CASE STUDY

Old Spice Case Study: Effectively harnessing social media in personal care

Reference Code: CM00056-004
Publication Date: October 2010

OVERVIEW

Catalyst

As consumer media consumption patterns are changing, CPG marketers are adjusting their marketing budgets to dovetail with shifting consumer audiences. As such, digital social media, e.g. Facebook, Reddit, and Twitter, have become more important to the marketing mix. Indeed, for many brands, social media has become their biggest relationship-marketing provider.

This case study focuses on two brands in the men’s personal care sector which have successfully integrated social media into their respective marketing campaigns, namely: Old Spice and King of Shaves.

Summary

The primary focus of this case study is the Old Spice "Smell like a Man, Man" campaign, which has been hailed by some media commentators as the ultimate case study in viral and social-media marketing. The social media element of the campaign has been vital in rejuvenating the brand’s rather "old fashioned" image. Important contextual factors behind the success of the campaign have been the:

- Move away from traditional communication channels e.g. print and TV to online platforms
- The greater consumer tendency to use social networking sites
- Creative content of the campaign itself which have helped the brand tap into distinct consumer need states in men’s personal care
- Integrated nature of the marketing mix, using social media alongside traditional media channels and money-off coupons as part of a cohesive and coherent strategy to effectively target consumers
- Interactive nature of the campaign itself which has sought to engage consumers in a two way dialogue with the brand to help build trust.
ANALYSIS

With the growth in consumer use of social media, the implications for CPG manufacturers are huge. Indeed, according to a recent survey carried out by Yankee research for Siemens Enterprise Communications in June 2010, over 70% of consumers want to interact with business using social media, yet only 30% of companies are equipped to handle it. In Datamonitor’s view, brands can no longer afford to ignore social media as it has become an essential part of the communications mix and has changed the role of consumers, from passive consumption to active participation in their relationship with brand owners. This case study looks at two brands in men’s personal care that have successfully harnessed digital social media to increase brand visibility, increase customer engagement, and help grow sales.

**Media consumption patterns are changing**

‘Consumers are embracing new media experiences with staggering speed. The advancing digital transformation is driving audience fragmentation to a level not previously seen. However, the current wave of change is of a different magnitude from previous ones both in its speed and its simultaneous impact across all segments’

*Consumer behavior drives change; Entertainment & Media players seek new roles in digital value chain,*

*PWC report, June 2010*

Consumer media habits have changed significantly in recent years with a decline in the importance of traditional media (e.g. print and TV) and a growth in new digital platforms. Accordingly, CPG companies have had to adjust their marketing mix and therefore their marketing budgets to align with shifting audience patterns.

**Digital marketing is growing but CPG manufacturers lag behind other sectors**

As audience mix is changing, digital media is accounting for an ever greater proportion of the media budget. The same PWC study in June 2010 predicted that digital advertising spending in the US will top print spending for the first time in 2010, and feature second only to TV advertising. Moreover, as TV viewership declines and its advertising costs rise, the lower costs associated with digital media look increasingly favorable. Yet despite this, according to Chief Marketer magazine (August 2010), CPG companies on average spend six percent of their marketing budgets on online media, half of what other companies in other industries spend.

**Social networks are becoming a more important communication channel**

According to recent figures from internet market research publisher, e-marketer, social media, e.g. Facebook, Twitter and Reddit, has become one of the most important usages of the internet with approximately 127 million US consumers using it. In 2010, 58% of all internet users were social network users with numbers forecast to rise in the near future to 66% by 2014 - equivalent to 165 million US users (figure 1).
Not only is penetration of social media increasing, but, as figure 2 below shows, the proportion of online dwell time that consumers are spending social networking is increasing, up from 16% in 2009 to a 23% share of time in 2010. Conversely, the proportion of time consumers spend engaged with other forms of online communication has fallen between 2009 and 2010:

