Old Spice Case Analysis

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Case Analysis Paper
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I. Introduction

Being a 73-year-old brand Old Spice has been marked as a product your grandfather would use. Attempting to change this, Proctor & Gamble joined forces with Wieden & Kennedy and together came up with a campaign that not only would change the Old Spice brand but would open doors to a new type of Marketing and Public Relations. The ‘Man Your Man Could Smell Like’ campaign was first released during the XLIV Super Bowl in 2010. It went viral instantly and paved the way for the next wave of revolutionary Old Spice campaigns.

II. Research

A. Old Spice

Old Spice was original produced by the Shulton Company in 1934 with its first product introduced in 1937. Although its first product was a woman’s fragrance, the brand was mainly dominated by shaving cream and aftershave lotion for men. Marketing for these products was based on a nautical theme with sailing ships as its trademark. The brand is known for its catchy jingles used virtually in almost all of the commercials.

Proctor & Gamble acquired the brand in 1990 and since 1994 has been looking to change Old Spice’s image from “your grandfather’s brand” to a younger and more vibrant brand. This image change caused for the introduction of many deodorant sticks, body washes, body sprays which are more appealing to a younger audience. James
Moorhead, P&G brand manager for Old Spice, said the approach has been to embrace its heritage while updating with modern swagger and humor (Sewell).

In 2010 Old Spice released its ‘Man Your Man Could Smell Like’ campaign which was the main campaign that brought on the ‘Video Response’ and ‘Fabio vs. Isaiah Mustafa’ campaigns.

**B. Previous Old Spice Campaigns**

Over the years Old Spice products have been labeled as “grandfather’s product” and have been trying to target a younger audience. As of 2007, Old Spice has been attempting to introduce its cheeky new attitude with its ‘Experience Everything” campaign featuring movie actor Bruce Campbell. Other commercials portraying this type of “attitude” feature celebrities like Neil Patrick Harris, Will Farrell, and LL Cool J.

**C. Target Audience**

Along with changing the brand’s image, the target audience has also been changed. Instead of the new commercials targeting the actual product users, Old Spice directed them towards the ones purchasing the product; women. Although the ads were meant to target couples as well as the individual males and females, Women were the main focus since they tend to be the ones who buy bath and soap products. Old Spice ads speak directly to them saying, “I am the man your man could smell like”. Encouraging them to go out and buying this product in order to have “your man” smell like the Old Spice Guy. In terms of the target audience age group, the new product packaging and advertisements were made to catch the attention of a younger age group (12 – 34 to be exact).
In terms of targeting media publics mass media was definitely the key type of media the Old Spice campaigns used. Using mostly TV commercials with the integration of social media, Old Spice was one of the first brands to use social media so extensively and efficiently.

**D. Wieden & Kennedy**

Wieden & Kennedy is the full service integrated advertising agency has been responsible for the Old Spice ads since 2008, including ‘The Man Your Man Could Smell Like’ campaign. The Portland based agency’s client list includes Nike, Dodge, Ivory soaps, Kraft, Levi’s and many more. They are also responsible for Nike’s “Just Do It” tagline. Its best known for being one of the most creative agencies in North America (AdBrands) and was named the 1991 Agency of the Year by Advertising Age (TwentyAgencies).

**III. Objectives**

**A. ‘The Man Your Man Could Smell Like’ Objectives**

The initial objectives of this campaign have been passed on from previous commercials and campaigns. Changing the perception that Old Spice is “your grandfathers” soap has been a challenge for Proctor and Gamble in the past. Just like past campaigns by Wieiden and Kennedy, “Old Spice Guy” was created in order to finally change the 73 -year -old brand image.

Old Spice wanted this campaign to appeal towards its new target audience. Going along with changing its image, the brand’s new target audience of males found in the 12 - 34 age group. The campaign was also meant to appeal towards women, as they are the usual buyer of the bath and soap products.
B. ‘Video Response’ Objectives

Going off the original campaign popularity, this campaign was focused on interacting with the fans and target audience. Not only did the campaign aim to interact with its consumer but also it wanted to respond in a quick and personal manner. It also aimed to maintain the increasing traffic of the Old Spice website, Twitter and Facebook accounts, and YouTube channel.

