Marketing decisions are pivotal for any business that wants to extend itself towards new marketplaces. They shape the way that businesses enter the markets and reach potential customers. The text entitled ‘The AXE effect’ describes the strategy adopted by Unilever to launch and promote its AXE deodorant spray for men in the United States.

The text highlights the importance of a good approach in successfully bringing new products to a new market. Unilever initiated its promotional plan around cultural inclinations to draw intentions towards the AXE products.

The idea is to make the men who uses the spray become more attractive to girls, calling it the ‘AXE EFFECT’. Unilever used various means to achieve this: from online games, free samples, media advertising, to party in a mansion and post party clips. Young college students, between 11 and 24, were receiving free samples and mails about the events depicting lots of girls and rock stars. The video game was made available for anyone to play on the internet, giving away trip to the party to the winners. The information about the events were spread on toilets and nightclubs. Ads were printed on magazines.

The outcome was staggering: the website reaches 20 % more hits than originally expected and hundred young men were present at the party. The event was made into clips which will again be used as marketing tool to attract more customer resulting in massive increase in brand awareness among young male and most importantly, increase in market share for antiperspirant and deodorant.