- e-mail has declined from 12% of online time to 8%
- instant messaging has declined from 5% to 4%
Most significantly, as figure 2 shows, as more consumers are migrating to social media, the time spent on portals has dropped from 6% to 4%. Dubbed the ‘second age’ of the internet, rather than spending time on individual URLs, a growing proportion of dwell time is on an ever-smaller number of platforms - namely, Google, iTunes, Apple, Yahoo, Facebook, Twitter, Windows mobile etc. The situation that many CPG marketers now face is that their Facebook fan bases are their largest web presence, outstripping web-traffic to brand owned sites. Ad Age (August 23 2010) magazine noted that Coca-Cola has 10.7 million Facebook fans, considerably more than the 242,000 unique visitors to Coca-Cola's brand website in the month of July 2010. The corollary of this has been that for many brands, social media, and Facebook in particular, has become the primary channel for consumer relationship marketing programs.

Social media empowers marketers with a considerable amount of consumer data

As Adrian Drury, principal analyst at Ovum, notes, “Social media not only provides an opportunity for brand owners to engage with the social conversation, but also provides a quantitative reading of needs and preferences by consumer segment at a whole new level of detail”.

Social media provides the marketer with a rich source of data about their consumers which other marketing platforms, including click through web data, can not provide. It can be very powerful for the marketer in terms of understanding who their consumer is, their personal preferences i.e. “likes” and their social cohort network. Marketeers can get a deeper read of their consumer than is possible through panel data of print, radio and TV media.
Marketing through social media communication channels is growing at the expense of others

As consumer’s online dwell time is shifting, so too is the digital marketing mix. There are three key elements to digital marketing:

- Paid for - i.e. banner and pop ups
- Owned - i.e. brand owned website, as well as social media pages and You Tube.
- Earned - i.e. consumer interaction and word of mouth on social media sites and beyond (inc off line PR)

Paid for digital marketing in the form of pop ups and banner ads are widely used to drive visitors to brand’s own micro-sites. However, as the Opportunities in Social Media: Profiting from Digital Conversion (DCM4734, April 2010) report noted, some major players in the CPG arena are waking up to the potential of social media - a number of major corporations have previously shied away from running owned and earned marketing campaigns through social media, but this is changing for a lot of companies. The brand behemoth of Procter & Gamble is one such example: previously skeptical of the merits of social media, the quote below shows the company’s shift in attitude at the start of 2010.

‘P&G’s explicit goal for 2010 is to assure that each of its brands has a meaningful presence on Facebook, and they are willing to pay dearly for that.’

Procter & Gamble, February 2010

This case study focuses on two brands in men's personal care, P&G-owned Old Spice, and the King of Shaves brand, both of which have integrated social media campaigns into their most recent marketing campaigns. The success of their respective campaigns can, in particular, be attributed to the owned and earned aspects of their interactive social media campaign which have engaged consumers in a two-way dialogue, and, in the case of Old Spice, on an unprecedented scale.

Brand reinvention and social media have been at the forefront of Old Spice marketing

Old Spice is one of the oldest brands in men's personal care, and has a product range covering body washes, deodorant, as well as the well-known splash-on cologne and aftershave. However, as the nature of men's personal care changed, one of the challenges the brand faced was its “old-fashioned” image and product marketing that was focused on product-centric efficacy, rather than drawing on the more emotional aspects of brand marketing. To counter this, its most recent record-breaking campaign, "Smell like a Man, Man", harnessed the power of digital social media to help rejuvenate the brand (as explained later in the report). However, the campaign has highlighted questions as to how the success of digital social media is evaluated and quantified, particularly in relation to traditional media where very detailed evaluation systems for different above and below the line marketing activities (e.g. media promotions, trade activities) have long been hard-wired in CPG companies' metrics.

The entrance of Axe in men's personal care changed the game

The Old Spice brand has been on the market since 1938 and is one of the oldest brands in men's personal care. Since Procter & Gamble's acquisition of the brand in 1990, it has focused on transforming its old-fashioned image which had seen
the words "Old" and "Spice" almost relegated from the pack in favor of a greater push on sub-lines, such as "High Endurance" and "Red Zone".

