



2011 Gold Effie Winner

“The Man Your Man Could Smell Like” Responds to the Internet

Category: **Brand Experience**
Brand/Client: **Old Spice / Procter & Gamble**
Primary Agency: **Wieden+Kennedy**
Contributing Agencies: **Paine PR**

Strategic Challenge

Old Spice introduced body wash for men in 2003. And with total body wash sales recently eclipsing those for bar soap, many male brands (including Dial, Irish Spring and Nivea) have swooped in to get a piece of the pie. In fact, by 2009 the competition had become so fierce that Old Spice’s share in the male body wash segment was starting to slip.

To make things more difficult, Unilever announced it would be launching a big campaign for Dove Men+Care body wash on the Super Bowl in February 2010. With legions of loyal female shoppers, Dove was in a great position to win big in the male body wash segment.

In this low-involvement category, how could Old Spice generate excitement with guys who are not currently Old Spice customers? Perhaps more importantly, how could Old Spice protect its share in the category?

The answer came in the form of “The Man Your Man Could Smell Like,” a campaign that targeted both men *and* women with a message that celebrated the possibilities that come with the use of a manly-scented body wash.

Launched just after the Super Bowl, the campaign quickly became a cultural phenomenon. Suddenly, “The Man Your Man Could Smell Like” had amassed millions of fans who enjoyed his charm, charisma and manly ways.

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The question, however, quickly became, *what next?* We had already started a dialogue between men and women (in a low-involvement category, no less). But how could we capitalize on this success? How could we use “The Man Your Man Could Smell Like” to engage with our fans in a new and interesting way?

Objectives

The primary objective was to leverage “The Man Your Man Could Smell Like” to engage with Old Spice’s fans on a deeper, more experiential level. This would be measured in buzz and views but also in the growth of the brand’s fan-base on key sites such as YouTube, Facebook and Twitter.

The secondary objective was to continue to drive the business. According to Nielsen, by April of 2010 unit sales of Old Spice Red Zone body wash were already up 60% from the previous year. However, we weren’t satisfied and felt like we had yet to maximize the selling power of “The Man Your Man Could Smell Like.”

The Big Idea

Our idea was to create an interactive experience in which “The Man Your Man Could Smell Like” personally responded to his fans on the Internet in *real time*.

“The Man Your Man Could Smell Like” was successful, at least in part, because he engaged his audience in a dialogue. His “look at your man, now back to me” delivery practically forced guys and girls to talk to each other about body wash (something that couples don’t do very often).

Creatively, how could we leverage this character’s inherent charisma with an experience that would one-up the level of engagement with the brand’s fans?

The answer came during a seemingly innocuous conversation with the team, when a creative director put this thought on the table: *why don’t we have him answer questions from fans on YouTube?*

And so the “Response” campaign was born.

Bringing the Idea to Life

Instead of using traditional media, we wanted to leverage a variety of social and digital platforms to engage with Old Spice fans in real time—what we call moving from “brand time” to “human time.”

We also wanted to bring this experience to life without spending a single penny on bought media. Could we have a dialogue with our fans using the platforms they use every day...*for free?*

Getting Organized

To pull this off we first needed a venue to host the experience. Old Spice’s YouTube channel was the perfect fit because we knew we wanted to distribute video. But YouTube also made sense because it came with a robust commenting system, not to mention a built-in fanbase of 65,000 subscribers who were already passionate about the brand.

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With a distribution channel in place, we needed an efficient system to help us gather, collect and organize online buzz about the work. Monitoring the conversation was extremely important, as the campaign depended on timely and interesting questions from fans. As no ideal program was found, the agency created one from scratch. Dubbed "NORAD," this program pulled mentions of Old Spice from a variety of social networking sites (including Facebook, Twitter, Yahoo Answers, Digg, Reddit and more) in a workflow format that allowed digital strategists and interactive producers to organize questions by both klout (influence) and creative potential. Within the same program, creatives could then select questions and write the "responses" which would be sent directly to the teleprompter. This proprietary media-monitoring system was actually the unsung hero of the campaign, as it enabled us to write and produce 186 personalized videos in a span of two-and-a-half days.

