



*Old Spice®*

# OLD SPICE

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Old Spice is an American brand of male grooming products manufactured by P&G. Their product line has aftershaves, deodorants and antiperspirants, shampoos, body washes, and soaps.





1937

1990

1999

2010

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**FOUNDED**  
AS A BRAND FOR  
WOMEN; THE MENS LINE  
FOLLOWED A YEAR  
LATER; TARGETED  
OLDER MEN

P&G  
PURCHASED  
COMPANY

**REBRAND**  
THE COMPANY  
REBRAНDED TO  
FOCUS ON A  
YOUNGER  
DEMOGRAPHIC

**WIEDEN & KENNEDY**  
OLD SPICE WAS DECLINING SO  
THEY INVESTED IN AN AGENCY  
TO LAUNCH A CAMPAIGN AND  
HELP THE BRAND MAKE A  
COMEBACK



*Old Spice*



**Old Spice is the  
2nd leading  
deodorant brand  
in the US (2022)**

**118.4 million units sold in 2022  
\$665.6 million in sales in 2022**



# DEODORANT INDUSTRY



Old Spice

# COMPETITIVE LANDSCAPE

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Old Spice  
\$665.6M



1 Dove 847.1M



3 Secret 579.9M



4 Degree 579.2M



5 Native 158.4M



# BRAND PROFILE

**23%**

Use Old Spice

**88%**

Know Old Spice

**29%**

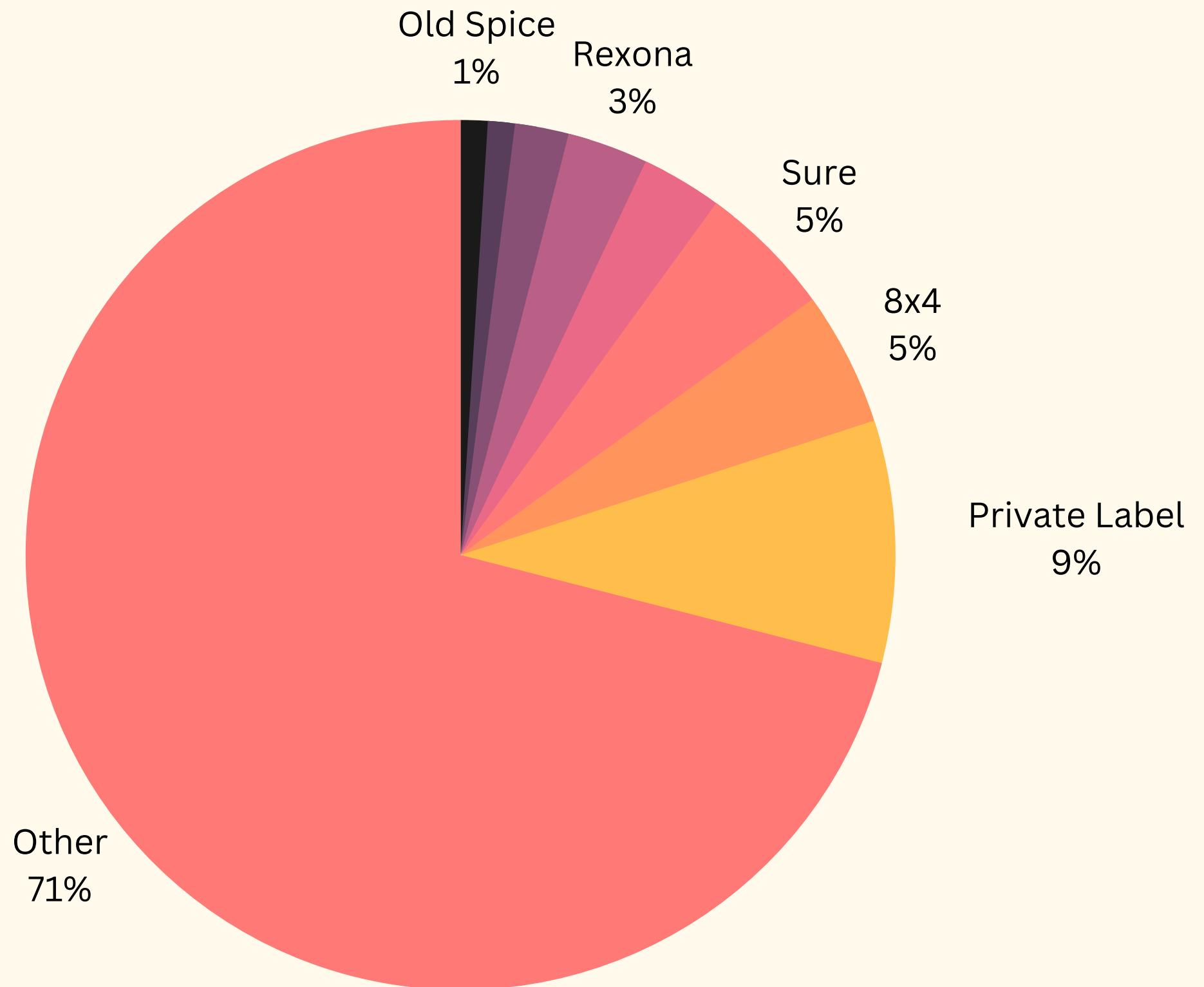
Old Spice Buzz

U.S deodorant users were surveyed...

