



Old Spice



The first Old Spice® product, called Early American Old Spice for women, was introduced in 1937, closely followed by Old Spice for men in 1938.

The Old Spice products were manufactured by the Shulton Company that was founded in 1934 by William Lightfoot Schultz.



Early American Old Spice was developed around a colonial theme.

When Old Spice was introduced, William Lightfoot Schultz was interested in maintaining a colonial framework for those products and chose a nautical theme for Old Spice.



Thus, sailing ships, in particular colonial sailing ships, were used as a trademark.

Through continuous use and advertising, the various ships have become a valuable trademark identifying the Old Spice product for men.

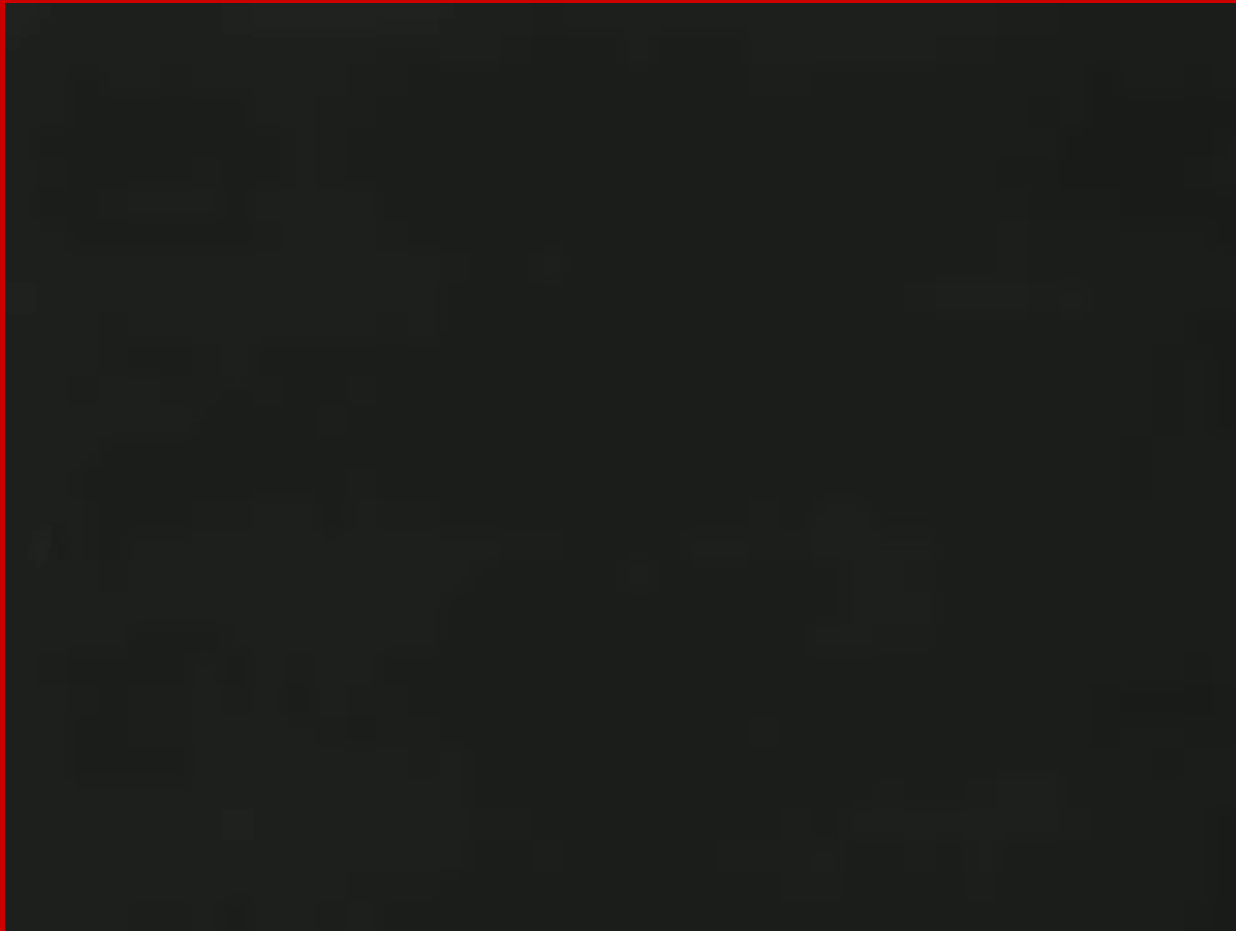


The original ships used on the packaging were the Grand Turk and the Friendship.

Other ships used on Old Spice packaging include the Wesley, Salem, Birmingham and Hamilton.