C. Fabio vs. Old Spice Guy Objectives

The objectives of this campaign were clear. The executives at Wieden & Kennedy wanted to keep the campaign alive and keep incorporating the ridiculousness and humor that made the original commercial so popular. At the same time it wanted to maintain the online site traffic the previous campaigns had brought in. Mike Norton, a rep from Proctor & Gamble says the objective was to engage fans the way we did last year but we didn’t want to do the same thing as last year (Wasserman).

IV. Programming

A. Old Spice Brands Programming

In order to appeal to its new target audience, the Old Spice website had been revamped to look and feel younger. It now has pictures of young guys outdoors snowboarding, mountain biking and rock climbing.

A. ‘Man Your Man Could Smell Like’ Programming

‘The Man Your Man Could Smell Like’ campaign made its debut during the Super Bowl XLIV in February 2010. Including satire and ridiculousness in the campaign its
first spot went viral and as of October 2010 had been viewed more than 20 million times on Youtube (Shambora). Isaiah Mustafa quickly became known as “the Old Spice guy”.

Mustafa starts off in his shower and then smoothly transitions to a boat, where he's holding an oyster that becomes tickets that turn into diamonds, before the camera pulls back to reveal that he's sitting on a white horse. But the key element is his opening line - "Hello, ladies" - aiming the campaign directly at the true target audience of men's fragrances (Porter). In order to appeal to the new target audience, the Old Spice Guy made appearances in popular day-time talk shows like Oprah & Ellen DeGeneres.

**B. ‘Video Response’ Programming**

The original commercials featuring Mustafa were so successful that they lead to the July release of a follow up campaign. ‘The Return of The Man Your Man Could Smell Like’ or the ‘Video Response’ campaign moved the Old Spice Guy from TV to the Internet. His fans could post questions or comments on Twitter, Facebook, or Reddit and equipped with a team of marketers and writers, he would respond to his favorite questions/comments via YouTube videos. In the end, over 180 personalized videos were uploaded to YouTube.

Following are some of the most memorable video responses:

- The NHL Blackhawks asks him what he would do with the Stanley Cup. Old Spice Guy’s response was to “fill the cup with a health smoothie drink, consisting of explosive missile bits, the spirit of a mountain ram, and the tail rotor of an Apache helicopter. I would then drink this health smoothie down into my man-stomach to give me the strength to join your ice team as captain, leader and all-around great guy-person who is strong."
• He crowned Ellen DeGeneres "Grand Princess Queen of all who are pleasant, syndicated and prone to spontaneous dance movements" in Eastern Latvia, where he claimed to have just been made King.

• He smashed a pirate piñata for Demi Moore.

• Even got into "a long-term commitment relationship" with Alyssa Milano. He even sent her flowers.

• A fan event requested that the Old Spice Guy proposed to his girlfriend (Baute).

**C. Fabio vs. Old Spice Guy Programming**

In order to take advantage of the campaigns popularity, the creatives at Wieden & Kennedy decided to take the campaign one step further. They came up with a loose storyline in which Fabio was jealous of Mustafa's popularity and wanted to challenge him for the throne as the Old Spice Guy.

The brand unleashed the first ads featuring Fabio on YouTube and on TV on July 20 with no explanation. On July 25, Fabio laid out his “Mano a Mano in el Baño” challenge to Mustafa at “9 a.m. tomorrow, Internets.” The next day, Mustafa accepted. That week, over a three-day period, Mustafa and Fabio would shoot more than 150 videos depicting ridiculous competitions (Wasserman). Going into the campaign with no real idea of how it would end, they turned to the fans and see what they had in mind. Jordan S. suggested that Mustafa should build a time machine to prevent Fabio from trying to take his place and this was in fact how the competition ended between the Old Spice Guy and Fabio (Wasserman).
V. Evaluation

A. Old Spice Brand & The ‘Man Your Man Could Smell Like’ Evaluation

Since Old Spice started focusing on a younger consumer the brand sales and market share have gone up. Interestingly enough, after the release of the ‘Man Your Man Could Smell Like’ campaign, Old Spice’s RedZone body wash sales went down by 7%, however, other products had gone up 8.2% during the same time period and RedZone sales hit $1.6 million at the end of July, a 49% increase over the sale numbers at the end of February.

