



Brand Strategy

Dr Omar Merlo

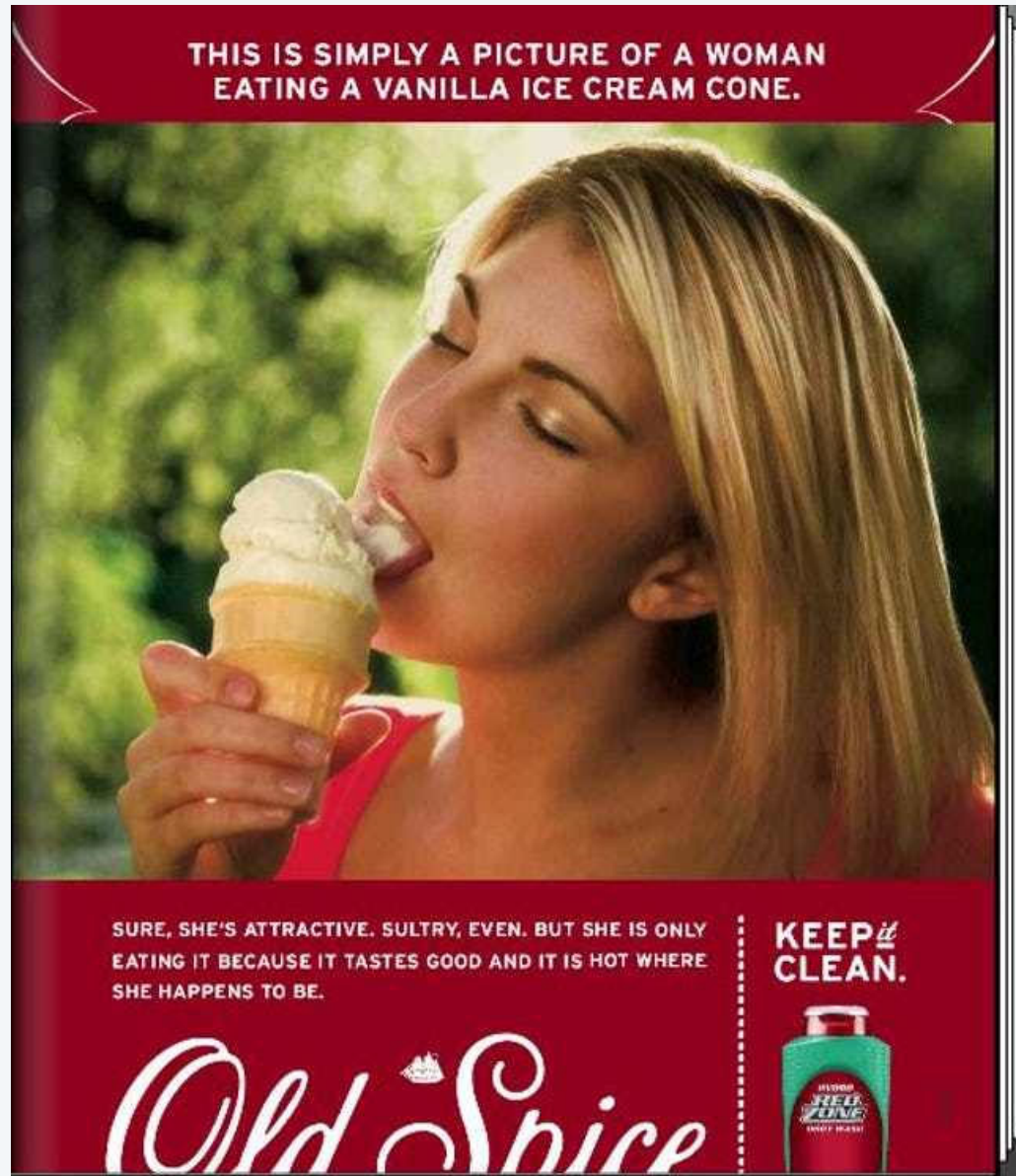
Lecture 7

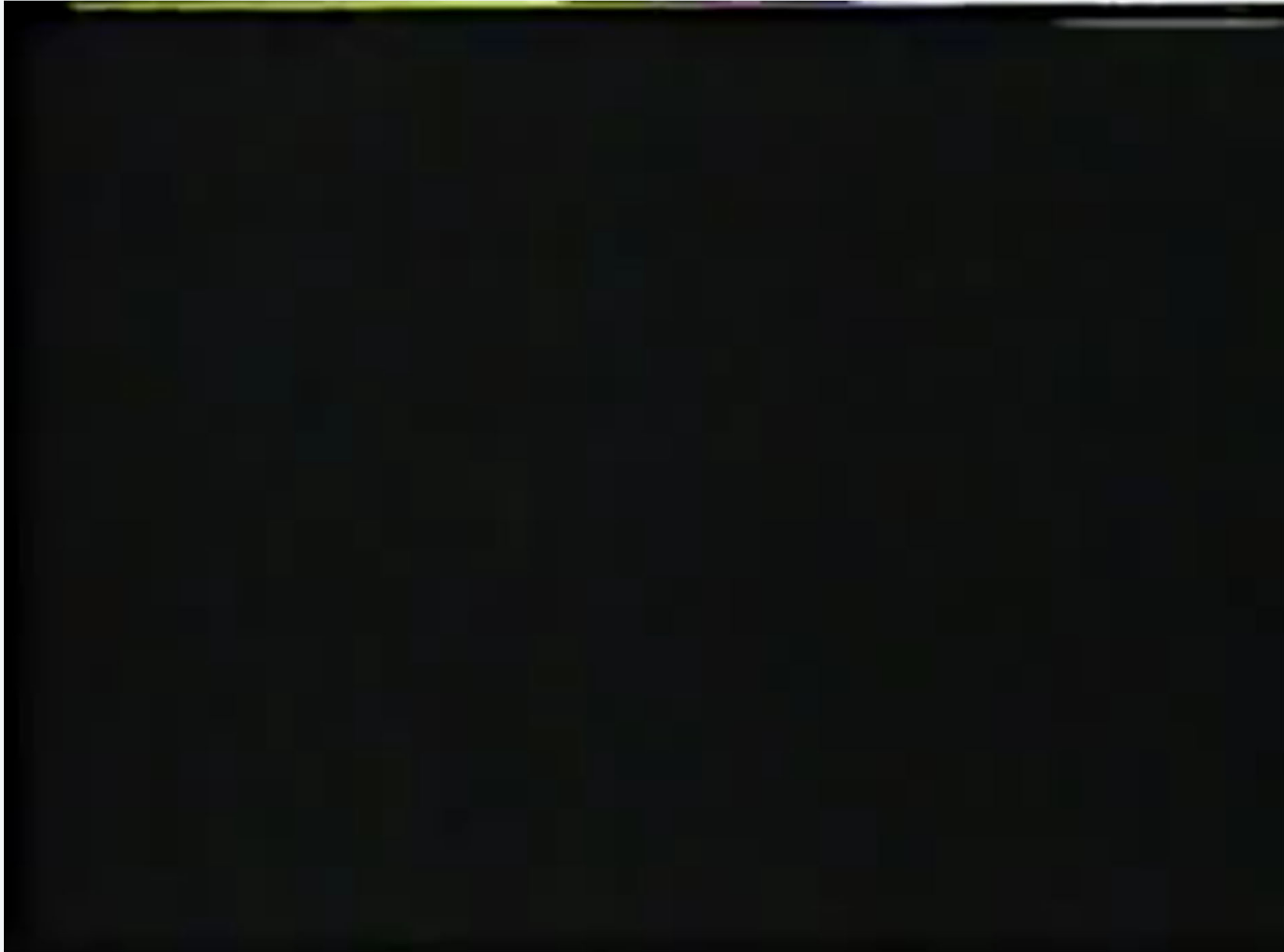
Old Spice Case Study

1. Should P&G attempt to compete and respond to Dove for Men? Should they do so by referring directly to the brand in their own advertising?
2. Should P&G advertise individual products like Swagger and Showtime or the Old Spice umbrella brand?
3. What media should P&G use? Should they advertise on the Super Bowl?



