

Old Spice

**COMEBACK
FRESHER
CAMPAIGN**

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Final Report

Background

Old Spice products were manufactured by the Shulton Company, which was founded in 1934 by William Lightfoot Schultz. Schultz was inspired by his mother's potpourri and as a result, the first Old Spice product in 1937 was a woman's scent called Early American Old Spice. The product was received well, and therefore followed with Old Spice for men in 1938.

Old Spice currently experiences two crises, both relating to their image. The first is that they fail to relate to a younger audience. Most of the Old Spice products are consumed by older men and have even been promoted to older men with sayings on their products such as, "if your grandfather hadn't worn it, you wouldn't be here." With competing companies like Axe, Degree, & Dove attracting younger men, it is imperative that Old Spice revamps their image. Although Old Spice attempted to attract a younger audience with their 2010 "Smell Like A Man, Man Campaign," the campaign fell short and did not leave a lasting or very impactful effect.

The second problem is that in 2016, a lawsuit was filed against Old Spice; claiming over 100 people have received chemical burns, some third degree burns, by

using the Old Spice deodorant. The lawsuit, although eventually found to lack evidence, sought up to \$5 million in damages. Even though Old Spice won the lawsuit, the image has stuck with the brand for many customers. Additionally, a younger audience will be more willing to experiment and try different products, even after a scandal, than older men.

When viewing the comments section on their social media, I found many about the chemical burns & complaints that Old Spice was deleting negative reviews. Upon further research, I also found complaints from those who had contacted Old Spice about the burns, but never received a response and therefore wrote that Old Spice does not care about their customers. To make matters worse, the Old Spice did not take responsibility for the burns, claiming that those customers just had an allergic reaction to common ingredients or have sensitive skin. They also recently did a study showing that 85% of men on social media tend to lie when they post.

Although it is not necessarily a crisis, Old Spice's social media pages need major improvement as well. The company seems to post a lot of irrelevant material that does not relate to the brand, and leaves their customers confused and uninterested.

Taking all of these weaknesses into consideration, I came up with the Comeback Fresher Campaign that will: promote confidence that may have been lost with getting burned, attract younger men who will be more willing to experiment with the brand after the lawsuit, earn back the trust of their customers, and create an improved social media presence.

The Campaign

This campaign will primarily focus on their "Fresher Collection" body washes,

Fiji and Denali. One good thing about these body washes is that they are the only primarily white body wash, with a red top. This is a plus because it will draw the attention away from the notorious primarily red products that people associate with the burns. Also, promoting a body wash instead of a deodorant will give more room for a fresh start than promoting another deodorant will. People also mention that the Fresher Collection is hard to find, so they will appreciate the exclusivity that comes with it.

The first part of the campaign will be a new face of the brand. The older Old Spice commercial promoted rugged, buff, “manly men,” which is an outdated concept. Most young men these days want to still be in shape, but also be dapper, well dressed, put together (whether it be a good haircut, well-shaped beard or a new watch) and smell good. Drake will be the face of the campaign as he is, well-known, likable by fans of many music genres, is constantly relevant as he is always releasing new music, and is considered a ladies man.

Next, Old Spice will implement the “Drake Needs a Date” campaign on January 1st, 2018. “Drake Needs a Date” will be the incentive the company uses to encourage consumers to vote between the Fiji body wash and Denali body wash (both from the Fresher Collection) to decide which scent Drake should use before his “date.” Old Spice will begin their social media revamping by announcing the contest through social media (IG, Twitter), telling their followers to use the hashtags: #OldSpiceFiji or #OldSpiceDenali. Participants will have the chance to vote through social media (it will be important to target both men and women as women frequently make purchasing decisions in regards to hygiene for male household members). Old Spice should plan to place samples in magazines (GQ, Teen Vogue, Cosmopolitan, Men’s Health), in gym

vending machines (Planet Fitness, Xsport Fitness, Equinox) and in stores (H&M, Forever 21, Men's Wearhouse, Gap, Nordstrom). The target locations should be places that younger people or people that fit the new image would be.

The next part of the campaign will be the jingle contest. On March 1, 2018, Old Spice will again announce on social media that they are looking for fans to create a new jingle for Drake to perform in their new commercial. Continuing with the goal to attract younger men, participants must be between the ages of 18-30 and can be either male or female. Old Spice will then decide on 5 finalists who will be flown to New York to perform the new jingle for Drake. Additionally, on March 22nd, 2018, the auditions will be streamed live on Facebook, IG, and Snapchat, allowing fans will vote on their favorite through social media.

The winner will eventually win two tickets to all expense paid trip to whichever body wash/location (Fiji or Denali National Park, Alaska) wins the contest. To keep up with their social media efforts, Old Spice will ask that the winner document his or her experience on Snapchat, Instagram/ IG live, and Facebook/ FB live, using the hashtag #thanksOldSpice and Old Spice will post footage/images from the trip on their own social media pages using the same hashtag.

To end the campaign, Old Spice will host a launch party at Jay-Z's 40/40 Club in NYC on April 28th, 2018. This is a very hip and trendy location that will go along with Old Spice's new image. During this event, Drake will perform and announce the winning scent/location the jingle winner will go to. This event should also be recorded on social media.

The implementation of this campaign will go into effect on August 2nd, 2018 with

the premiere of the new commercial (with Drake and the new jingle) and new advertisements.

The written materials I chose are: a backgrounder to explain the history of the company and how it is relevant to the campaign, a featured article that is fun to read and relates to the campaign (How to Get Ready For a First Date- From Her Point of View) and a Press Release (notifying the public about the campaign/launch party).