1957



<https://www.youtube.com/watch?v=x42mGplwCgg>



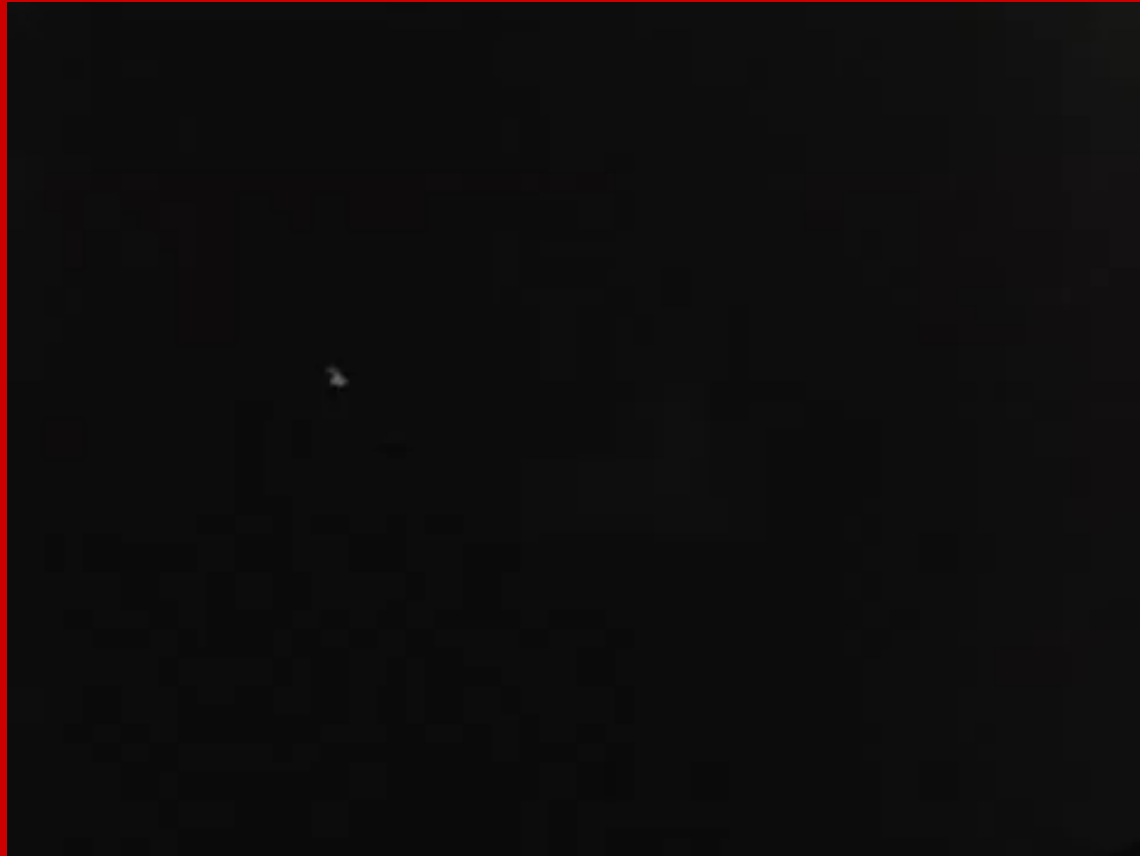
1960s



<https://www.youtube.com/watch?v=SHbbV5x3YZc>



1960s



<https://www.youtube.com/watch?v=OyM8645sj6g>



1970s



<https://www.youtube.com/watch?v=qSqeU2sfOTM>



Procter & Gamble purchased the Old Spice fragrances, Skin Care and Antiperspirant and Deodorant products from the Shulton Company in June 1990.

Since purchasing the Old Spice line, P&G have continued to provide many of the original Old Spice products as well as introducing several new products.



Over the years Old Spice became a neglected Procter & Gamble brand that had lost ground to more hip rivals such as Axe and whose very name seemed to underline how outdated it had become.

Appointed in 2006 to transform Old Spice's fortunes, Wieden & Kennedy vowed to turn the brand's weakness into its strength.



Old Spice

Digital Campaign



Wieden & Kennedy discovered that women were responsible for more than 50% of body wash purchases – an insight that defined the strategy of the first ad that debuted during the Super Bowl on 8 February 2010.



The “Smell Like a Man, Man” Campaign

This campaign featuring the handsome, witty and chisel-chested Old Spice Guy (former NFL wide receiver Isaiah Mustafa) launched just prior to the 2010 Superbowl and quickly became a viral video sensation.

It won the 2010 Cannes Lions Film Grand Prix and an Emmy nomination for Outstanding Commercial and was the beginning of a series of humorous ads.