Launch

From a messaging perspective, the idea was to continue to celebrate the infinite manliness of "The Man Your Man Could Smell Like" with responses that appealed to both men and women. But with only a limited amount of time, how could we drum up excitement for the work?

We started by creating personalized YouTube messages for influencers, people with "klout" who had previously celebrated "The Man Your Man Could Smell Like." This list included mainstream celebrities like Ellen DeGeneres and blogger Perez Hilton and also digital luminaries like Kevin Rose, founder of Digg. By hitting fans with a lot of influence, we were hoping to spread the word as quickly as possible.

As the work began rolling out, the audience became more diverse. In fact, nearly 70% of the responses were created for Average Joes, non-celebs on YouTube, Facebook or Twitter who were thrust into the spotlight thanks to Old Spice. While celebrities added heft and reach, this populist approach made the campaign inherently more participatory. The Old Spice guy, it seemed, could respond to anyone, anywhere, at any time.

In addition to YouTube, we also leveraged Twitter and Facebook to keep up the momentum. Old Spice's Twitter handle (@oldspice) gave consumers a linear timeline to watch the campaign unfold, but this channel also served as a simple way for people to submit questions to "The Man Your Man Could Smell Like." Meanwhile, we posted select responses on Old Spice's Facebook page, where the brand's 500,00+ fans could help us spread the word.

Over the course of 72 hours, "The Man Your Man Could Smell Like" accomplish quite a lot. Among other things, he offered lady-wooing tips to President Obama, made a phone call to a prairie wolf, flirted with Alyssa Milano, gave his support of libraries, beat-up a piñata, discussed underwater occupations and introduced the random-but-awesome catchphrase "Monocle Smile!" to the world.

But most importantly, this experiment in real-time branding humanized and modernized the brand. In doing so, Old Spice created one of the fastest-growing and most popular interactive campaigns in history and changed the way brands can interact and engage with their fans.

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Communications Touch Points

<input type="checkbox"/> TV <input type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Sponsorship <input type="checkbox"/> Product placement <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input type="checkbox"/> Newspaper <input type="checkbox"/> Consumer Magazine <input type="checkbox"/> Print partnership <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input checked="" type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input checked="" type="checkbox"/> Social Networking sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other _____ <input type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other _____	<input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship <input type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input checked="" type="checkbox"/> Other _____
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Additional Marketing Components:

Coupons; To help drive purchase (especially with female shoppers) this campaign included a BOGO (Buy One Get One Free) coupon at several national retailers.

Impact of coupons withheld from publication for confidentiality reasons.

Reach:

National.

Total Media Expenditure:

Under \$500 thousand.

Results

Engage with fans on a deeper level

We wanted to ignite an intimate and meaningful conversation with our target in the digital platforms they use every day. We ended up sparking a sensation that would change the way in which a brand and its fans can interact on the web—an effort that would become one of the largest and fastest-growing interactive campaigns in history.

- On Day 1, the campaign received 5.9 million YouTube views, more than Obama's victory speech after 24 hours (source: Visible Measures)

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- On Day 2, Old Spice had 8 out of the top 11 most popular videos on the web (source: Visible Measures)
- By Day 3, the campaign eclipsed 20 million YouTube views
- And one week post-launch, the work had been seen more than 40 million times

Moreover, the “Response” effort drove massive amounts of participation and growth of the brand’s fan base. In just one month...