# INDUSTRY MARKET SHARE

Worldwide share of 1%  
internationally one of the top  
ten brands

statista

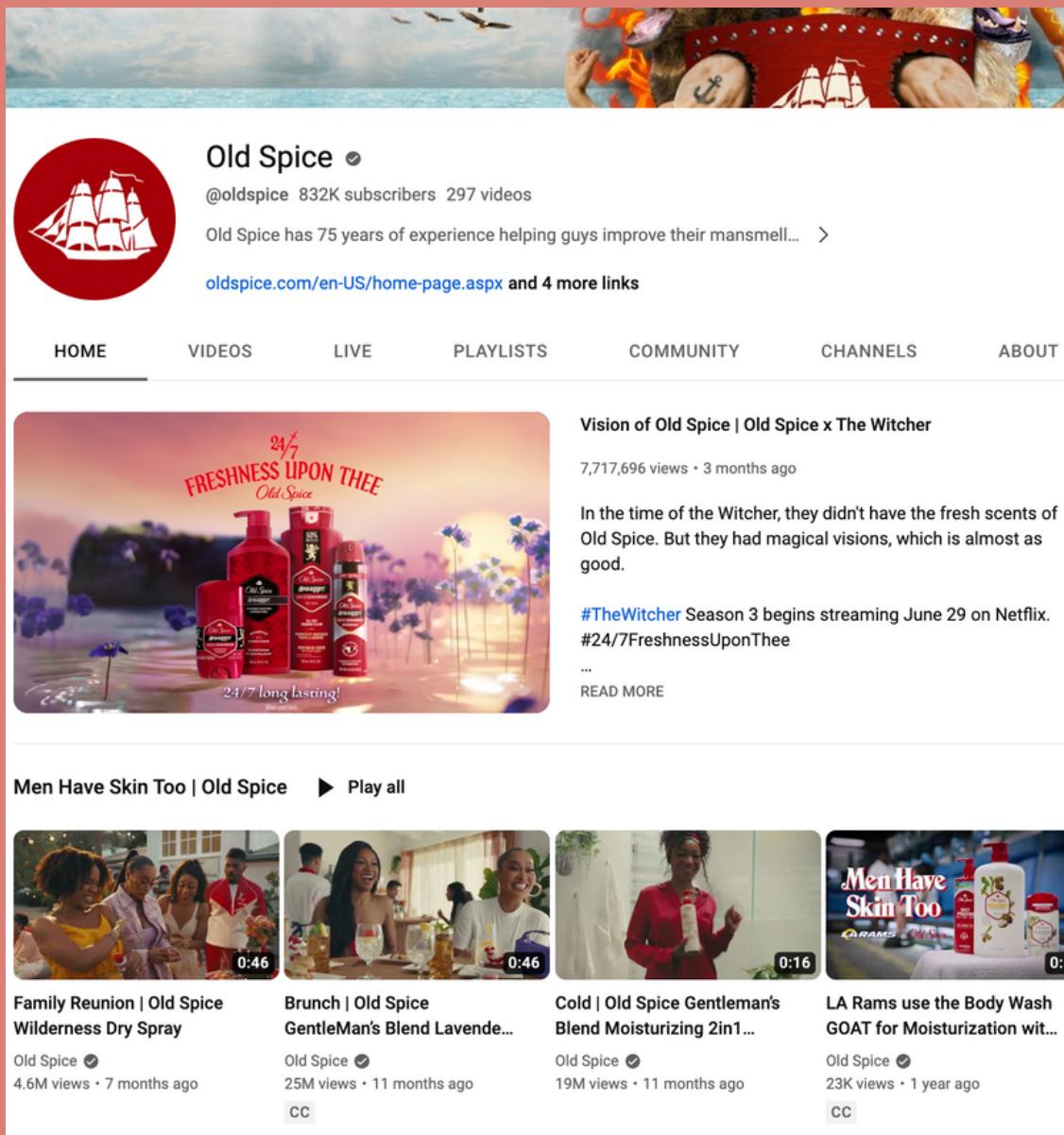


Old Spice

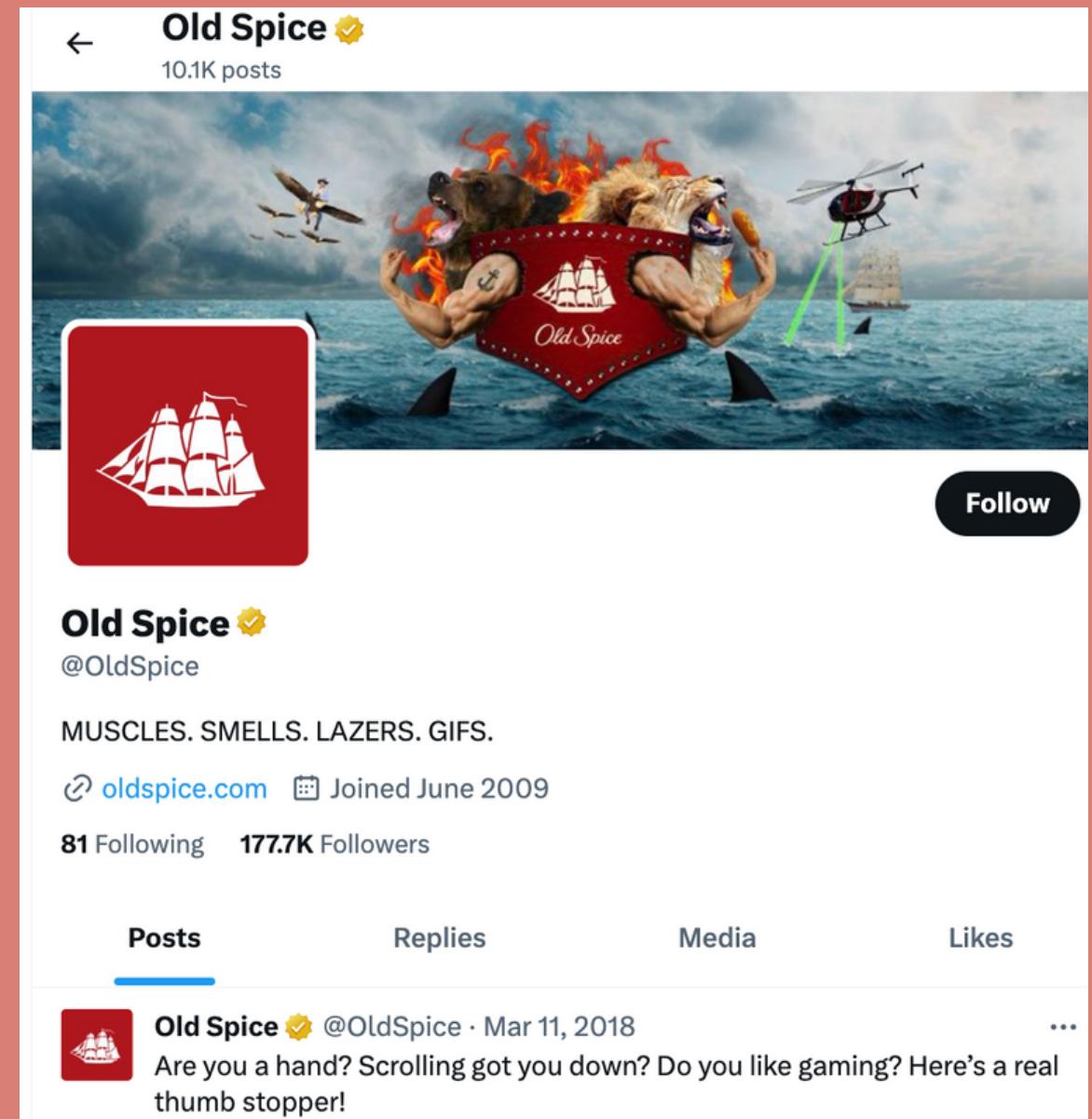
# CURRENT MARKETING



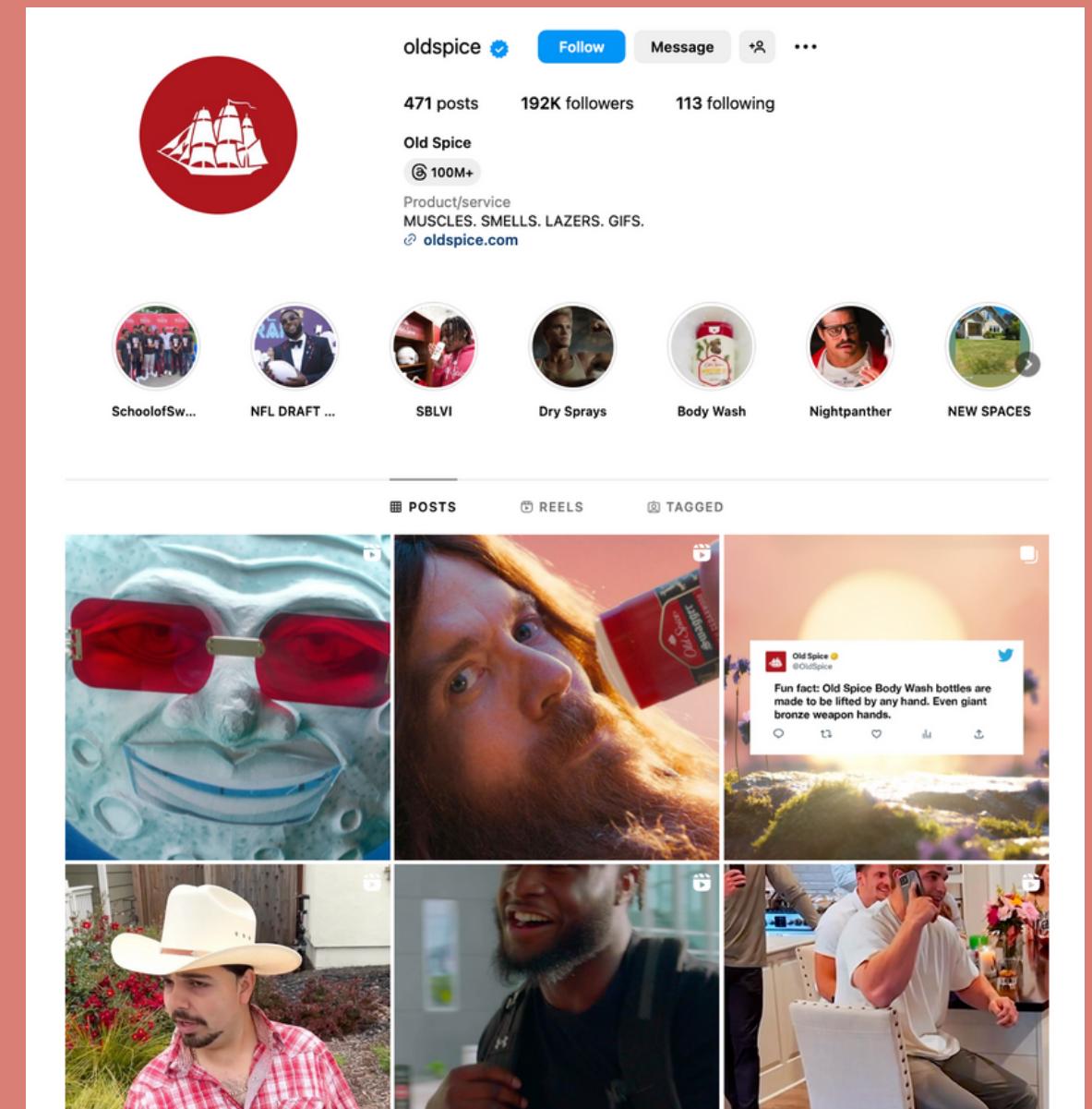
# DIGITAL ADVERTISING



The Old Spice YouTube channel page. It features a banner with a ship and flames, the channel name "Old Spice", and a subscriber count of 832K. Below the banner, there's a video thumbnail for "Vision of Old Spice | Old Spice x The Witcher" with 7,717,696 views. The main navigation bar includes links for HOME, VIDEOS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. A promotional image for "Men Have Skin Too" is also visible.



The Old Spice Instagram profile. It shows 10.1K posts and a bio that reads "Old Spice". The profile picture is a red ship logo. A featured post shows a lion on fire in a boat, with a caption about "The Witcher" and a "Follow" button. Below the post, there's a bio: "Old Spice", "@OldSpice", "MUSCLES. SMELLS. LAZERS. GIFS.", and a link to "oldspice.com". The Instagram interface includes tabs for Posts, Replies, Media, and Likes.



