photos to target young demographics and grab attention.
- More modern looking as demographics shifted to young audiences.



Competition



AXE

- Demographics
 - Males
 - Ages 18-44
 - Most popular age group being 25-35 (Infoscout).
 - Hispanic and Asian
 - Has children
 - Makes <20k-60k a year (Infoscout).
 - Many consumers without a college education
- Geo-demographics
 - Southwest or Western regions of the United States.
 - Purchased mainly in drug stores or mass grocery stores.
- Relative position
 - Older consumers
 - More diverse consumer base.
 - Consumers have higher average annual income.
 - Over \$1 billion dollars annually.
- Differences
 - Sales on body sprays have decreased, while broadening its range of grooming products (Unilever Annual Report).
 - Recently stopped advertising “The Axe Effect,” with bikini-wearing women flocking to men.
 - Over exaggerated the effect of using Axe using humor.
 - Taking a more serious approach with a focus on CSR.
- Reputation
 - Rebranded itself through a campaign called “Find Your Magic.”
 - Its social mission is to inspire “guys to embrace what makes them unique, authentic and ultimately attractive to the world around them.” This campaign features a video advertisement that includes a more diverse set of men with a few intersections of race, sexuality, and ability.
 - CSR entails partnering with a NGO called *Ditch the Label*, a anti-bullying organization (Axe).
 - Released a daily fragrance for women called Anarchy for Her (Anarchy for Her).



Dove Men+Care

- Demographics
 - Males
 - Ages 18-44
 - Most popular age group being <24.
 - African American, Hispanic, and Asian
 - No kids
 - No college
 - Makes \$20- \$40,000 a year
- Geo-demographics
 - Southwest and Western regions of the United States.
- Relative position
 - Relatively similar age groups.
 - More diverse customer base.
 - Buyers are overwhelmingly men in comparison to *Old Spice*.
 - Strong growth of *Men+Care* in 2016 (Unilever Annual Report).
- Differences
 - *Dove Men+Care* also originated as a company for women's grooming products but, unlike *Old Spice*, continues to sell women's products today.
 - *Dove Men+Care* was originally looking to reach the 35+ age group.
 - Takes a serious approach in advertising.
- Reputation
 - Care makes a man stronger.
 - "Real strength is shown through the care you give to the people that matter – and that includes you," (Men+Care).



Degree

- Demographics
 - Males
 - Ages 18-44
 - Most popular age group being 25-34.
 - African American and Hispanic
 - Has kids
 - No to some college
 - Makes \$20- \$40,000 a year.
 - Second largest group earns \$80-\$100,000 a year.
 - Purchases happen mainly in drug stores and drug stores.
 - Thirds most popular place to buy is mass markets and grocery store chains.
- Geo-demographics
 - Southwest and Southern regions of the United States.
- Relative position
 - Older consumer age group
 - Men with children rather than younger, single men
 - Earns similar annual salaries, similar amounts of education
- Differences
 - Takes a serious approach in advertising.
 - *Degree* also sells women's deodorant and advertises separately as such.
- Reputation
 - Makes deodorant for busy, active people, both men and women.
 - Its product fits consumers despite what it is they do while wearing it.
 - Advertises new MotionSense technology in its antiperspirants that sense movement and protect its users the more they move.
 - Partnered with Lightwave to power its MotionSense Lab where research is conducted on movement and emotional factors that make people sweat (Feldman).



Previous Campaign Approaches



Past Campaigns

- Father and Son Aftershave Commercials, 1957
 - Boy dreams of being like his father and using *Old Spice*, so easy to use, a kid could do it
 - Something to pass down through the generations
 - Sells the product by showing how it is used and what why it works so well (TV Toy Memories)
- Untitled, 1965
 - Whether you are single or married, *Old Spice* is for you
 - Many reasons for a bachelor to use *Old Spice* are the many women he dates
 - The reason for a married man is to please his wife, because she loves it (MattTheSaiyan)
- Swagger, 2003
 - Brian Urlacher commercial kicked off this campaign as *Old Spice* was beginning to rebrand.
 - These commercials featured celebrities showing the audience fake home videos from each respective celebrities teenage years.
 - Commercials used humor to show that, with *Old Spice*, anything was possible— even becoming a star football player (Levere).
- “Smell Like a Man, Man,” 2010
 - Research found that over 50% of women were making body wash purchases for their partners.
 - *Wieden+Kennedy* turned this into the commercial “the man your man could smell like” to kick off the campaign.
 - The *Old Spice* Guy, humorous, witty, and attention grabbing with wild scene changes behind an effortlessly cool guy.
 - Responded to hundreds of fan messages with online YouTube videos (D&AD).
- "It's always our goal to engage our consumers in a way that is not only entertaining but also relevant, humorous in our own *Old Spice* tone and worthy of their attention. Digital is perfect because you can quickly gauge the reaction as people are very open to providing feedback to the advertising." -James Moorhead, Brand Manager