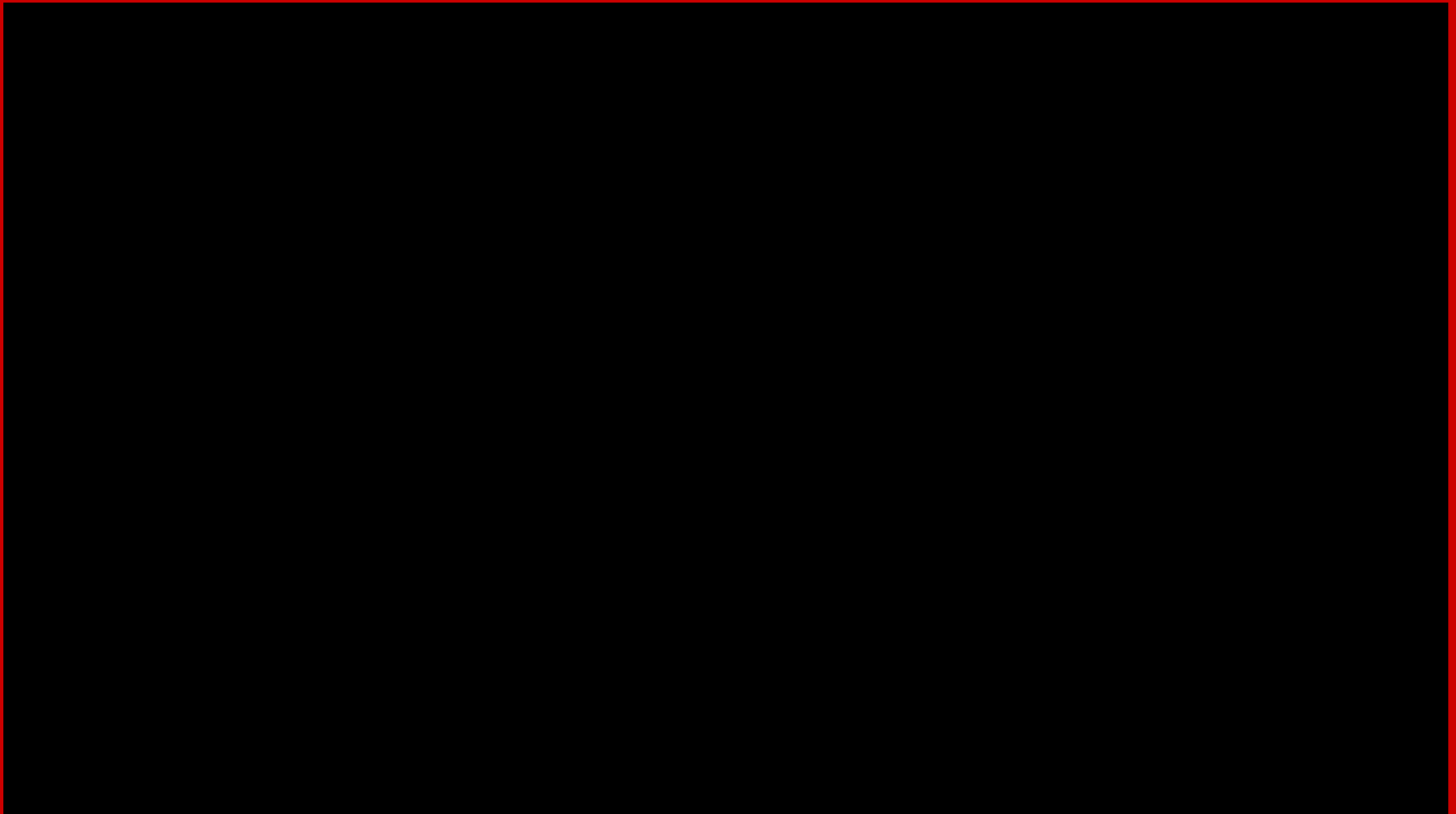
The “Smell Like a Man, Man” Campaign

Everyone was talking about

Old Spice



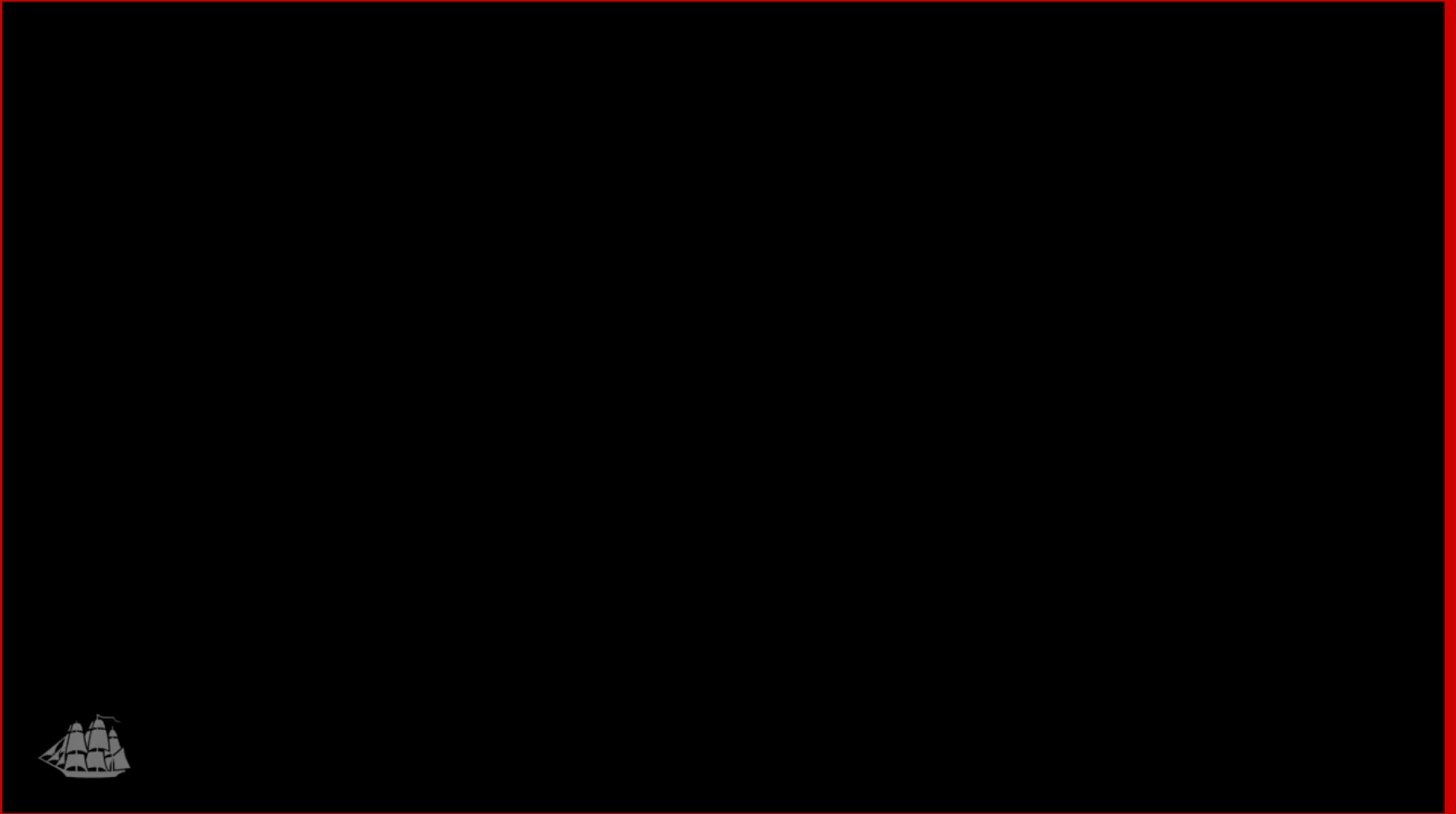
The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=owGykVbfgUE>