The Old Spice Instagram grid. It displays various posts including a man in a cowboy hat, a man with a beard, and a man sitting at a table. A specific post from March 11, 2018, is highlighted with the caption: "Are you a hand? Scrolling got you down? Do you like gaming? Here's a real thumb stopper!" and a fun fact about the bottle being made by hand.

# “SWAGGER” CAMPAIGN



The Man Your  
Man Could  
Smell Like

2010



Response  
Campaign

5 MONTHS  
LATER

Top  
Campaign of  
21st Century

1 YEAR LATER

Old Spice

# THE CAMPAIGN THAT SAVED OLD SPICE



Old Spice

# REASONS BEHIND THE SUCCESS

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- Memorable Character
- Humor + Charm
- Spoke to Women
- Included Social Media
- Hip + Modern



# SO, WHAT'S THE PROBLEM?

OLD SPICE IS MISSING OUT ON THE VALUABLE MARKET SHARE OF THE YOUNGER GENERATION BY POSITIONING ITSELF AS AN OLDER BRAND FOR MALES ONLY



Old Spice

# PROPOSED NEW CAMPAIGN





# TARGET MARKET

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**Current Target Market:**  
18–34 Year old men

**New Target Market:**  
Students ages 12–21  
both females and males



*Old Spice*

# WHY WOMEN?



Q old spice deodorant | Search

## This deordorant changed my life ✨

Search: old spice fiji vs swagger

66 comments

ANGELA 🦋 I love men's products better than women's 😢  
2021-2-13 Reply 222

Azucena Serna 🐻 · Creator Periodt  
2021-2-14 Reply 29

PaulinaRivera I've been using Old Spice for a minute now cuz girl's deodorant doesn't last 👍  