**Agency Profile:
Wieden + Kennedy**



History

- *Wieden+Kennedy* became popular in the 1980s with its *Coke*, *Starbucks*, and *Nike* campaigns.
 - *Wieden+Kennedy* created the “Just Do It” *Nike* slogan.
- The company originated in Portland, Oregon.
- Dan Wieden and David Kennedy founded the agency in 1982.
- The agency was one of the first to stray away from the New York, Chicago, and Los Angeles axis of advertising.
- The agency became popular due to its controversial and irreverent work that pushed the boundaries of advertising.
- In addition, the agency used a different approach to advertising by avoiding research and traditional elements (“Dan Wieden and David Kennedy,” 1999).

Organizational structure

- *Wieden+Kennedy* is a global agency with offices in Portland, Sao Paul, New York City, London, Amsterdam, Delhi, Shanghai, and Tokyo (“Wieden Kennedy”).
- Brand teams have a strong trust and chemistry which produces a great campaign (Parekh, 2011).

Reputation

- “Independent, creatively driven agency that creates strong and proactive relationships.”
- The company atmosphere is casual: there is a basketball court, sunny deck, and a room called “the nest” in the Portland office
- It is known for its independence and award winning work
- Notable clients include *Nike*, *Honda*, *Target*, *Coca-Cola*, *KFC*, *ABC Television*, *Bud Light*, *Spotify*, *Sprite*, and *Sainsburys* (“Wieden Kennedy”)

Length of Association With Client

- In an effort to outsell brands such as *Axe* and *Dove Men*, *Old Spice* hired *Wieden + Kennedy* in 2006 (Lagamayo, 2015)



PART 2

CAMPAIGN





Campaign Needs & Purposes

- *Old Spice* knew the cliché that if teenage boys think something is “cool,” moms can’t like it, and if moms like something, it isn’t “cool.”
- Created a humorous ad calling out this cliché, where teenage-boy marketing and mom advertising are combined” (Nudd 2017).
- Needed to create an ad that appealed to both target markets, who like very different things in their ads.
- Advertising brings a fun approach to an old classic, making the brand as relevant as ever to men of all ages.

Target Markets

- Young guys including those in middle school, high school, college, and in early adulthood.
- Mothers, especially of teenage boys. Directed at mothers who don’t trust advertising and/or are tired of being advertised to.

Style

- Appearances by Wolfthorn, one of the mascots of the campaign, who represents the Wolfthorn scent in *Old Spice’s* Wild Collection.
- Moms are main spokespeople.
- Random humor and satirical takes on old advertising gimmicks.
- “Shamelessly” transitioning from moms talking about how advertisers do anything to exploit consumers, into doing just that— selling products in an exaggerated way.
- Captured the attention of a whole new audience who appreciates creative, eccentric advertising.
- Consumers who appreciate satire or who are tired of feeling sucked into advertising appreciate the take on this new campaign.



Approach Mix

- Advertising- The campaign was created in order to sell its new “Wild Collection” and featured two 30 second commercials and 5 second spots.
- Direct- The campaign featured commercials that went directly to televisions and streaming devices.
- Social Media- The full commercials, gifs, and photos were all featured on *Old Spice*’s social media.

Campaign Dates

- The Moms & Sons Agree it Practically Smells Itself campaign started on July 7, 2017 with the release of two 30 second commercials, nicknamed “Beach Budz” and “Alpha Dawg,” as well as a handful of 5 second spots.
- The campaign is still running.
- Earlier in January 2017 *P&G* announced plans to review all agency contracts and terminate any that contained fraudulent advertising reports (Swant, 2017)
- Around the time of the campaign in July, *P&G* was making headlines for their somewhat controversial decision to cut digital ad spending by \$100 million in the June quarter (Johnson, 2017).
- Cut digital due to ineffectiveness and poor measurability, such as fake traffic due to bots.
- The cuts are mostly in digital, and tv spending for *P&G*’s beauty/skincare brands such as *Old Spice* are likely not being decreased significantly (Bruell, 2017).
- *P&G* did make cuts in agency and production spending for advertising, but it is unclear how much.
- Competitor Unilever also cut down on marketing in the first half of 2017, but are aiming to increase advertising spending in the second half of the year (Team, 2017).