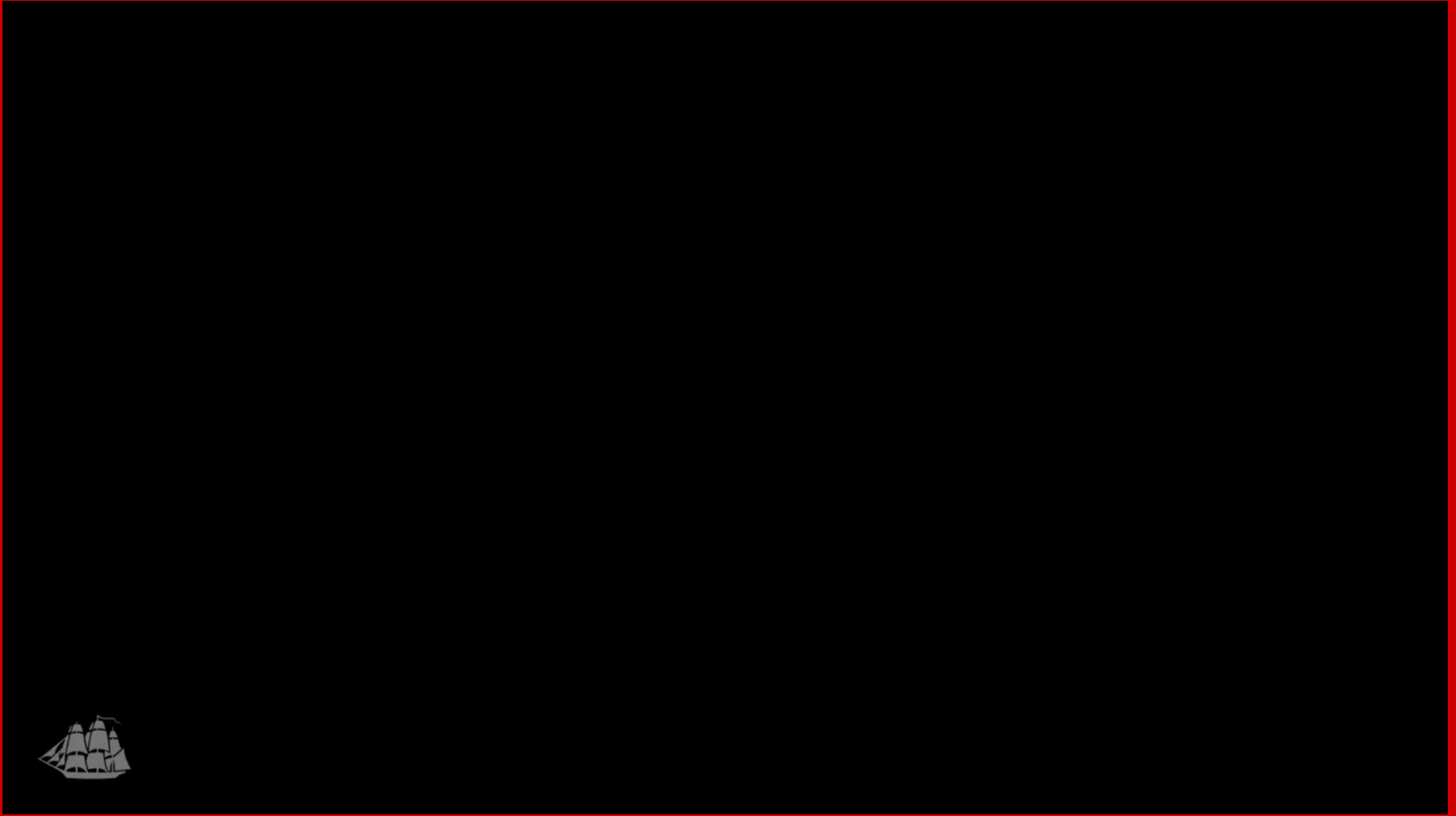
The “Smell Like a Man, Man” Campaign



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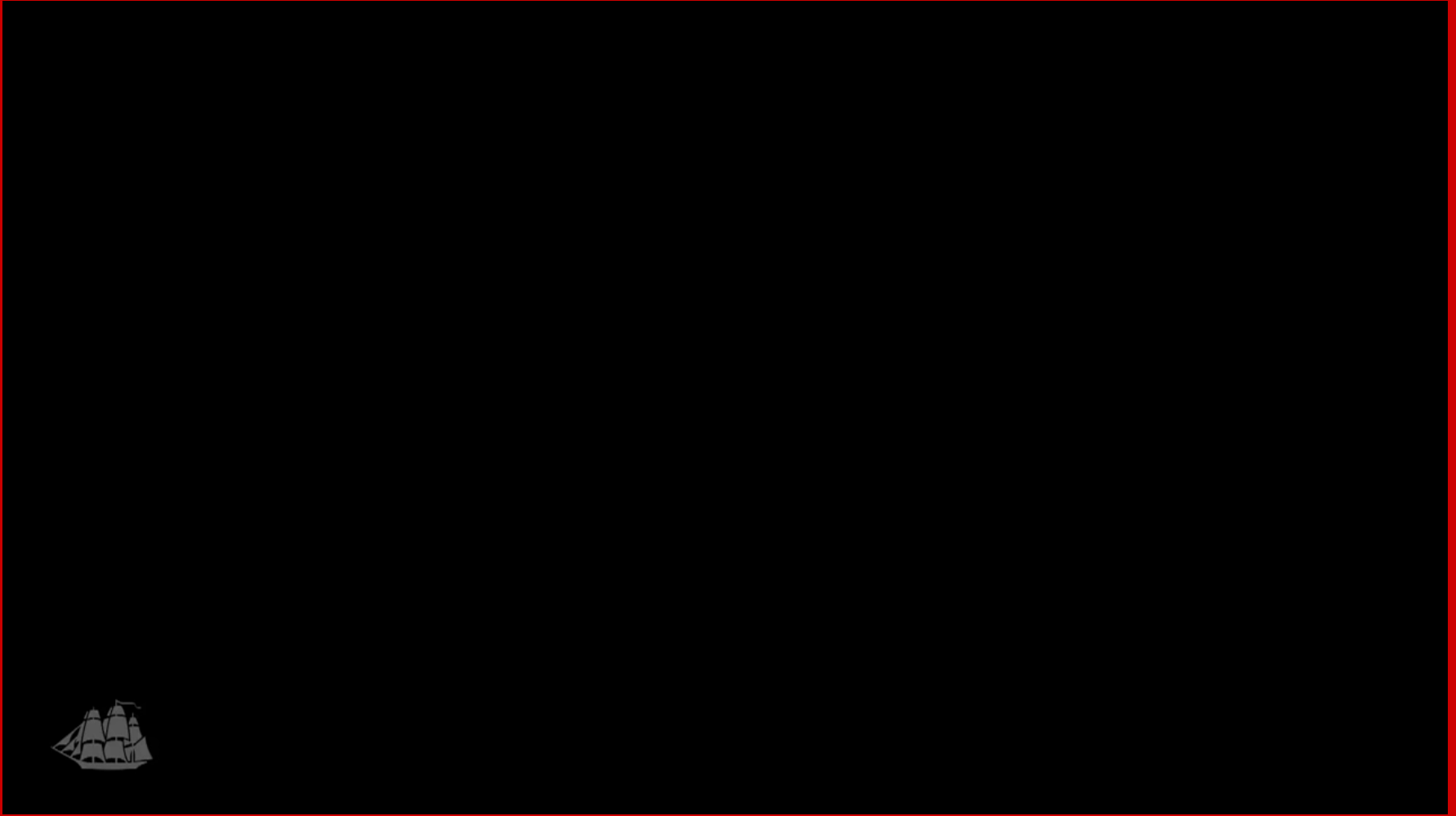
The “Smell Like a Man, Man” Campaign



https://www.youtube.com/watch?v=j7e_igiPIUI



The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=PJKAr1r5zIA>



The “Smell Like a Man, Man” Campaign

The internet continued to be important and the campaign marked a defining moment when advertisers started to realise the potential of social media marketing.



**I'M ON AN
INTERNET**

FOLLOW ON

twitter

WATCH ON

You Tube

OLD SPICE RESPONDS TO THE INTERNET



IDEA

We wanted the Old Spice guy to have a direct, engaging conversation with fans. Our idea was a two-day interactive event in which the Old Spice guy personally responded to fans in real time.

EXECUTION

Filmed 186 responses to fans and celebrities pulled from questions on Twitter, Facebook and more. These personal, real-time messages were posted on YouTube and promoted on Twitter.

RESULTS

- Twitter followers increased 2700%
- Facebook fans increased 60% and interactions increased 800%
- OldSpice.com traffic increased 300%
