

FANS

Facebook fans

1,061,380+



Twitter followers: 120,490+
following: 718+
listed: 4,313+



Twitter followers: 6,880+
following: 7,451+
listed: 157+

Facebook fans

593,640+



FANS

CONTENT

It started with a 30 second spot in the Super Bowl that quickly went viral. It sparked further engagement with consumers via a YouTube/Twitter response campaign.



The Old Spice team created 181 YouTube videos targeting specific online communities, such as Reddit and Digg.

The Old Spice Man is "a woman's man that [is] okay for men to love."

The Game Killers concept resonated with post-college young adult, men and women.



Axe's target is 18-24 year old males, yet their core consumer base reaches middle school age groups

The campaign featured a college campus comedy tour, bar coasters, dorm room hangers, and a My Space campaign.

The Game Killers brand debuted as an MTV show, then expanded into a multiplatform campaign that broke into a new frontier for advertising.

CONTENT

TEAM

W+K created *The Man You're Man Could Smell Like* and strategized the YouTube/Twitter campaign.



The team included digital strategists, creative directors, interactive producers, and many others from many W+K locations.

Check out our interview on the blog with Josh Millrod, Digital Strategist at W+K NY.

The team at BBH New York used new media techniques to push AXE into the realm of pop culture.



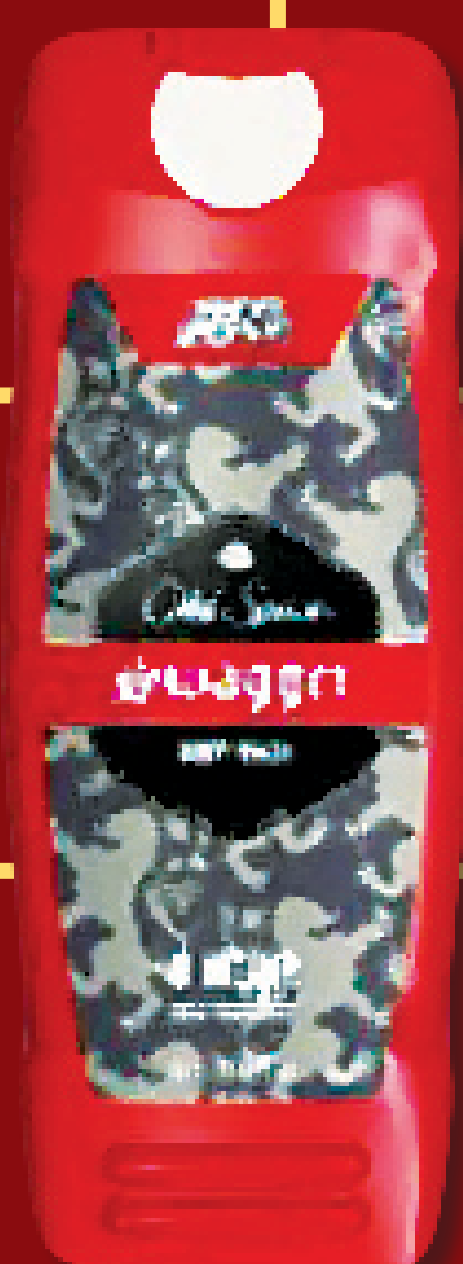
Check out our interview on the blog with William Gelner, former creative director for Axe at BBH NY.

TEAM

NUMBERS



In July, Google Trends reports a large spike in searches for Old Spice.



The YouTube/Twitter responses got 23% more YouTube views than Obama's victory speech

In 2009, Old Spice spent \$7.5 million on advertising. In the first quarter of 2010, they spent \$11.4 million on advertising.

In 2009, Axe spent \$30 million on advertising. In the first quarter of 2010, they spent \$3.6 million on advertising.

Christine Dolce aka Forbidden, the face of Axe's My Space, had over 900,000 friends.



NUMBERS

In the current brand world, brands are competing alongside popular culture. When Axe and Old Spice acknowledged this, each brand flourished.

Check the blog: oldspiceaxe.wordpress.com

Scan  for more

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