Media Used to Deliver Campaign

- The media used to deliver the campaign is strictly digital.
- There were no print advertisements associated with the campaign.
- The advertisements were released on *YouTube*, television, *Facebook*, and *Twitter*.
- GIFs from the commercials were posted on *Facebook*, *Twitter*, and *Instagram*.



Campaign Uniqueness and Memorability

- The campaign is unique in the way that it targets two different audiences: Teenage boys and mothers.
- Since both target audiences are impressed by different types of advertising, *Wieden + Kennedy* decided to merge the two together in one commercial.
- The campaign plays up stereotypes (such as commercials targeted to teenage boys being obnoxious and loud while commercials targeted to mothers are hyper-feminized and in constant disapproval of what sons are interested in).
 - The campaign does not aim to offend audience with stereotyping (Jardine, 2017).
- Other campaigns created for *Old Spice* by *Wieden + Kennedy* are equally as over the top. Compared to the other campaigns, it still features mothers (such as with 2014's "Momsong.")
 - It is different from other *Old Spice* advertisements in the way it does not feature a spokesperson such as Terry Crews or Isaiah Mustafa.
- The overall tone is consistent with other *Old Spice* campaigns.
 - The campaigns' irreverent absurd tones make *Old Spice* advertisements memorable (Lagamayo, 2015).

How the Campaign Extends or Alters What Has Been Done Before

- *Old Spice* changed how advertisers sold products to consumers by turning more subtle problem-solving product advertisements into a blatant attempt to get consumers to buy.
- Uses similar approach in trying to reach two very different audiences:
 - Men and Significant others, as seen with the "Smell like a Man, Man" campaign that spoke to both men and women at the same time.
 - Men/ Young Men and their mothers, as seen in this "Moms and Sons."

Costs

- *P&G* spent 7.1 billion dollars on advertising in 2017 ("Procter & Gamble").
- *Old Spice* specific financial data is currently unavailable for this 2017 campaign, but for reference in 2010 (the year of several successful *Old Spice* campaigns, including "The Man your Man could Smell Like") they spent \$45.2 million in advertising (Newman, 2012).



Chatter About Campaign

- No talk show mentions, buzz mainly on social media when target markets reside.
- Positive reviews overall on social media
 - Youtube comments include:
 - “This is how you advertise”
 - “I’m sold”
 - “Wolfdog rocks”
 - “If the dog says so, I do”
 - Twitter comments include:
 - “Your ad company is on the cutting edge”
 - “Just saw this on tv...so hilarious!”
 - “Bottom of the barrel of commercials...beyond stupid and ineffective”,
 - “Most random, convincing ad ever”
 - “No ad will ever top the wolfdog”
 - Facebook comments were limited, but include: “very funny”

Legal details and Copyrighted Components (“*Old Spice: Alpha Dawg*”)

- The Production Service Company: ICON Films
- Editorial Company: MacKenzie Cutler Editorial
- VFX Company: The Mill
- Sound Company: MacKenzie Cutler
- Original Music: Beach Buds
- Music Company: Marmoset
- Composer: Graham Barton
- Mix Studio: Joint

Examples of what Targets Saw/Heard (Evolution of the Campaign)

- The campaign still airs on television and is posted on social media.
- Audiences overall enjoyed the way it poked fun at advertising and its satire.
- The character from the spot is popular and has his own *Pinterest* board (Gunree, 2017)

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PART 3

PRESENTATION





Julia Danis
Colleen Hall
Kristin Taylor
Greta Wolking

Moms & Sons Agree It Practically Smells Itself

Campaign Start Date: July 7, 2017

Campaign End Date: Still Running





Old Spice Corporate History

- Procter & Gamble: Founded in 1837
- Old Spice: Founded in 1937
- P&G purchased Old Spice in 1990
- Current Owner: David S. Taylor

Old Spice Competitors

AXE

- Males, 25-35 years old
- Hispanic and Asian
- Has children
- No college



Degree

- Males, 25-34 years old
- African American and Hispanic
- Has children
- No to some college



Dove Men+ Care

- Males, <24 years old
- African American, Hispanic, and Asian
- No children





Who do you think purchases
Old Spice?