2021-2-14 Reply 86

Azucena Serna 🐻 · Creator PERIOD!  
2021-2-14 Reply 22

Lil Scoot Add comment... @ 😊

6:34 5G

Q Find related content | Search

## hot girls use mens deodorant

15 comments

Aidan McGonagle ella we use the same deodorant  
2021-12-10 Reply 1

ellakozie · Creator What no way  
2021-12-10 Reply

Rachel Agreed but I'm more of an older spice pure sport gal  
2021-12-10 Reply 1

jackie\_pal15 Yes they do !  
2021-12-10 Reply 2

gabby mcgowan I JUST POSTED THE SAME THING ON MY STORY  
2021-12-10 Reply 2

kelsie 🐱 Add comment... @ 😊

Q women using men's deodorant ol ...

Top Videos Users Sounds Shop LIVE

THIS IS -HANDS DOWN- THE BEST DEODORANT!!!  
I haaaaate the smell of floral chemical deodorants  
1/29/2022

Any other girls use men's deodorant? #ol...  
Liv Schreiber 1111

Aluminum free deodorant  
6/25/2022

Old spice gentlemans blend for the girlies #ol...  
Audri 622

Sweaty Lady Hack  
me too girl  
uses old spice men's deodorant because it works well and smells good  
2/11/2021 4/27/2022

This ones for the ladies #duet with  
who sweat a lot & the d @bannahairlll #twins

# BUYER PERSONAS



David Jones

**Age:**19

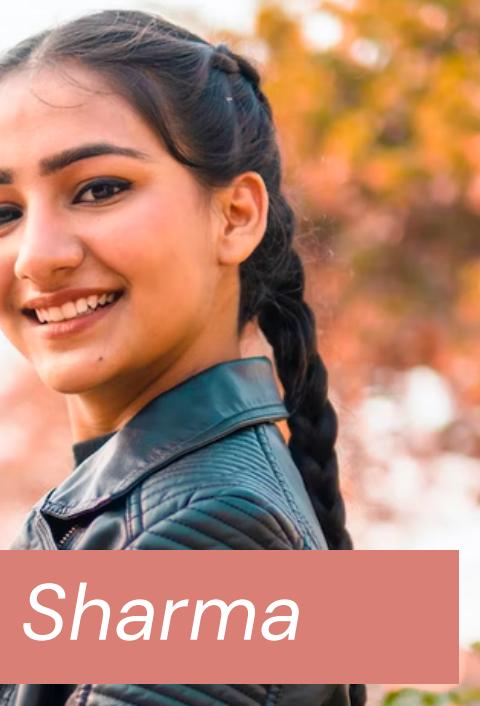
**Behavior:** open to trying new products but only when someone encourages him.