Old Spice Case study



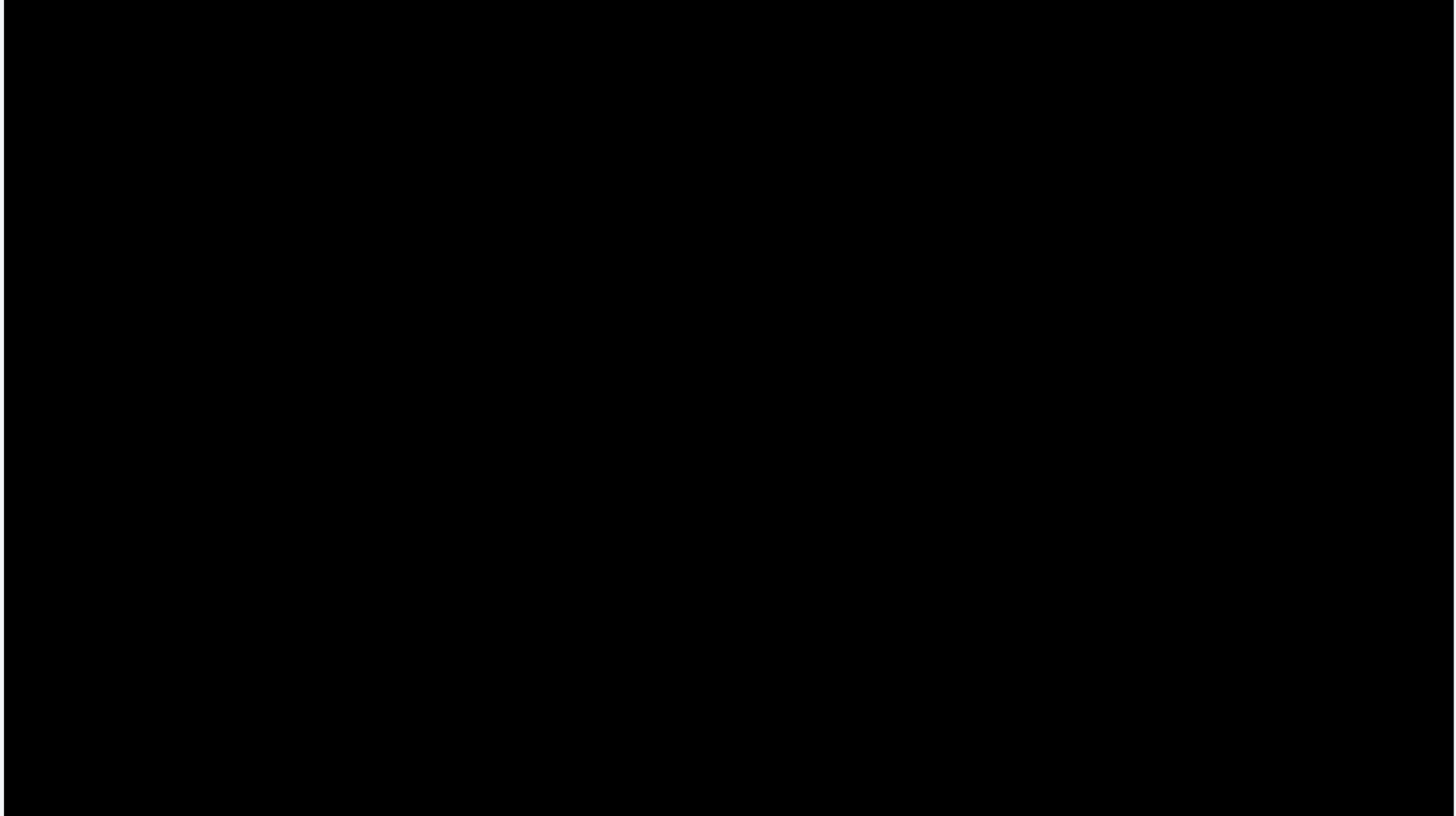


The outcome

- P&G chose to advertise the Old Spice umbrella brand over any particular scent
- They responded to Dove for Men by featuring body wash prominently in the campaign
- But in keeping with P&G heritage, the campaign didn't directly call out Dove.
 - They let Dove focus on its PoD of moisture and their target on women who didn't care about the masculinity of their men
 - Old Spice would target women too but retain its focus on masculinity
- They decided not to buy Super Bowl air time