The nature of the male personal care sector changed in the early 2000, when Procter & Gamble’s rival Unilever launched Axe (aka Lynx in the UK), which turned marketing in men’s personal care on its head. At that time, in the US, deodorants were focused on product virtues such as 24 hour-protection odor blocker. The launch of Axe brand, including deodorants and body wash, pulled at consumers' emotional levers and linked wearing the smell of the Axe brand to sexual success. Highlighting this, a Datamonitor consumer survey conducted in July 2010 revealed that consumers in the US consider the sensory benefits of a personal hygiene product to be just as important as the product's effectiveness.

![Figure 3: The sensory benefits of personal hygiene products e.g. bath and shower products such as body washes are just as important as the product promise, although still behind value for money and favorite brand, 2010](image)

**The Old Spice "Swagger" campaign repositioned the brand**

In 2008, the first campaign with a significant digital presence aimed at reinventing the brand, Old Spice "Swagger", began. The campaign marked a change in tack for the brand and was designed to compete with new younger male products, such as Axe/Lynx. At the time the key Old Spice’s “Glacial Falls” scent was under performing and was re branded as Old Spice “Swagger”. The brand focused on a target audience of men aged of 12 to 34 (to compete with Axe) on the basis that this audience craves “swagger”. A website was set up SwaggerizeMe.com as well as print ads featuring notable US celebrities such as Brian Urlacher (Chicago Bear NFL Players), LL Cool J, and Tony Stewart (Nascar driver).
According to P&G, the campaign was very much a success:

- It surpassed its goal of doubling sales of the former “Glacial Falls” scent, by quadrupling them.
- SwaggerizeMe.com had more than half a million visits and Swagger became one of Old Spice’s best-selling deodorant and body wash scents overall in the US.
"Smell like a Man, Man" campaign launched in 2010 was aimed at both men and women

In February 2010, the "Smell like a Man, Man" campaign was born. Unlike the Swagger campaign and indeed all historical advertising for the brand, it was created for both men and women: men, to trigger demand for the product and to drive usage, and women, to drive purchasing. Women are vital to brand positioning in the male personal care market; Datamonitor research carried out in July 2010 shows that women are more likely to agree that men should invest time and money enhancing their appearance. 51% of men in the USA agree or strongly agree that men should feel comfortable spending time and money on enhancing their appearance, compared to 58% of women. Similar differences are evident in the UK (figure 5).

![Figure 5: Women are more likely to agree that men should feel comfortable enhancing their appearance, 2010](image)

Source: Datamonitor, Consumer Survey July 2010 (UK, US)

The paid for campaign ads focused on the product scent

The initial paid for TV commercials, started in February 2010, featured the former NFL player Isaiah Mustafa asking women whether their man did "Smell like a Man, Man" and touted the fact that Old Spice has the manliest scents on the planet. It also celebrated the importance of smelling like a man. This links with Datamonitor consumer fieldwork carried out in July 2010, which suggests that women are more concerned than men about the sensory benefits (e.g. scent and sensations from using the product), 60% of US women agree that the sensory benefit is either an important or very important product attribute when choosing their personal hygiene products, compared to 51% of US men.
These initial paid for traditional TV commercials were also supplemented by cinema ads. The ads themselves were then posted on You Tube.

[http://www.youtube.com/user/oldspice](http://www.youtube.com/user/oldspice)

**The interactive owned and earned aspects of the campaign saw viral viewership rocket**

The digital element of the campaign was more than simple paid-for ads and highlights the power of owned and earned marketing to CPG marketers. In July 2010, brand reinvention and social media were combined to ensure communication between the brand and its consumers became a two way dialogue.

In July 2010, The Old Spice Man posted a call for questions at @OldSpice on Twitter to create a unique dialogue with its followers. Following a marathon advert-making session, in the space of 48 hours, the Old Spice man featured in more than 186 personalized Old Spice videos on You Tube that personally responded to consumer comments and questions, including those from notable online celebrities.