**Goals:** David wants a deodorant that smells fresh and that lasts all day long during his practices and stressful day at school.

**Age:**14 years old

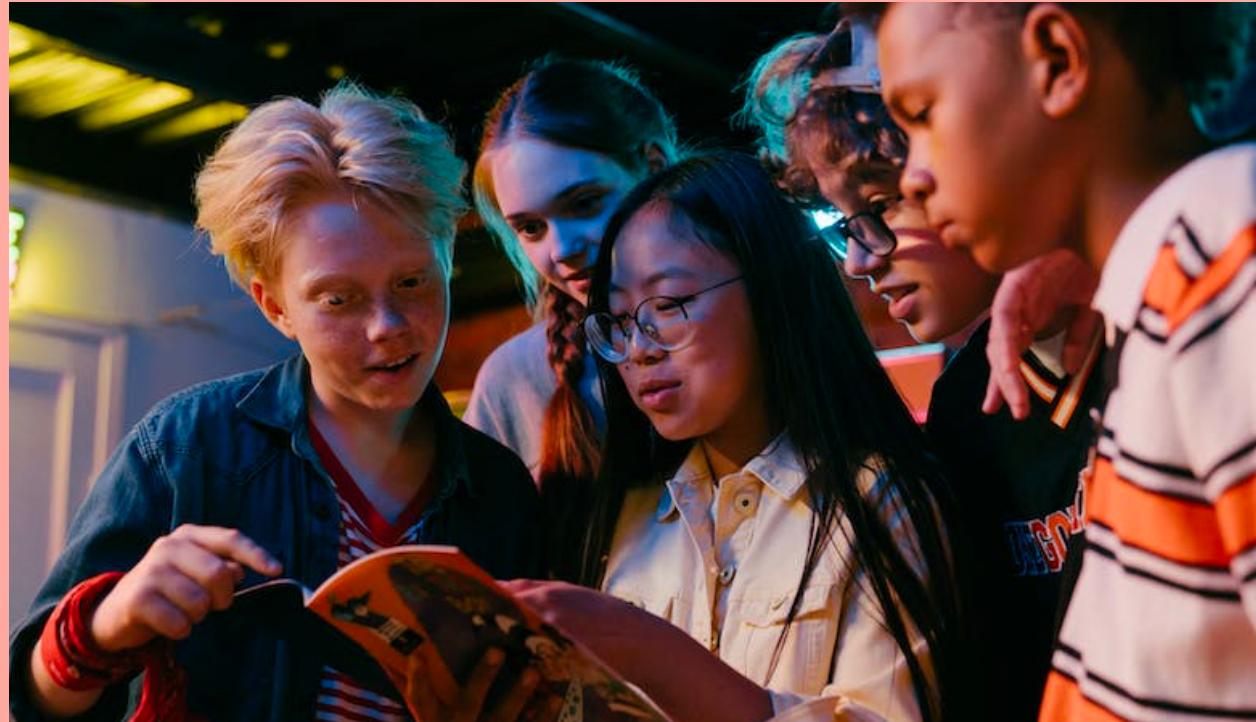
**Behavior:** gets frustrated by the fact that she has to reapply more than once to keep smelling good and from being sticky.

**Goals:** She wants a deodorant to always have with her and can always count on to keep her smelling fresh.



Allison Sharma

# STATISTICS ON OUR TARGET MARKET



## Core Values Among Teenagers in the U.S

- Having enough free time to do what you want to do 95%
- Being successful in a career 93%
- Graduating from college 82%
- Having a family of your own 80%
- Making a difference in the world 67%
- Being involved in your community 66%
- Having lots of friends

How can Old Spice use this to target them?

