

Unilever Marketing Campaign Brief

Brand: Axe

Campaign Objective:

Drive first-time trial of Axe products by making young men feel that our products enhance their unique personal style, not mask it.

Target Audience:

Urban males, 17-22, who are actively building their personal identity through fashion and social media. These digital natives spend at least 3 hours daily on TikTok and YouTube, follow at least five style/music influencers, and see their grooming choices as extensions of their personal brand.

Key Message:

"Your style speaks. Axe amplifies."

Campaign Timing:

Back-to-school season (August-September) to capture returning college students.

Additional Notes:

Our target feels pressure to stand out authentically in their social circles. They reject legacy brands their parents used but seek products that will help them express their individuality. They discover new brands primarily through TikTok and gaming platforms, and value peer recommendations above traditional advertising.