- As of July 18 2010, Old Spice, with 94 million views, had become the No 1 all-time most viewed sponsored channel on You Tube (Source Ad Age: July 26 2010).
- Old Spice attracted more than 80,000 Twitter followers, and its Facebook fan base reached 630,000, with Facebook fan interaction, i.e. the more engaged consumers, jumping 800% since the launch of the personalized videos (Source Ad Age: July 26 2010).
- Mr. Mustafa’s 186 highly publicized, personalized response videos generated more than 34 million aggregate views and a billion PR impressions in one week alone, more than the 29 million viral video views of Mr. Mustafa TV ads in the entire five months following their initial launch in February 2010 (Source Ad Age: July 26 2010).

For a full breakdown of the ad campaign consumer reach please see the appendix.
Intensive coupon activity over the campaign period raises questions about social media’s ROI

The "Smell like a Man, Man" campaign not only highlights how effective social media can be as part of the overall marketing mix in reaching a huge target audience, but also its effectiveness in generating sales uplift, and how companies can track return on investment (ROI) for the time and money invested in social media.

As reported in Ad Age (July 26 2010), the overall topline sales picture has been a positive one for the brand, with sales of Old Spice body wash doubling between February 2010 and July 2010 on the previous year, and Old Spice deodorant sales growing by 30% over the same period in the US according to Symphony/IRI sales data.

However, the extent to which sales uplift can be directly attributable to the "Smell like a Man, Man" campaign is questionable, as over the same period, other male grooming brands also grew - notably Gillette and Nivea. In the US, coupon marketing is an extremely important element of the retail landscape and all three brands were using multiple national drops of high value coupons to counter the launch of Dove Men + Care at the beginning of 2010 (please see Dove Men + Care Case Study - Extending a brand to a new audience to benefit from significant brand equity February 2010, CSM0299). Although the US is recovering from recession, recovery is slow - according to the Promotion Marketing Association both coupon distribution and use have increased significantly as consumers are seeking out the savings which can be made using them. According to exclusive Datamonitor research, carried out in June 2010, when asked about their shopping habits today, 63% of female consumers stated that they were using money off coupons all of the time or most of the time when buying food and drink, compared to 53% of men.

According to the 2010 NCH Coupon Facts Report, in the first half of 2010:

- US Shoppers saved nearly $2 billion with redeemed coupons - up 7.9 % on the same period in 2009
- Marketers offered 18 billion more consumer packaged goods (CPG) coupons in the first half of 2010 - up 11.4 % on a like-for-like basis.

The table below, from Ad Age (August 26), highlights the affect that coupons have had on sales of Old Spice, more so than the "Smell like a Man, Man" campaign.

| Table 1: Key performance indicators around the Old Spice campaign, 2010 |
|-----------------|-----------------|-----------------|
|                 | 4 w/e June 13   | 4 w/e July 11   | 4 w/e Aug 8 |
| US Sales ($ million) | 7.7             | 7.2             | 5.2         |
| Change (%) vs same period previous year | 107             | 100             | 30          |
| Change (%) vs prior period | n/a             | -7              | -30         |
| Market share | 11.0%           | 10.3%           | 7.8%        |
| Period covered by buy one get one free coupon (%) | 100             | 89              | 71          |
| Period covered by custom/personalized Mustafa videos (%) | 0               | 0               | 93          |

Source: Ad Age/ Symphony/IRI (US)
In the four weeks to June 13, 2010, sales of Old Spice were at their peak. This represented a 107% increase on the same period in 2009 and covered a period of time when BOGOF (buy-one-get-one-free) coupons were "live".

Notably, in the following time periods, sales of Old Spice lost steam as the influence of the BOGOFs declined, even though it was over the final time-period under review that viral views of customized Mr. Mustafa videos were at their peak. Indeed, many commentators are questioning what will now happen to the brand sales as the impact of the campaign fades and as viral views decline.

This very much links with the fact that 85% of consumers in the US believe that obtaining value for money is either important or very important in their choice of personal hygiene products (figure 3).