- Old Spice became the #1 All-Time Most Viewed and #1 Most Subscribed Branded Channel on YouTube



Real-time results for Old Spice

12 new tweets since you started searching.

- OldSpice** The Old Spice man/guy on a horse is everywhere today, and he's just getting started. about 11 hours ago via web Promoted by Old Spice · 13.5K Retweets
- kevinrose** HOLY SHIT, best get well video EVER from the old spice man! <http://bit.ly/dp5eOs> about 1 hour ago via Twitter for Mac Tap Tweet · 13.5K Retweets
- Alyssa_Milano** GENIUS. Shirtless Old Spice guy replies on Twitter w/ hilarious personalized videos <http://t.me/ta/16XQ3> /via @Zee about 8 hours ago via Twitter for Mac Tap Tweet · 13.5K Retweets
- OldSpice** Today could be just like the other 364 days you log into twitter, or maybe the Old Spice man shows up @OldSpice about 19 hours ago via web Tap Tweet · 13.5K Retweets



Re: @PingChat | Old Spice



Re: @Kathleen_LRR | Old Spice



Re: @JessicaRMurray | Old Spice



Old Spice



The “Smell Like a Man, Man” Campaign

To further build buzz, Old Spice invited consumers to submit questions via Twitter and Facebook to be answered personally by the Old Spice Guy.