# CREATIVE BRIEF

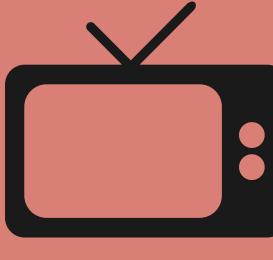


# PROPOSED NEW CAMPAIGN

## “ALWAYS THERE”

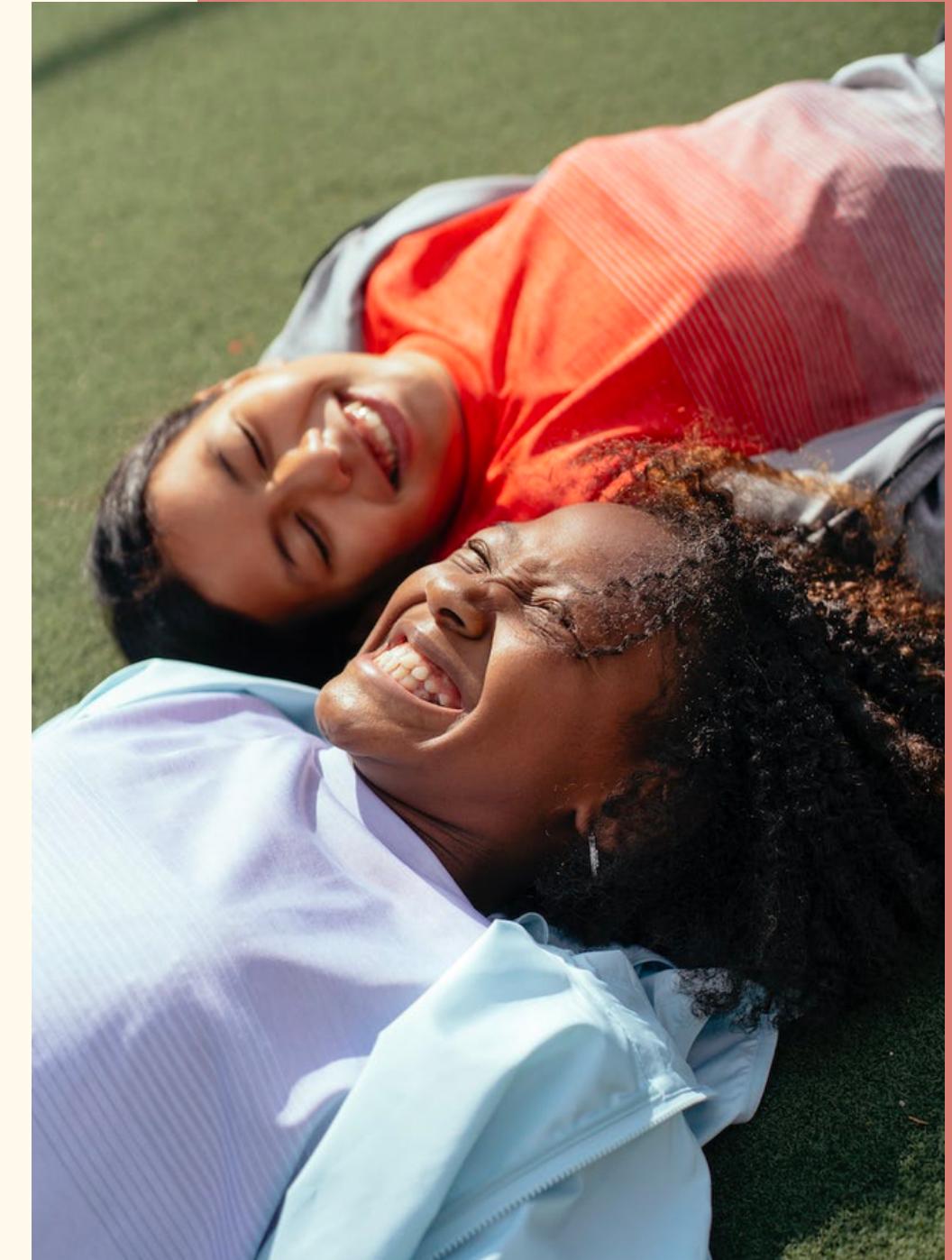


- Students aged 12-21
- Everyday adventures + significant milestones



- National Television - Super Bowl
- Youtube / Social Media
- Streaming Services

Old Spice



# “ALWAYS THERE”

Because Old Spice is a lasting scent for life's big and small moments, where perspiration wants to make its presence felt.



# MOOD BOARD



FRESH

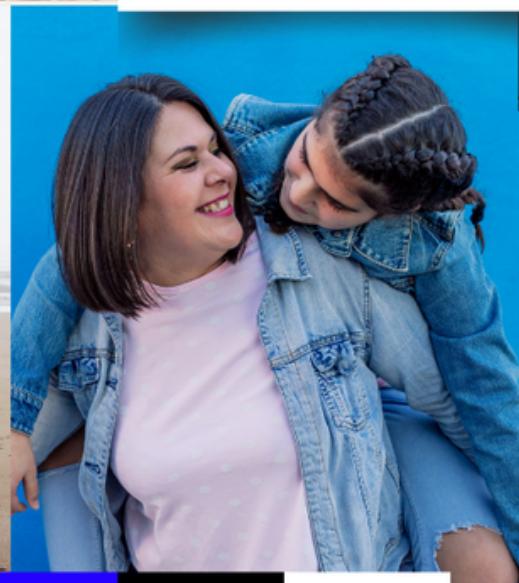
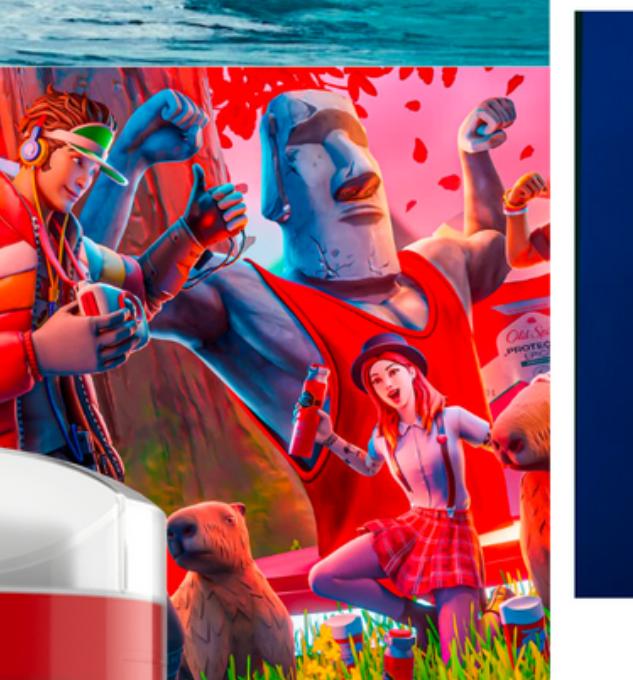