**King of Shaves has harnessed social media to lead its campaign**

In the UK, The King of Shaves brand is another example of a brand in the male personal care space that has successfully capitalized on the power of digital social media in interactivity and community building to enhance its brand image and positioning. As Simon Vingoe Marketing Manager at King of Shaves, exclusively told Datamonitor in September 2010, "It [social media] helped grow sales but is part of our wider marketing strategy although it forms a crucial part."

**Men are the key target audience for the King of Shaves "Shave Sexy" campaign**

Although both King of Shaves and Old Spice identified the power of digital social media to reach out to their respective target consumer audiences, there were some notable differences in the content and execution of the respective campaigns. Firstly, unlike the Old Spice campaign, the King of Shaves "Shave Sexy" ad campaign, launched in June 2010, was unquestionably targeted at young men. The original video, which features sexy ‘master barber’ Barbarella X shaving a customer, has been viewed almost 100,000 times on You Tube (Source: Marketing Week, September 2010).
As the figure below shows, in the UK, it is young men i.e. under 34s that either agree or strongly agree with the statement "I would rather stick with a health and beauty brand that I know works for me", than try out a new one. In the men's razors and blades category, it is vital to recognize the importance of brand loyalty and engagement as the initial purchase of the shaving hardware (i.e. razor handle) is then supplemented with the additional purchases of the blades themselves. This is particularly important given the premium positioning of the King of Shaves brand in the UK (and US).

**Figure 8: Younger men tend to be more loyal to their health and beauty brand, 2010**

King of Shaves has adopted an exclusive digital social media campaign

Unlike Old Spice, King of Shaves “Shave Sexy” campaign is entirely social media based. As Simon Vingoe, Marketing Manager at King of Shaves exclusively told Datamonitor, "If you look at the number of daily users of Facebook, You Tube etc. there are not real many comms channels which can compete”. Indeed, according to recent research from Simply Zesty, an online PR & Social Media agency, 64% of UK adults have a profile on a social network and the average user spends just over six hours on social media sites per month (source: bazaarvoice.com/blog - UK Social Stats and what they mean for your business). As such, the focus has not been on paid for TV, digital or print ads, but on owned and earned marketing through ‘YouTube views but also PR pick-up (CPM) and online buzz – inward facing links, dialogues etc’ (Simon Vingoe, Marketing Manager - King of Shaves, September 2010).

As Simon Vingoe went on to tell Datamonitor, “No we don’t believe print media has had its day – all media has its place. We are a very personable brand with open two-way dialogue channels – social media is obviously an ideal vehicle for this. As a company we have always been focused on the best service quality and interaction with our customers long before social media and so it’s a natural progression".
**Interactive conversations are a vital component of a successful social media strategy**

It is vital to recognize the one area of commonality between King of Shaves and Old Spice is that both viral campaigns have used their fan following on Twitter, Facebook and other social networks to generate content for a second round of user generated/inspired ads. Monitoring and engaging with conversations on social networks and making necessary changes in response to fan requests deepens customer-relationships, and keeping fans engaged helps increase the value of the brands' consumer base.

Just as Old Spice created personalized responses to fans, King of Shaves held an online competition for people to shoot their own version of the Shave Sexy ad as the company attempted to create more of a dialogue around the campaign. Hosted on co-creation community Eyeka in September 2010, the company asked fans to submit a 45-second video in order to win from a £5,000 prize fund. As Paul Adrian, business development director at King of Shaves, quoted in Marketing Week, (September 2010) said, "It creates a dialogue and works as co-creation or crowdsourcing, so we can seed the content through our social channels for the coming months."

**Opportunities exist for others to adopt the same tack for their sectors**

The explosion in digital social media offers numerous opportunities for players in other sectors both within and outside CPG to follow suit and take full advantage of social media's unique properties of interactivity and community building.

The "Smell like a Man, Man" campaign used digital social media to give an old-fashioned brand such as Old Spice a more contemporary image. Indeed, there are some interesting parallels that can be drawn with the financial services/banking sector which is equally as old-fashioned as the Old Spice brand used to be.