More than 2,000 people sent questions and in a 48-hour period, nearly 200 personalized video responses were created and posted to YouTube.



The “Smell Like a Man, Man” Campaign

These videos featured celebrities such as Ashton Kutcher and Alyssa Milano, setting new benchmarks for consumer engagement and sparking another viral hit.

In the first day the campaign was viewed 5.9 million times.



The “Smell Like a Man, Man” Campaign

The Numbers

Nearly 105 million YouTube views of the campaign.

1.2 billion earned media impressions, including features on national broadcast networks and international media outlets.



The “Smell Like a Man, Man” Campaign

2700% increase in Twitter followers

800% increase in Facebook fan interaction

300% increase in traffic to <http://oldspice.com>

Old Spice has become the #1 ‘Most Viewed Sponsored YouTube Channel’.



The “Smell Like a Man, Man” Campaign

The campaign had, and is still having, a significant impact on Old Spice sales, both for body wash and the overall franchise.

Fueled by a new scent-inspired product line - up, renewed interest in male grooming and a breakthrough advertising campaign, Old Spice is now the leading male body wash and deodorant brand in the United States.



The “Smell Like a Man, Man” Campaign

Traditional print media and OOH was also part of a truly integrated campaign.



SMELL LIKE A MAN, MAN.

Old Spice



OLD SPICE BAHAMAS SCENT COMES FROM
AN ANTI-PERSPIRANT MINE IN THE BAHAMAS.
THIS FACT HAS NOT BEEN FACT-CHECKED.

Old Spice





©2011 P&G



BECOME ONE OF THE FRESHEST SMELLING PLACES ON EARTH.

Old Spice



©2011 P&G

A man's body is transformed into a snowy mountain landscape. His head is a snow-capped peak with a climber reaching a flag that says "SUCCESS!". His shoulders and chest are covered in snow, with various winter activities taking place: a skier, a snowboarder, a person ice skating, a person in a hot tub, a person climbing a rope, a person on a sled, and a person on a ski lift. The background is a clear blue sky with a few birds. In the bottom right corner, the man holds a bottle of Old Spice Matterhorn deodorant.

BECOME ONE OF THE FRESHEST SMELLING PLACES ON EARTH.

Old Spice



SMELL LIKE A MAN, MAN.

Old Spice[®]



© 2010 P&G

A man in a cowboy hat and boots, covered in shaving foam, stands in a bathtub. He is holding a lasso made of foam and a can of Old Spice. A woman in a towel looks on. The bathtub is filled with a large amount of white shaving foam. The background is a tiled wall with a showerhead and a faucet.

MAKE SURE
YOUR MAN SMELLS LIKE A MAN.

Old Spice[®].COM

Two cans of Old Spice After Hours deodorant are shown in the bottom left corner. One is labeled 'AFTER HOURS' and 'MONEY WASH', and the other is labeled 'AFTER HOURS' and 'DEODORANT'.



©2010 Old Spice



SMELL LIKE A MAN, MAN.