cool



GENDER

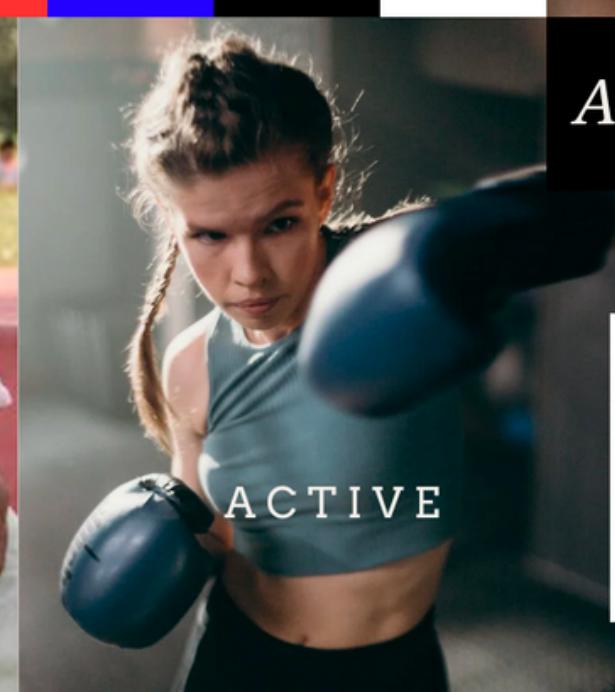
LESS



Always there



HAPPY



ACTIVE



# CAMPAIGN OBJECTIVES



## Inform New Audience:

- Reach target audience through campaign
- Increase brand exposure within target market
- Increase awareness and interest

## Increase Sales

- Increase deodorant sales within our target market

## Viral Campaign

- 5-10 Million YouTube views within 6 months of launching the campaign
- 50K Instagram Likes