According to Nielsen, a market research company, the overall sales for Old Spice body-wash products are up 11% in the last 12 months; up 27% in the last six months; up 55% in the last three months; and in the last month, with two new TV spots and the online response videos, up a whopping 107%. The commercial itself has won a Creative Emmy Award for Best Commercial of the Year and the Grand Prix at the Cannes Lions International Advertising Festival in 2010. Since the original release the video has had more than 20 million YouTube views.

In terms of changing its image, the string of three viral campaigns have solved this problem for the brand, says an Old Spice rep (Wasserman). One of the reasons these campaigns were so successful was because rather than trying to further broadcast the messages through social media, Old Spice was allowing people connect person to person, creating a sense of intimacy between the character and his viewers (Baute). See graph 5.1 for the different viral video numbers of the different campaigns.
B. ‘Video Response’ Evaluation

Only three days after the release of the respond videos, Old Spice had released over 180 videos, 11 million views, and more the 22,000 comments (Fox). As of October 2010, the number of views has gone up to 15 million (Shambora). The general Old Spice YouTube channel became the most popular sponsored channel with over 100 million followers (Potter). Not only was this campaign successful in the social media realm but a few months after the release, Old Spice body wash sales rose 107% (Fox). The popular social media and Internet blog, Mashable.com, event went as far as stating this campaign is the future of marketing.

It became one of the fastest growing online video campaigns of all time (Eriich). Compared to some of the most popular viral videos to date and the number of views within the first 24 hours, Old Spice Guys response videos received around 6 million views. It beat Obama's victory speech (under 5 million views), Bush Dodges Shoes (around 4.2 million views), and Susan Boyle (3 million views) (See graph 5.2 below). Within a week of the response videos being released, Google searches for “Old Spice” went up 2,000% (Shambora).

Marketing analyst for Measurable Measures Matt Fiorentino, says the campaign is “unprecedented”, "There's never been a campaign that has answered users' questions so personally and so quickly," he says. "It wasn't just that, it's the way that they did it. The writing was brilliant. The acting was brilliant."
**D. Fabio vs. Old Spice Guy Evaluation**

Following in its predecessor’s foot steps, this campaign received over 22 million YouTube views in one week. For the first time ever in a YouTube channel held the number one and number four spots for most viewed channel for the month on YouTube (Wasserman). Campaign received more than 53,000 YouTube comments and 68,000 new Facebook fans (Wasserman).

**VI. Campaign in Numbers**

<table>
<thead>
<tr>
<th>For the first 3 months of 2010 Old Spice Smell Like a Man commercial help 75% of the conversation in its category.</th>
<th>Real time messages was the fastest growing and most popular interactive campaign in history.</th>
<th>Response Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brands Twitter following increased 2700%</td>
<td>Facebook interaction went up 800%</td>
<td>• Day 1 - 5.9 million views</td>
</tr>
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<td></td>
<td></td>
<td>• Day 2 - 8 out of 11 most popular Youtube videos</td>
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<td></td>
<td></td>
<td>• Day 3 - 20 million views</td>
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<tr>
<td></td>
<td></td>
<td>• One week - 40 million views</td>
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<tr>
<td>Old Spice became #1 all time most viewed branded channel on YouTube</td>
<td>6 months since the original airing 1.4 billion impression shave been made</td>
<td>Webstie traffic went up 300%</td>
</tr>
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<td>As of Aug 2010...Old Spice body wash increased...</td>
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<tr>
<td></td>
<td>• 27% from a year ago</td>
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<td></td>
<td>• last 3 months 55%</td>
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<td></td>
<td>• past month 107%</td>
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<tr>
<td>Old Spice is now the #1 body wash for men!</td>
<td></td>
<td>W + K Case Study</td>
</tr>
</tbody>
</table>
VII. Index

A. Graph 5.1

The Man Your Man Could Smell Like Viral Video Collection

<table>
<thead>
<tr>
<th>Viral Video Views</th>
<th>The Man Your Man Could Smell Like</th>
<th>The Return of The Man Your Man Could Smell Like</th>
<th>Old Spice Responses</th>
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Source: visiblemeasures.com

B. Graph 5.2

Off to the Races: Popular Virals in the First 24 Hours

<table>
<thead>
<tr>
<th>Viral Video Views</th>
<th>Old Spice Responses</th>
<th>Obama’s Victory Speech</th>
<th>Bush Dodges Shoes</th>
<th>Susan Boyle</th>
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<tr>
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Source: visiblemeasures.com
VIII. Sources