Old Spice *.COM





<https://www.youtube.com/watch?v=nFDqvKtPgZo>

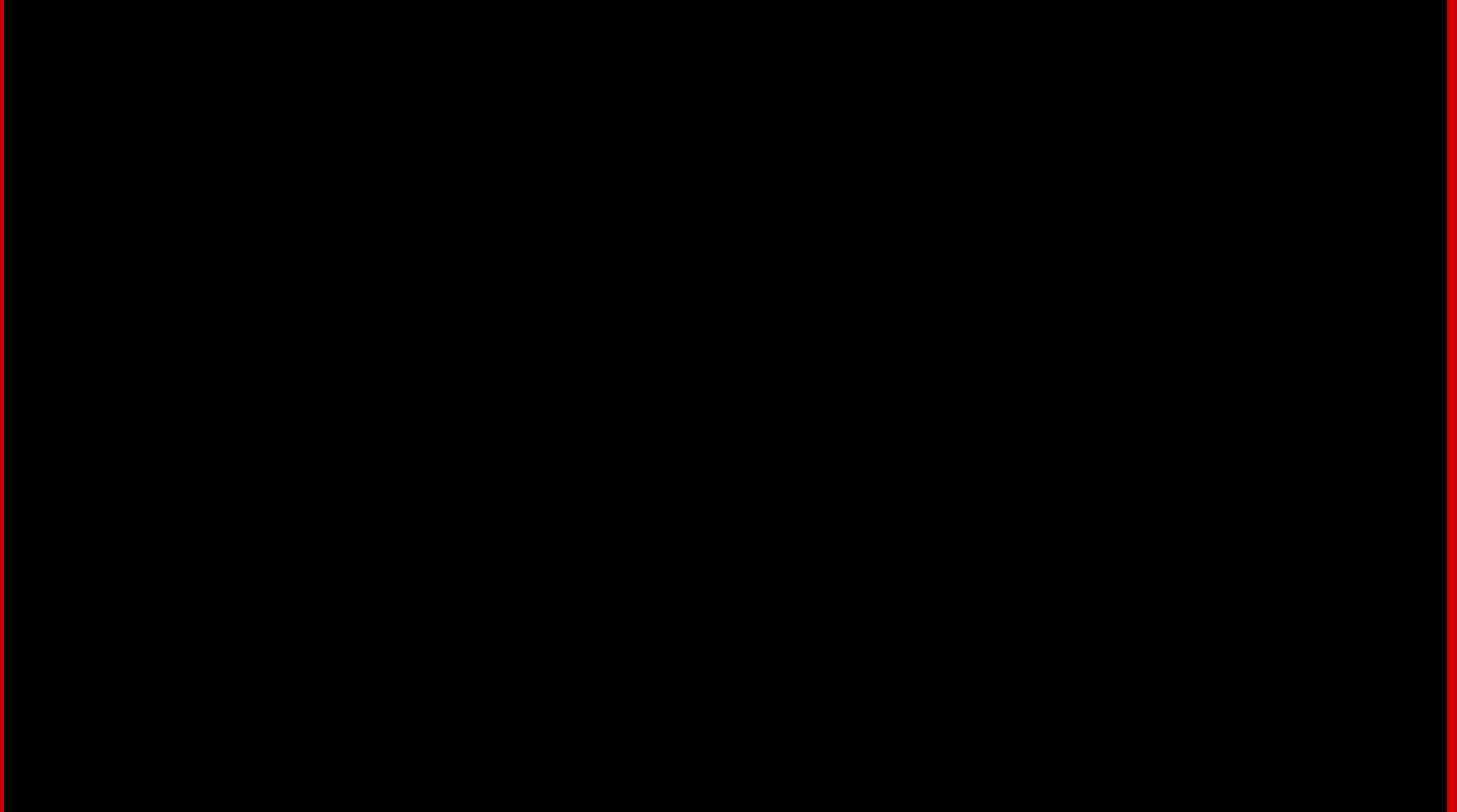


The “Smell Like a Man, Man” Campaign

But the original ‘Old Spice Guy’ Isaiah soon had competition from another former NFL footballer named Terry Crews.



The “Smell Like a Man, Man” Campaign



https://www.youtube.com/watch?v=Wt7sCW9_DOc



The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=Yp7Q3UspBQ0>



The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=H4seWTTvU6E>



The “Smell Like a Man, Man” Campaign

Crews’ approach was rather less sophisticated.



This was the beginning of a long running feud, played out on tv and internet ads.



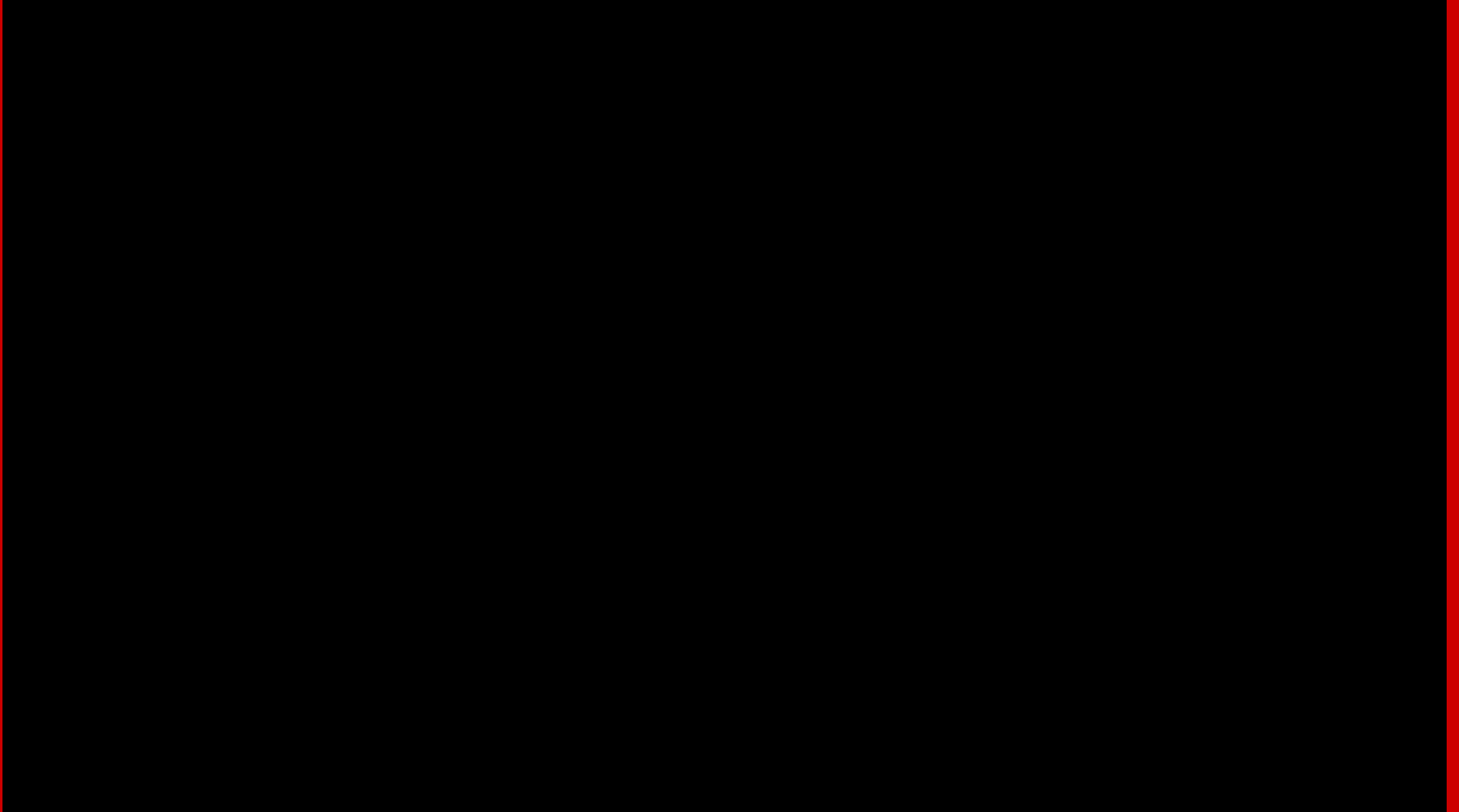
The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=h16JOZcnJhQ>



The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=oex8o5qHllo>



The “Smell Like a Man, Man” Campaign

Eventually they kissed and made up



The “Smell Like a Man, Man” Campaign



<https://www.youtube.com/watch?v=qSkMYGBtFI8>



The “Smell Like a Man, Man” Campaign

To this day, the “The Man Your Man Could Smell Like” campaign is highly regarded. Advertising Age recently named it one of the top campaigns of the 21st century.