**Financial service providers are not harnessing the opportunities of social media**

According to a recent Datamonitor report, Social Media in Financial Services (February 2010, DMFS2467), "while many providers in other industries have clearly acknowledged the opportunities presented by the medium in terms of targeting and retaining customers, the FS industry has been tentative, if not ‘ostrich-like’, in its approach to this channel. Financial services (FS) providers have been slow to acknowledge the implications of social media and how it can help them build influence in the online space".

Often it is simply that business decision makers in financial services do not use social media themselves. If they do and, as research from the Yankee Group, social media means serious business report June 2010 notes, "the average 50-year-old executive makes a decision based on their own usage of social media, [then] that business’ social media plans will fail". The same research also points out that 51% of respondents over the age of 50 state that it is not at all important for a business to have a presence on a social web-site, compared to 6% of 18-24s.

**Social media can be the primary interface between brands and consumers**

The key barrier holding back a greater uptake of digital social media in the financial services market is that FS providers lack the belief that there is any sufficient direct or measurable link to sales (Social Media in Financial Services, February 2010, DMFS2467). Although there is growing evidence that consumers’ social and purchasing behaviors are aligning, with social media changing the traditional purchasing process, the benefit of social media can come through other, softer factors that build consumer trust and brand loyalty. Indeed, simply using social media in itself can sweeten consumers by showing
them that a FS supplier is coming to them and communicating with them through their preferred channel. Both the Old Spice and the King of Shaves viral social media campaigns highlight how the platform can be harnessed to such an effect.

As a tool for raising brand awareness and customer relationship building, social media can be a particularly valuable medium for targeting women:

- Women tend to make more of the financial decisions for the family and with a growing number of young single women making their own financial decisions, financial services providers can harness digital social media communities, such as magazine websites, Facebook and Twitter pages, and online outlets such as ASOS (as seen on screen) and handbag.com, to boost customer engagement and better understand the value of a fan base.
- Social media in particular can help online FS providers build trust among consumers who may be hesitant to engage in or buy financial service products online, or may be fearful of banking online. Exclusive Datamonitor research in June 2010 has shown that globally 57% of men have used online banking in the last six months, compared to 43% of women.

**Social media can help FS providers address consumer trust issues**

The interactive two-way (brand - consumer) dialogue is a key attribute of social media, which is difficult to replicate in other media forms. The financial services sector could harness this two-way dialogue to overcome the cynicism that surrounds the industry to provide a level of authenticity previously unseen in its marketing. In the UK, NatWest, part of the UK banking giant RBS group, undertook a TV campaign to highlight how consumers interact with the bank’s financial products. However, on the whole, it was perceived as contrived and lacking genuineness. The banking industry could overcome some of the cynicism which currently surrounds it by engaging with consumers via social media platforms as consumers are more likely to trust information/opinions they get from their social networks than direct from a FS provider's ad campaign. For example, currently, goal-based saving is a big push for the banking sector. To actively encourage goal-based savings, the FS suppliers could follow the tactic taken by King of Shaves and post a call on Twitter or Facebook etc. for fans to generate the best video diary of their savings-based goal, with a cash incentive for the best one, detailing:

- The savings-based goal
- The way they achieved their goal
- An outline of how they spent their savings
- The tangible physical and, most importantly, emotional benefit they have derived from spending it at the end.

Incorporating user/consumer generated content in a marketing campaign lends an element of ‘amateur chic’ and provides the authenticity which paid for marketing, via traditional communication channels, struggles to deliver.
# APPENDIX

## Table 2: US Social Network users 2008-2014 (million and % of internet users)

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
<th>% Internet users that are social media users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>64.5</td>
<td>41.6%</td>
</tr>
<tr>
<td>2009</td>
<td>109.2</td>
<td>51.6%</td>
</tr>
<tr>
<td>2010</td>
<td>127</td>
<td>57.5%</td>
</tr>
<tr>
<td>2011</td>
<td>140.2</td>
<td>61.2%</td>
</tr>
<tr>
<td>2012</td>
<td>150.4</td>
<td>63.5%</td>
</tr>
<tr>
<td>2013</td>
<td>157.9</td>
<td>64.7%</td>
</tr>
<tr>
<td>2014</td>
<td>164.9</td>
<td>65.8%</td>
</tr>
</tbody>
</table>