The outcome

- P&G launched the “Smell like a man” (SLAM) campaign
- The launch was online before the Super Bowl
- They bought keyword searches so that when people looked up “Super Bowl ads” online, the SLAM advertisement would appear



Old Spice case study

- They also set up a YouTube channel dedicated to the ad
- This was followed by:
 - TV ads after the Super Bowl on shows that men and women were known to watch together (e.g., American Idol, the Olympics).
 - Print ads for women (e.g., People magazine) and men (e.g., Sports Illustrated)
 - Appearances of the actor (Isaiah Mustafa) on TV shows.
 - A response campaign with almost 200 bespoke videos on YouTube in response to viewers' comments and questions



WATCH MY NEW,
GREAT-SMELLING COMMERCIAL.

Old Spice

FOLLOW US:



Old Spice

oldspice's Channel

Subscribe

Uploads

Favorites

Playlists



0:14 / 0:48

360p



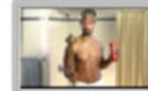
Info Favorite Share Playlists Flag

Re: @TheEllenShow | Old Spice

From: oldspice | July 12, 2010 | 306 views

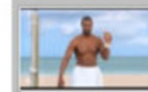
On Twitter, @TheEllenShow wrote "Have ya'll seen my friend @IsaiahMustafa's new Old Spice commercial? So funny and so clever. <http://bit.ly/avcpGA>"

View comments, related videos, and more



Old Spice | Responses

53 minutes ago
[more info](#)



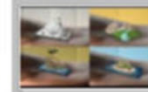
Old Spice | Smell Like a Man, Man.

59 minutes ago
[more info](#)



Old Spice | Odor Blocker

6 minutes ago
[more info](#)



Old Spice | Where Freshness Smells

3 hours ago
[more info](#)



Old Spice | Different Scents

3 hours ago
[more info](#)



Old Spice | Swagger

9 hours ago
[more info](#)



oldspice

Subscribe

Add as Friend |
Block User | Send Message

Profile

Name: Old Spice
Channel Views: 5,373,590
Total Upload Views: 53,935,563
Joined: January 01, 2006
Last Sign In: 4 minutes ago

Channel Comments (5830)

Refresh



KingCorgi (58 seconds ago)

You sir, sires and siresses(?) at oldspice are 150% awesome.

Spam



kakistos77 (1 minute ago)

Hello Old Spice Guy, I'd like to thank you for your efforts in displaying what real manliness is all about. It is almost as if you have a super power. Do you, in fact, have a super power of manliness? And, if so, do you use your powers for good or for awesome? The world would like to know.

Spam



TheMarkSasuke64 (1 minute ago)

Our New KING!

Spam



brewatch (3 minutes ago)

Dear old spice man, I want my own commercial at least 0:27 on all the news on for a last minute

Spam

What's happening?

140

Latest: and then there were three 8 months ago

Tweet

Real-time results for Old Spice

+ Save this search
Search for users »

222 new tweets since you started searching.



OldSpice You'll never know when the **Old Spice** man/guy on a horse might show up. Watch out for him, we heard he was around.

about 19 hours ago via web

Promoted by Old Spice 100+ Retweets



kevinrose HOLY SH*T, best get well video EVER from the **old spice** man!: <http://bit.ly/dpSeOs>

about 15 hours ago via Tweetie for Mac

Top Tweet 100+ Retweets



Alyssa_Milano GENIUS. Shirtless **Old Spice** guy replies on Twitter w/ hilarious personalized videos <http://tnw.to/16XQ3> /via @Zee

about 17 hours ago via Twittelator

Top Tweet 100+ Retweets



OldSpice You'll never know when the **Old Spice** man/guy on a horse might show up. Watch out for him, we heard he was around.

