

# Visual Analysis



An advertisement campaign can define a company in both a positive and negative way. When done well, it can provide a new identity to a company and give it a great reputation. When done poorly however, the campaign can forever tarnish the company's image and associate it with something negative and undesirable. Old Spice is a prime example of how an advertising campaign can make or break a company. Prior to the more recent success, Old Spice had become labeled as too old and outdated for young male consumers, in comparison to some of the other popular companies such as Axe. Old Spice was struggling to shift away from this 'non-hip' perception and after assessing market trends, they decided to switch their target

consumer to a broader age range. Ad agency Wieden+Kennedy stepped in and remodeled the brand to give it life, personality, and to appeal to a more general audience. The agency's solution was the now famous 'The Man Your Man Could Smell Like', which starred former NFL star Isaiah Mustafa, as the "Old Spice Guy." The "Smell like a Man, Man" campaign launched on February 8, 2010 and began with "The Man Your Man Could Smell Like" commercial. In the 30 second ad, which aired on YouTube a few days before the 2010 Super Bowl and then on television the day after the game, the charismatic Mustafa delivers promises of what is possible "when your man smells like Old Spice and not a lady." All of the ads in the campaign addressed the audience as female with: "Hello ladies.", each ad essentially comparing Mustafa to their man. This technique allowed Old Spice to be associated with luxury, being fit, and the 'perfect man'.

Shortly after its super bowl weekend debut, "The Man Your Man Could Smell Like" campaign quickly became a phenomenon, followed by excitement from the targeted environments where couples would be watching together. The campaign drew attention from the women audience, to appeal to them, and to gain their sales by pushing for their men to purchase old spice products. If their men smell like 'the old spice guy, they may then be like him, therefore be as attractive, successful, etc. The statistics that followed showed that at the time, 60% of old spice body wash purchases were made by women, and the company had 40 million views on youtube 30 days after the ad campaign launched, as well as 107% increase in body wash sales. The episteme or cultural climate was the campaign launching during superbowl weekend, which heavily influenced its success as the superbowl event is watched by millions of people

each year. This allowed the campaign to reach a large audience at once, as it targeted the fact that people love Super Bowl commercials and that many people would be searching for Super Bowl commercials in the days leading up.

In conclusion, Old Spice developed a very effective campaign, using three main techniques: they utilized a slogan, personification of their product, and association. In terms of a slogan, they heavily utilized “Smell like a Man, Man,” “the man your man could smell like,” and the whistle sound that has represented Old Spice for years previous. The campaign also utilized personification in making the attractive Isaiah Mustafa the face of their corporation, and creating almost a mascot out of him. Finally, they tried to associate the product with wealth, luxury, classiness, and manliness, even if it is in a humorous way. The result of the campaign was so phenomenal, it is said to be the fastest growing and most popular interactive campaign in history.