Does anyone know what is
going on with Procter &
Gamble this year?



P&G 2017 Financials

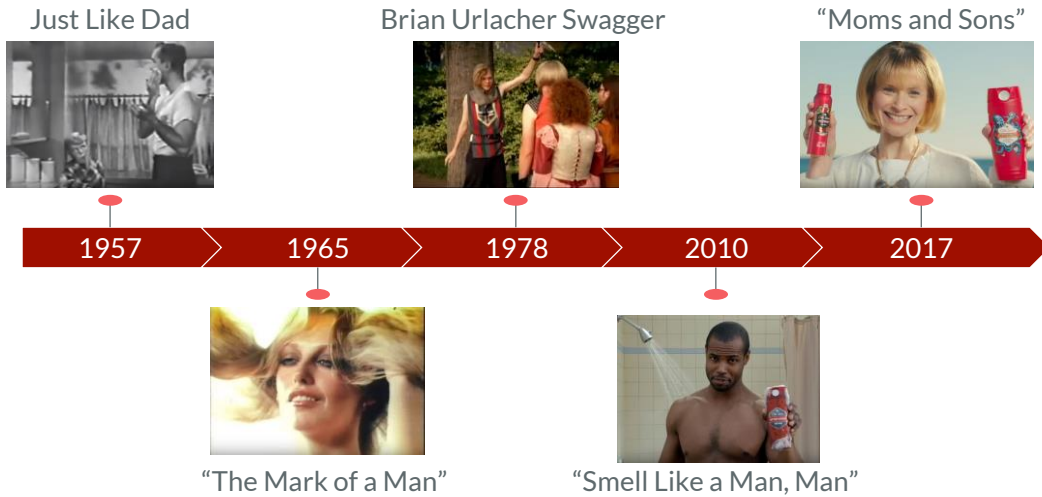
- January 2017: Call for transparency
- July 2017: Reported budget cuts

What comes to mind when
we say Old Spice?

Are there any Old Spice
commercials that you recall?



Previous Campaign Approaches



Moms & Sons Agree It Practically Smells Itself

- July 7, 2017 Release
- Wieden & Kennedy
- Two 30 second ads
 - Alpha Dawg
 - Beach Budz
- Featured Products: Wild Collection



First Impressions?



Who do you think this spot is targeted to?

Old Spice Brand Overall Target

- Males 12-34
- Hispanic and Caucasian
- Single
- Makes about \$20,000-\$40,000 a year
- No college or some college



Target

- Young guys including those in middle school, high school, college, and in early adulthood.
- Mothers, especially of teenage boys. Directed at mothers who don't trust advertising and/or are tired of being advertised to.

Target, Continued

- Geo-demographics
 - Living in the Midwest, Southwest, or Western regions of the United States.
 - Purchase product at dollar stores, mass/grocery stores like *Walmart*, and drug stores (*Infoscout*).
 - Live in urban and suburban areas.
 - Live with their parents and/or with friends in apartments.



Target, Continued

● Psychological Profile

- Live active and busy lives
- Use video and video games as a form of fantasy.
- Are fun loving
- Are the center of low-status street culture.
- Wear their wealth (VALS™).
- They believe in basic rights and wrongs to lead a good life.
- Want friendly communities.
- Large users of social media.
- Want to know where things stand; have no tolerance for ambiguity.
- Find advertising a legitimate source of information.
- Value constancy and stability (can appear to be loyal).
- Heavily influenced by their families, specifically their mothers.
- High school, college students, young professionals.
- Loyal customers

Target, Continued

● View of Brand

- Need for hygienic men.
- Hard to get potential customers to join loyalty because they are loyal to other brands.
- *Old Spice* uses advertisements to make the consumer seem like they need this deodorant to smell like a man, be a man, smell good, be socially accepted, etc.
- The advertisers of personal hygiene, especially to men, involve selling to the American Dream and the “American fantasy,” which promises sex, power, and success (Krauss).



Moms and Sons

- Campaign needs
 - If teenage boys think something is “cool,” moms can’t like it, and if moms like something, it isn’t “cool”
 - Needed to create an ad that appealed to both target markets, who like very different things in their ads
 - Make the brand as relevant as ever to men of all ages

Questions?



PART 4

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