Conclusion

The intended outcomes of this campaign will be to: increase sales by 65% by October 2018, show consumers that Old Spice cares about them & cares about what they have to say, and increase followers/likes/comments on social media by 80% by April 2018.

To follow up after the campaign, Old Spice will poll men 18-35 to ask about the campaign and Old Spice to see if their image/perception has changed, continue to post related material on social media/respond to consumers, and search for tweets with hashtags and about the body wash in general and tweet back.

In the future, I would recommend that Old Spice issue a warmer, more concerned response toward their customers if a situation such as the burns should happen again & respond to those who are still commenting about it now. Old Spice should also develop a new sleeker bottle for their products and continue to keep up with certain trends to keep their younger audience engaged.

Old Spice Comeback Fresher Backgrounder

According to OldSpice.com, Old Spice, “is the quintessential men’s grooming brand. With more than 70 years as an American icon, Old Spice is the authority on the male grooming experience and has leveraged this heritage to become the No.1 selling anti-perspirant/deodorant stick and body wash brand with guys of all ages. Old Spice brings authenticity, performance and confidence to male grooming and offers a wide product portfolio for today’s man, including anti-perspirants, deodorants, body washes, body sprays, after shaves and colognes.”

However, over the years, Old Spice has struggled with keeping up with a younger audience. Old Spice has typically been geared toward older men, with sayings on their products such as, “if your grandfather hadn’t worn it, you wouldn’t be here.” But, in this day in age, young men should also be a target audience, as they are the ones who are more likely to experiment and be willing to try new products. Additionally, with social media and entertaining commercials being a heavy force in today’s PR world, younger men are the ones who are really paying attention. They want to be entertained, they want to keep up with what’s new and fresh.

Old Spice has also struggled with their fan engagement. After the lawsuit over the 3rd degree burns, many Old Spice buyers commented online that Old Spice didn’t care about their consumers as no apology was issued, but instead claimed that the victims probably just suffered an allergic reaction. It is especially evident on social media that Old Spice is slowly losing their fan base.

That's where the Comeback Fresher Campaign comes in. The campaign will aim to revamp the Old Spice image from a rugged, manly man, to a more dapper, younger, hip man while also including areas for fans to take part in, such as voting through social media.

Feature Article

How to Get Ready for a First Date- From Her Point of View

Guys, how many times have you attempted to get ready for first date- and been totally clueless? No idea what to wear, how you should smell, what to do with your hair, should you shave? Well, fear not, because we're here to help. We interviewed three ladies at Iona College on what they think is most important for a guy to take into consideration when getting ready for a first date.

The first thing all three ladies agreed on is proper hygiene. This should be an everyday thing, but taking a shower before you go out is a must. The first impression is everything, and if you smell like you had just come from the gym, the odds of getting a second date are second to none. We recommend washing up with Old Spice (a nice natural scent that isn't too overpowering and won't clash with your cologne), Dove deodorant (will last all day) and spraying a bit (not too much, you don't want to suffocate her) of Axe on yourself.

The second thing to make sure you have checked off your list is a haircut. Ladies like a fresh cut on guys, and if you have long hair, odds are she probably likes it if she agreed to go out with you. So just make sure you clean it up a bit before going out (wash it, dry it, comb it, etc.) Along with this is shaving. Are we saying go totally bear and baby faced? No, but clean it up and look presentable.

The last thing the ladies agreed on is that he should dress presentably. Don't show up to your first date in shorts and slides. Put some effort into what you have

on. It really depends on where you guys are going, but generally, you can never go wrong with a nice button down (we've really been into H&M's guy section for this) and a nice pair of Levi's jeans.



Old Spice Holds Comeback Fresher Product Launch

FOR IMMEDIATE RELEASE

(New York, NY) (April 20, 2018) - Old Spice is wrapping up their biggest campaign, "Comeback Fresher," with what is set to be the party of the year. The company began their journey with a clever war between two of their popular scents in their Fresher Collection, Fiji and Denali. The new face of the brand, hip hop sensation, Drake, was featured in a short video entitled, "Drake Needs a Date," which prompted fans to vote on their favorite scent (which scent he should wear on his "date") through social media.

Still in the dark about the winner of the scent war, fans were given the opportunity to create a new jingle for Old Spice's new commercials. Drake held private auditions for the top 10 performers, and fans were able to watch live and vote on their favorite choice. To top off their fan appreciation, Old Spice awarded the winner of the competition with a trip to either Fiji or Denali.

Well, now Old Spice is ready to reveal which scent is the winner at their Comeback Fresher party at Jay-Z's 40/40 club. Their biggest event yet, the company is expecting 100 guests in attendance. Not only will their guests enjoy a night of giveaways, but they will also get to experience a special performance by Drake. After his performance, Drake will present the winner of the jingle contest with two tickets to the secret destination.

"The best part for us is the fan involvement," Procter & Gamble CEO, David Taylor, said. "The response we've gotten from them has been phenomenal and we can't wait to see everything come together at the launch."

The event will take place on April 28, 2018 at 8PM.

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About Old Spice:

Procter & Gamble's Old Spice is the quintessential men's grooming brand. With more than 70 years as an American icon, Old Spice is the authority on the male grooming experience and has leveraged this heritage to become the No.1 selling anti-perspirant/deodorant stick and body wash brand with guys of all ages. Old Spice brings authenticity, performance and confidence to male grooming and offers a wide product portfolio for today's man, including anti-perspirants, deodorants, body washes, body sprays, after shaves and colognes.

For more information, you can check Old Spice out at www.olds spice.com, Facebook (<http://www.facebook.com/OldSpice>) or Twitter (@OldSpice). You can also catch more Old Spice videos on the Manmercials channel on YouTube.

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