about 19 hours ago via web

Top Tweet 100+ Retweets



Results of the campaign



- **Original SLAMM campaign:**

- 3.5m views online before it aired on TV
- Captured 80% of all conversations in the category in first 3 months
- More than 3b impressions since February 2010



- **SLAM Responses campaign:**

- 5.9m views on Day 1
- 40m views in a week
- Became #1 all-time watched YouTube channel (260m+ views) and #1 subscribed YouTube channel (365,000+ subscribers)
- Generated 1.8b impressions
- Twitter following up 3,000%, Google search up 2,000%, FB interactions up 800%
- Sales up 107%



Old spice case study

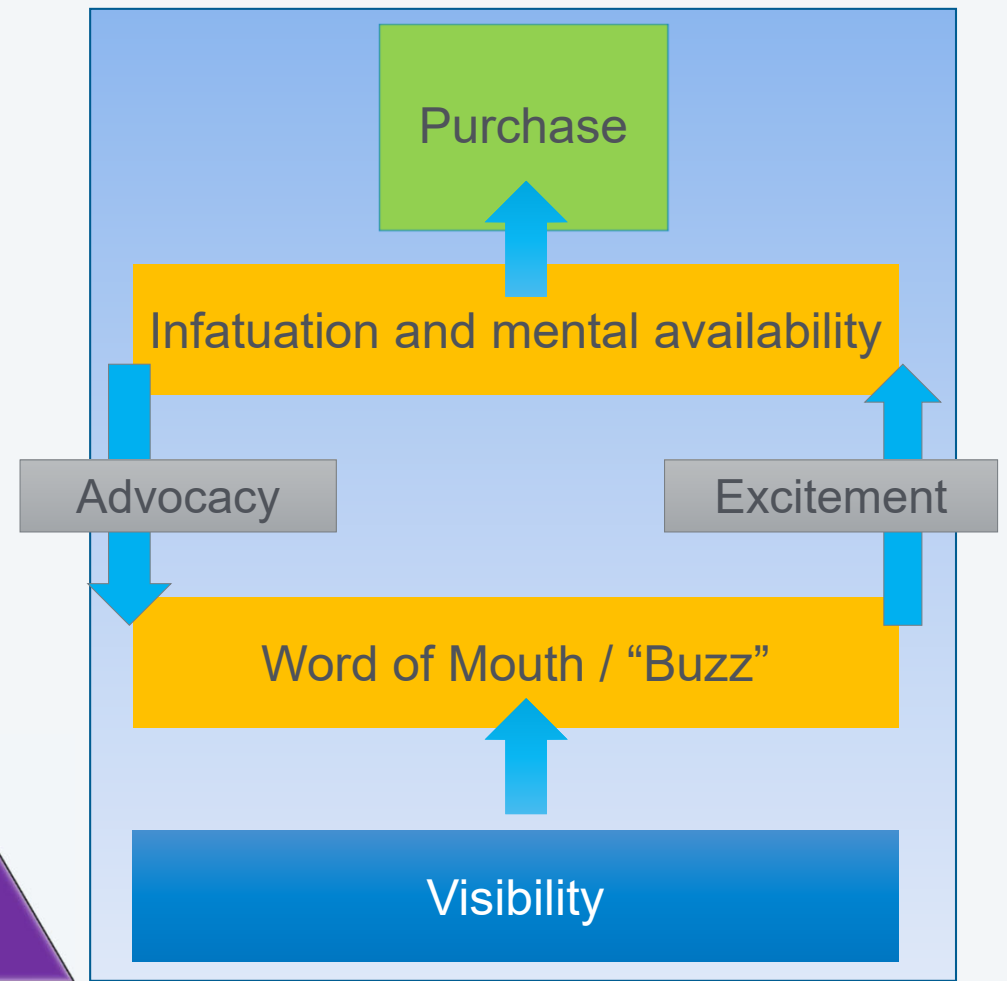
Why did it work so well?

Traditional vs Non-Traditional Brand Building

The role of marketing communications



Traditional Communications



Non-Traditional Communications

Traditional vs Non-Traditional Communications

Translating awareness into action