The “Smell Like a Man, Man” Campaign

When P&G brought Wieden and Kennedy onboard, they were aiming for a 15% increase in sales.

But by May 2010, sales had increased 60% from the previous year.

By July 2010, that number was 125%, which was an all-time high for the brand. Shortly after the campaign, they became the top brand for men’s body wash.



The “Smell Like a Man, Man” Campaign

All of this because of the power, and reach, of the internet and social media



YouTube



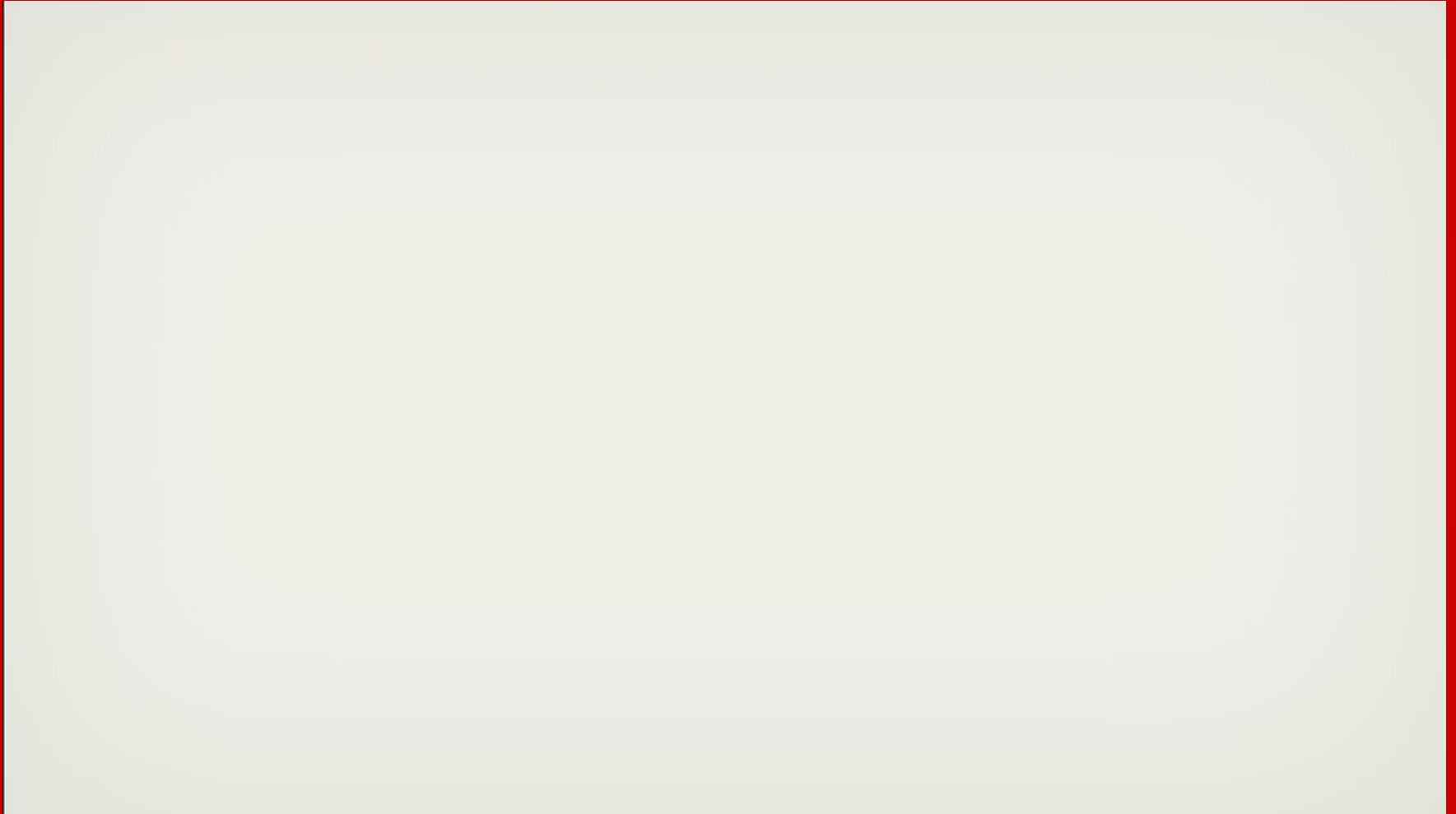


**To see more of the Old Spice campaigns
from Wieden and Kennedy**

[https://www.campaignlive.co.uk/the-
work/advertiser/old-spice/7717](https://www.campaignlive.co.uk/the-work/advertiser/old-spice/7717)



Brand Evolution



<https://www.youtube.com/watch?v=zD3PM6PDbQc>