Old Spice, in its 1970s’ TV commercial, proved that a strong man dismounting a sail boat is a potent entrance. On his arrival, the middle-aged man strides to jaunty , telling fellow neighbors to "Wake up with Old Spice and feel the freshness of the open sea." I don’t know about you guys, but after watching the commercial, Old Spice

Decades later, in the early 2000s, Old Spice consistently controlled the men’s deodorant market, but Axe’s cleverer campaign started denting its market share. Proctor & Gamble then decided to reinvent the brand to reach out to a younger demographic. Old Spice had realized they were in a sticky situation and needed to change their dynamic to get back on top. This led to the Old Spice Manbook (picture above) depicting the principles behind the brand.  Old Spice’s unique campaign inspired new ways to engage consumers, and the identity demonstrated in the Manbook extended to its packaging

​Before 2010, Old Spice targeted men aged 40 to 60. However, with women driving 60% of body wash sales, Old Spice released this paid media ad, the “Smell like a man, man.” campaign. This ad quickly went viral and won the Cannes Film LionsGrand Prix and a Cleo nomination for outstanding commercial.  Later that year, Old Spice followed up with an interactive digital campaign, inviting consumers to submit questions via Twitter and Facebook to be answered personally by the Old Spice guy.

During the 2010 Superbowl, Old Spice reinvented itself with a new campaign. This original TV commercial featured former NFL player Isaiah Mustafa as the brand’s new face.  Short, simple, and provocative, it totally targeted women.  The challenge and aim was to get couples talking about men's body wash and persuade women to stop buying women’s products for their men.  The new tagline "Anything is possible when your man smells like Old Spice and not a lady." did its job.  ​

Incidentally, this year’s updated ad features its original actor Isaiah Mustafa teamed with a son’s character and a new slogan, "Smell like your own man, man.”. In the commercial Mustafa’s son informs him that he is his own person with different grooming tastes.  Old Spice thus discovered that some users today seek more subtle scents and focus on skin benefits. This synergy, achieved with the addition of Mustafa’s son to its revolutionary TV commercial, was a strong tactic to appeal to the younger generation

Old Spice’s response campaign this year clicked on social media.  Fans’ requests on Twitter, Instagram, Facebook, and Youtube were answered through short Youtube clips by the Old Spice guy personally.  The result?  The first day – alone – generated 5.9 million Youtube views, more than what Obama’s victory speech had achieved in its first 24 hours.