Source: E-marketer/Ad Age, April 2010 (US)

## Table 3: Top 10 sectors by share of US internet time, 2010

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jun-09</th>
<th>Jun-10</th>
<th>% Change in Share of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networks</td>
<td>15.80%</td>
<td>22.70%</td>
<td>43%</td>
</tr>
<tr>
<td>Online Games</td>
<td>9.30%</td>
<td>10.20%</td>
<td>10%</td>
</tr>
<tr>
<td>E-mail</td>
<td>11.50%</td>
<td>8.30%</td>
<td>-28%</td>
</tr>
<tr>
<td>Portals</td>
<td>5.50%</td>
<td>4.40%</td>
<td>-19%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>4.70%</td>
<td>4.00%</td>
<td>-15%</td>
</tr>
<tr>
<td>Videos/Movies</td>
<td>3.50%</td>
<td>3.90%</td>
<td>12%</td>
</tr>
<tr>
<td>Search</td>
<td>3.40%</td>
<td>3.50%</td>
<td>1%</td>
</tr>
<tr>
<td>Software Manufacturers</td>
<td>3.30%</td>
<td>3.30%</td>
<td>0%</td>
</tr>
<tr>
<td>Multi-category Entertainment</td>
<td>3.00%</td>
<td>2.80%</td>
<td>-7%</td>
</tr>
<tr>
<td>Classifieds/Auctions</td>
<td>2.70%</td>
<td>2.70%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Source: Nielsen Company/Ad Age, August 2010 (US)
### Table 4: % consider product attributes in choice of personal hygiene products (e.g. bath and shower products such as body washes) important/v important, 2010

<table>
<thead>
<tr>
<th>Attribute</th>
<th>% Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obtaining value for money</td>
<td>85.4%</td>
</tr>
<tr>
<td>Buying my favourite brand</td>
<td>62.4%</td>
</tr>
<tr>
<td>The product's promise (i.e. effectiveness)</td>
<td>58.3%</td>
</tr>
<tr>
<td>Sensory benefits (e.g. scent and sensations from using the product)</td>
<td>55.9%</td>
</tr>
<tr>
<td>Suitability for sensitive/hypoallergenic skin types</td>
<td>49.1%</td>
</tr>
<tr>
<td>Availability of samples/small trial packs</td>
<td>47.7%</td>
</tr>
<tr>
<td>Customisation/personalisation benefits</td>
<td>43.1%</td>
</tr>
<tr>
<td>Ethical/environmental benefits</td>
<td>41.1%</td>
</tr>
<tr>
<td>Recommendations from friends and family</td>
<td>39.7%</td>
</tr>
<tr>
<td>Natural/organic ingredients</td>
<td>35.7%</td>
</tr>
<tr>
<td>Endorsements</td>
<td>12.0%</td>
</tr>
</tbody>
</table>

Source: Datamonitor, NCI consumer Survey, July 2010 (US)

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### Figure 9: Old Spice video audiences, by execution, 2010

**Breakdown of Old Spice video audiences and when they were first run**

- Breakdown on videos and when they were first run
  - "The Man Your Man Could Smell Like" (launched Feb 4): 22.3 million
  - "Different Scents for Different Gents" (launched Feb 5): 4.2 million
  - "Where Freshness Smells From" (launched March 15): 2.6 million
  - "Odor Blocker" (launched March 31): 29.2 million
  - "The Return of the Man Your Man Could Smell Like" (launched June 29): 12.4 million
  - "Old Spice Responses" (launched July 13): 42.3 million
### Table 5: Men should feel comfortable spending time and money on enhancing their appearance, by gender, by country, 2010