- Twitter followers increased 2700%
- Facebook fan interactions went up 800%
- Facebook fans increased 60% (from 500,000 to 800,000)
- Oldspice.com traffic increased 300%
- YouTube subscribers for the brand more than doubled, increasing from 65,000 to 150,000
- Old Spice also became the #1 All-Time Most Viewed and #2 Most Subscribed Branded Channel on YouTube—not too shabby for a brand in a supposedly low-involvement category

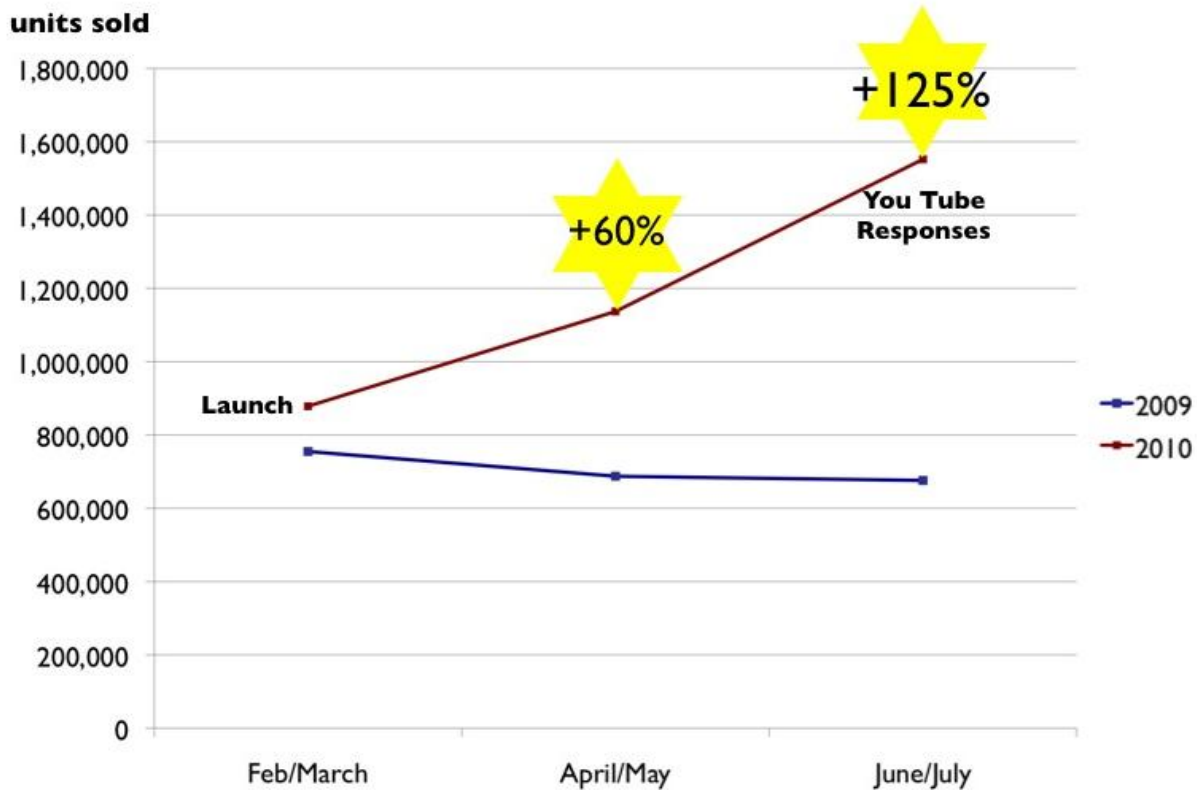
Continue to drive the business

While sales of Old Spice body wash were already on the rise, the “Response” campaign served as the exclamation point for the campaign. According to Nielsen, by the end of July 2010 unit sales of Old Spice body wash had more than doubled from the previous year with an increase of 125%—an all-time high for the brand. This dramatic increase helped to solidify Old Spice as the #1 brand of body wash for men.

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Old Spice Red Zone Body Wash Unit Sales: 2010 vs. 2009



Source: Nielsen

The Ultimate Metric

Lastly, Old Spice also did some matchmaking, with a personalized engagement proposal delivered by "The Man Your Man Could Smell Like" on behalf of @Jsbeals. Fortunately, his girlfriend said yes.

Anything else going on that might have helped drive results?

No other factors.

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