





SMELL LIKE A MAN, MAN.

*Old Spice*








**Esteem**

**Love and belongings**


**Safety**

**Physiological needs**

A man with a beard and short hair, shirtless, is sitting on a white horse on a sandy beach. He is wearing white pants and a blue and white striped towel draped over his shoulders. He is holding a red Old Spice bottle in his right hand, and a spray of water is coming out of the nozzle. The background shows the ocean, a cloudy sky, and a palm tree on the right. The text "SMELL LIKE A MAN, MAN." is written in red, and "Old Spice" is written in a red script font.

SMELL LIKE A MAN, MAN.

*Old Spice*

A man with a beard and short hair is sitting on a white horse on a sandy beach. He is shirtless, wearing white pants and a blue and white striped towel draped over his shoulders. He is holding a bottle of Old Spice body wash in his right hand, and water is spraying out of the nozzle. The background shows the ocean, a beach, and a palm tree on the right. The sky is clear and blue.

SMELL LIKE A MAN, MAN.

*Old Spice*





# Everything is possible

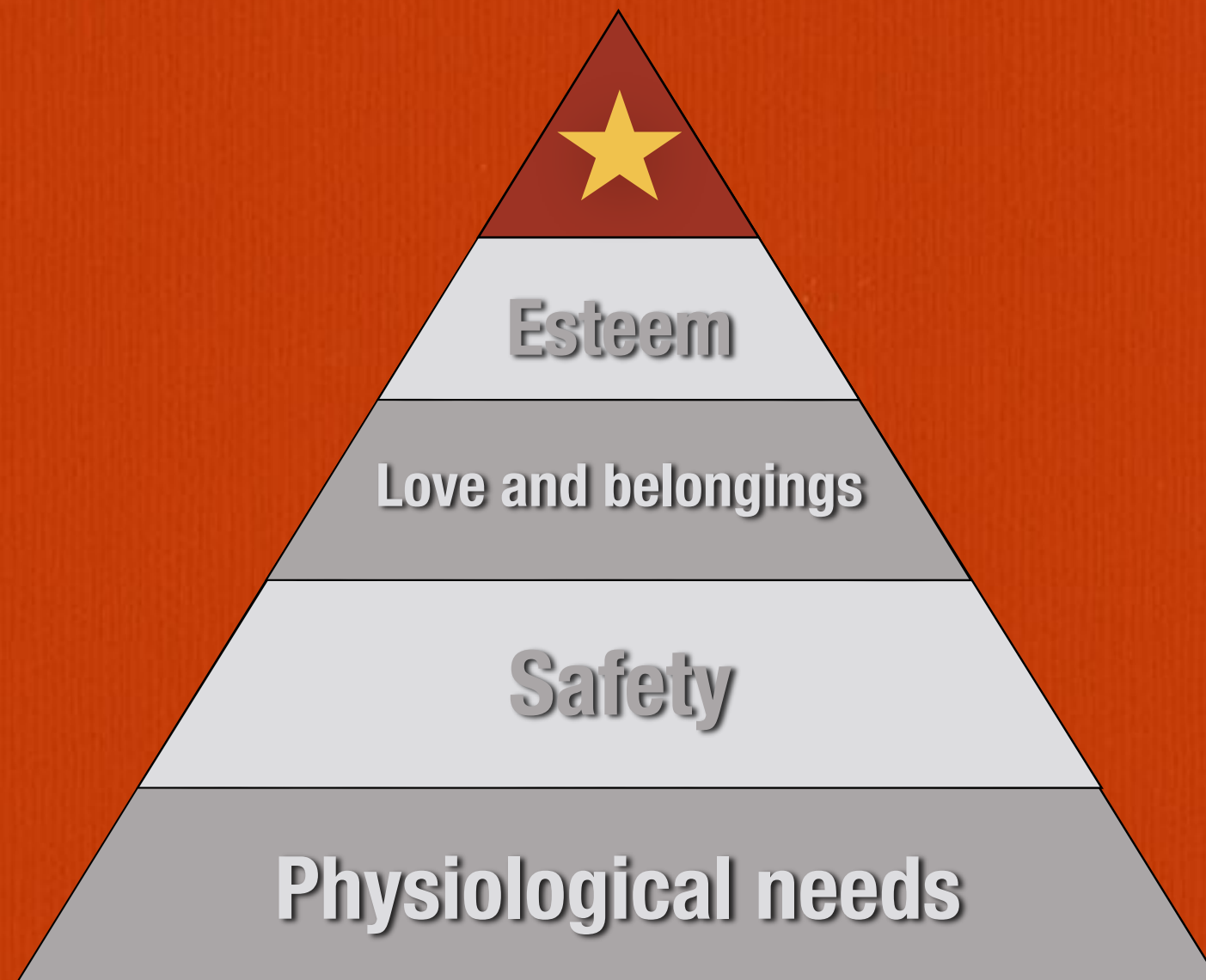
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**This Old Spice commercial promotes the idea that everything is possible with the smell of Old Spice.**

**If you want to feel like a prince riding a horse or a Spicy man who gives no chance to girls not to like him, then you should use Old Spice.**

**Placing the focus on a man's appearance in public the brand shows you the outcome of buying this product, which is an evaluation of your self-confidence.**





# Self-Actualization

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Top level  
of Maslow's pyramid