# MEDIA PLANS

*60 second Super Bowl ad –  
launch weekend prior to game*

## **Socials:**

- TikTok + Instagram
- 15–30 second ads
- Generate Buzz



**SUPER BOWL**



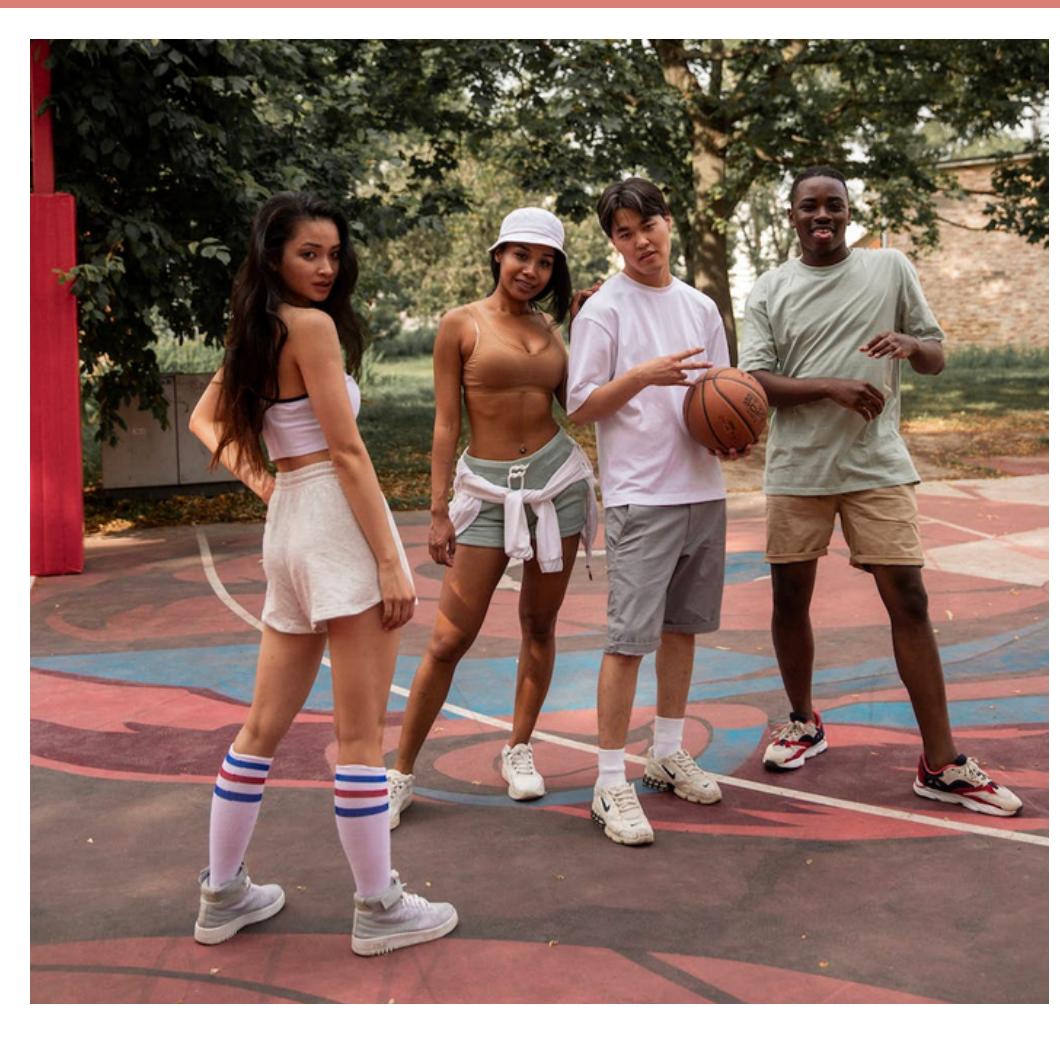
 *Old Spice*

# #ALWAYSTHERE

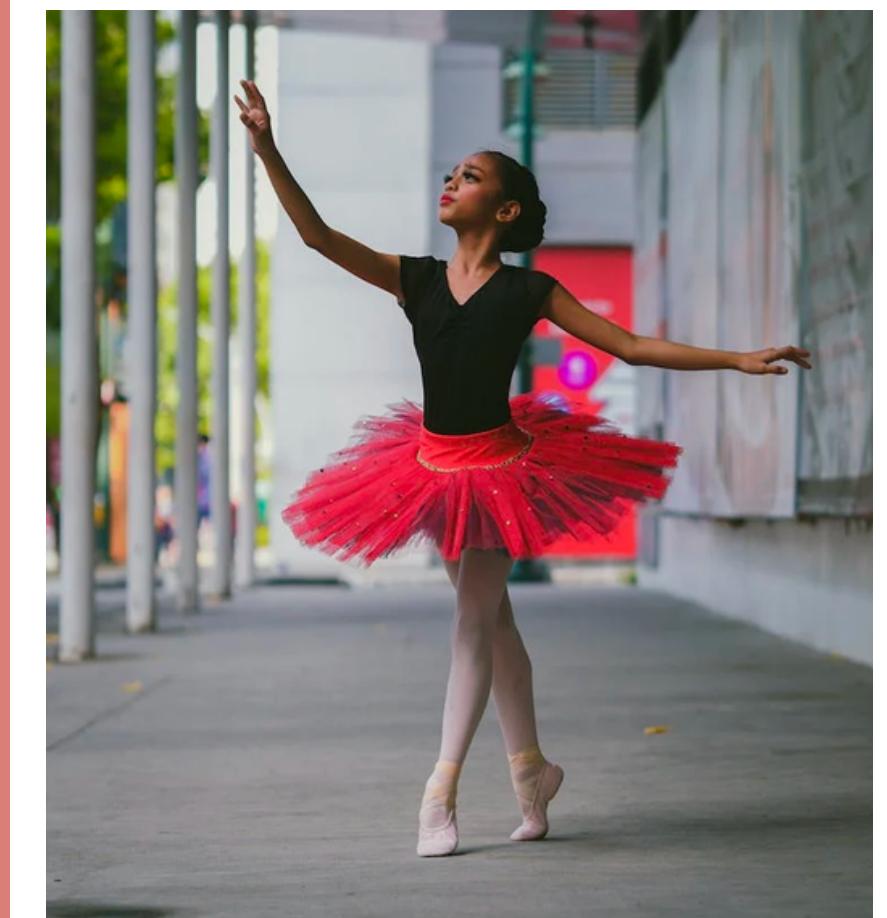
Have a trending hashtag where people will post where they bring their deodorant and what events they use it for



We love to use Old Spice before we hang out with our friends  
#ALWAYSTHERE



We use Old Spice before we go to a school dance  
#ALWAYSTHERE



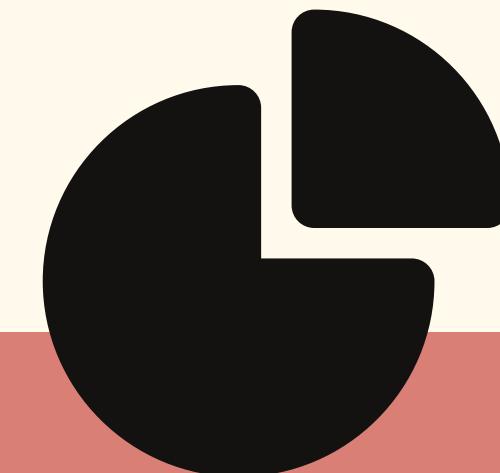
I like using Old Spice before I go out on the stage  
#ALWAYSTHERE

# BUDGET BREAKDOWN



## \$15-20 MILLION

- “The Man Your Man Could Smell Like” budget was \$10M
- Advertising Budget ~ 11% of revenue
- Proctor and Gamble Marketing Giant



## BREAKDOWN

- 15% → film & A/B Testing
- 35% → marketing research, analytics, & social media
- 50% → display ads, paid media, product placement, & end of funnel promotions



## GOALS

- Brand Recognition among target audience
- Increased total sales
- Maintain relationship with 18-34 year old men from previous campaign



Old Spice

# EVALUATION OF CAMPAIGN



## Quantity Measurement

- Sending out surveys every 2 months to measure brand awareness
- Conduct measurements of ad views and likes
- Create 3 successful influencer partnerships
- Give 10% off deodorant if you refer three friends and one of them follows through with the sale

## Quality Measurement

- Track customer engagement on social platforms
- Flag negative comments about the brand
- Hold focus groups every three months to see brands perception
- Track our hastag #alwaysthere for engagment



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**THANK YOU**  
QUESTIONS?