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<tr>
<th></th>
<th>USA</th>
<th></th>
<th>UK</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>11.1%</td>
<td>10.3%</td>
<td>12.0%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Tend to agree</td>
<td>47.0%</td>
<td>40.4%</td>
<td>49.7%</td>
<td>33.7%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>38.0%</td>
<td>41.0%</td>
<td>34.2%</td>
<td>43.3%</td>
</tr>
<tr>
<td>Tend to disagree</td>
<td>2.9%</td>
<td>5.1%</td>
<td>3.3%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1.0%</td>
<td>3.2%</td>
<td>0.9%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Datamonitor, NCI consumer Survey, July 2010 (UK, US)

### Table 6: I would rather stick with a health and beauty brand that I know works for me, than try out a new one, by age, 2010

<table>
<thead>
<tr>
<th></th>
<th>Male Total</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>9.8%</td>
<td>17.2%</td>
<td>15.0%</td>
<td>9.2%</td>
<td>4.7%</td>
<td>4.8%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Tend to agree</td>
<td>38.1%</td>
<td>40.9%</td>
<td>44.0%</td>
<td>36.8%</td>
<td>27.9%</td>
<td>42.2%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>40.4%</td>
<td>30.1%</td>
<td>29.0%</td>
<td>44.7%</td>
<td>47.7%</td>
<td>45.8%</td>
<td>48.8%</td>
</tr>
<tr>
<td>Tend to disagree</td>
<td>7.9%</td>
<td>5.4%</td>
<td>8.0%</td>
<td>6.6%</td>
<td>15.1%</td>
<td>6.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>3.8%</td>
<td>6.5%</td>
<td>4.0%</td>
<td>2.6%</td>
<td>4.7%</td>
<td>1.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Datamonitor, NCI consumer Survey, July 2010 (UK)
Secondary sources

- Social media means serious business, June 2010
- Smells like Clean Spirits, September 2010
  http://www.adweek.com/aw/content_display/special-issues/CMOSpecial/e3093d84615e6fca1468b825b1c664cb9df
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- Old Spice Fades Into History While Samsung, Ikea, Twitter Scale Viral Chart, September 2010
  http://adage.com/digital/article?article_id=146039
- 5 winning social media campaigns to learn from
  http://mashable.com/2010/09/14/social-media-campaigns
- Why CPG firms need a holistic view of digital spending - August 2010
  http://chiefmarketer.com/online_marketing/0817-cpg-digital-spending
- Social media - are you still ignoring it? September 2010
  http://www.marketingweek.co.uk/social-media-are-you-still-ignoring-it/?3018256.article
- What happens when Facebook Trumps Your Brand Site? September 2010
  http://adage.com/digital/article?article_id=145502
- King of Shaves invites consumers to give own take on Shave Sexy ad, September 2010
  http://www.marketingweek.co.uk/3017900.article?cmpid=MVE01&cmtype=newsletter
- Consumer behaviour drives change; Entertainment & Media players seek new roles in digital value chain
- How old spice swaggerized their brand and men everywhere - Social Times, July 2010
- What Marketers can learn from the Old Spice Your Man campaign - Ad Age, August 2010
  http://adage.com/digitalnext/post?article_id=145603
How Old Spice swaggerised their brand and men everywhere

How much Old Spice Body Wash has the Old Spice Guy Sold? - Ad Age July 2010

Viral Old Spice 'Responses' Crush Original Ads in Online Views - Ad Age July 2010

National Coupon Month Celebrates the Age of Value

Simon Vingoe - Marketing Manager - King of Shaves
Adrian Drury - Principal Analyst - Ovum

Further reading
Opportunities in Social Media: Profiting from Digital Conversion (DCM4734, April 2010)
Social Media in Financial Services (February 2010, DMFS2467)
Dove Men+ Care Case Study - Extending a brand to a new audience to benefit from significant brand equity (February 2010, CSCM0299)

Datamonitor consulting
We hope that the data and analysis in this brief will help you make informed and imaginative business decisions. If you have further requirements, Datamonitor’s consulting team may be able to help you. For more information about Datamonitor’s consulting capabilities, please contact us directly at consulting@datamonitor.com.

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