

Old Spice, the manliest grooming brand on the planet, has focused much of its 80 years experience on helping 18-34 year old guys gain confidence through proper grooming habits. But to launch its new Wild Collection campaign in July 2017, Old Spice turned its attention to first-time grooming product users who could use some help taming their wild (err, funky) side while navigating the transition from boyhood to manhood.

Citizen seized the timely back-to-school window to amplify the ad creative insight, **“Young guys want to be wilder than their moms want them to be”** as the perfect “in” to raise awareness around the Wild Collection and new Krakengård scent that appeals to a younger teen audience. With the campaign targeting both moms (as primary purchasers of grooming products) and sons, PR was in the unique position to reach the brand’s very important – and very different – audiences.

Armed with a wealth of proprietary mom/son research findings, we knew we had to develop different assets to “connect” with our audiences. Citizen’s strategy to reach HER was to spark conversation via widespread media coverage showcasing our sharable digital eGuide, providing tips and tools to help moms connect with sons during this “wild” stage in his life. To reach HIM, Citizen stayed true to the brand’s tone by creating meaningful but ridiculously funny age-appropriate video content relevant to each stage of adolescence.

Campaign Objectives

Just like the animalistic call of the wild, our challenge was loud and clear. We must amplify the already-existing Wild Collection and new hero scent in a big way while reaching our distinctly different audiences – moms and teenage sons. Our measurable **objectives** included:

1. Generate widespread awareness for the Wild Collection and new scent Krakengård, with a goal of 100 million earned media impressions.
2. Connect with both moms and sons in a meaningful way that reinforces the brand’s equity of helping young guys navigate the seas of manhood.
3. Increase traffic/engagement to OldSpice.com.
4. Drive product trial and sales.

Citizen’s **strategic approach** honed in on the unique mom/son relationship dynamic to create our storyline, which was amplified via creative assets that reached our dual targets effectively. To do so, delivering branded content that helps educate while keeping our audiences entertained, was key.

Target Audience

- Young Guys (10-17) and their Moms

Research/Situation Analysis

Whether in our newest ad campaign or in real life (IRL), the truth is moms don’t want their sons to be wild (acting or smelling)... but it’s oftentimes a different story for boys. With the brand’s 80-year heritage of helping young guys navigate the seas of manhood, who better than Old Spice to help moms connect with her son and shed light on current mom/son attitudes and conversations ... while also offering solutions to help them navigate this “wild” time.

Our “wild” journey began by focus group testing how guys 10-17 (and their mothers) felt about this important stage in their lives, how they approach growing up, proper grooming

habits, and other relevant topics. These revealing conversations uncovered key differences of opinion and the fact that we actually had to talk to and engage THREE very different audiences: Moms of teen boys, boys ages 10-12 and boys ages 13-17, which are two very different stages of adolescence. From this, Citizen had the baseline knowledge to help guide our approach ... *but we wanted to uncover even more.*

To further strengthen our storytelling, we fielded a national study with leading research firm, Wakefield, to survey both moms and teen sons and uncover mediable insights around the mom/son dynamic, hot puberty/teen topics and their thoughts about teenage boy grooming habits, etc. The results shed important truths about their relationships and key differences of opinion.

From early media audits and topic analysis, we also knew it was imperative that we partner with the right spokesperson who could help launch our digital eGuide, while also offering authentic storytelling, trusted credentials, national mediability, brand affinity and message delivery skills. The team identified nationally recognized parenting expert and mom of four (4) sons, Deborah Gilboa, M.D. (aka Dr. G), as the perfect match.

Planning

Citizen designed assets that featured rich storytelling to engage our targets over a three-month period (July-September 2017). To reach HER, we launched our digital eGuide via strategic media outreach and a national media tour with parenting expert Dr. G, followed by a school-themed media event to unveil the Old Spice School of Swagger, a new edutainment four-part digital video series designed to tackle the awkwardness of puberty.

To appeal to young boys (10-12), Citizen produced the School of Swagger in animation-style with video game components. To add to the “cool” factor, the videos also featured the brand’s iconic Old Spice Guys, Isaiah Mustafa

and Terry Crews, who have a strong teen following. To extend our reach to boys (13-17), we strategically partnered with social media content creators as a way to organically reach this target where we know they live.

Execution

To fully engage our targets, Citizen leveraged the **dynamic relationship between moms and sons** – which came to life in our creative assets – as the **overarching storyline** at every unique touchpoint:

Television Ad Creative & Mom/Son Study Launch (July): Targeting Mass Audience

In tandem with the ad launch, Citizen reached moms and widespread press by releasing Old Spice's nationwide study results via a digital eGuide "**The Struggle Is Real: A Wild Guide to Growing Up for Moms and Sons**" digging deep into the most divisive mom/son questions, to introduce the Wild Collection and puberty conversations.

- Developed pitches relevant to trades, parenting and news media to drive initial wave of coverage. This included treating the ads as pieces of entertainment to elevate the brand's "cool factor" via the campaign's funny mom/son moments.
- Strategically partnered with five (5) high-reaching mom bloggers to amplify the eGuide.

Parenting Expert NYC Media Day (July): Targeting Mom

The PR team partnered with Dr. G for a fully-booked media day with eight back-to-back interviews delivering on relevant mom/teen topics, Old Spice study findings, tips and product messaging that connected back to puberty and importance of grooming.

School of Swagger Launch (August): Targeting Mom and Boys (10-12)

As another key engagement moment, we designed a school-themed media event as our official "launch moment" for the four-part puberty video series, **School of Swagger**.

- Hosted 30+ media and mommy bloggers, tapping video-series star/Old Spice Guy Isaiah Mustafa for an interactive presentation to introduce the video assets, followed by one-on-one interviews and social media posts to raise further awareness.
- Our P&G Sweat Expert (R&D) was also on-hand for a deeper dive on product and benefits, offering the Wild Collection as the solution to the sweat and stink that comes with puberty, followed by one-on-one interviews.

Influencer Content Creators (August/September): Targeting Boys (10-17)

Citizen partnered with macro content creators representing large young guy followings, to create humorous videos talking about relevant teen topics, with an additional layer

of grooming or puberty tips based on target age. Each post included direct links to Old Spice Wild product and digital assets to continue engaging this important audience, while driving clicks to product purchase.

Evaluation

Fueled by the combined power of the campaign and our engaging content, Citizen garnered LARGER story opportunities that blended mediable insights (culture/tension) with branded product benefits (as a solution to that culture/tension), greatly contributing to positive sales results of new Krakengård scent.

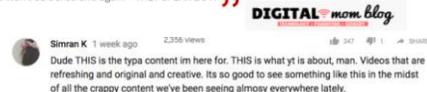
Objective 1: Generate widespread awareness for the Wild collection and new scent Krakengård.

- Generated **more than 140 million impressions** – beating our original impressions goal by 40%.

Objective 2: Connect with both moms and sons in a meaningful way that reinforces the brand's equity of helping young guys navigate the seas of manhood.

- **Reached HER via coverage across 200+ outlets, with steady stream of stories from top parenting, news, lifestyle and entertainment plus 20+ mom blog partners.**
- **Reached HIM with "School of Swagger" (10-12) + strategic influencer partnerships (13-17)**
 - **Nearly doubled our "School of Swagger" YouTube video view goal, reaching nearly 10,000 organic views to date. Video views driven by PR only (no media spend to push to videos!)**
 - **Generated 1.2 million impressions via creative social media partner content, reaching young guys across YouTube and Instagram.**

“So last week, Old Spice launched The School of Swagger. This is brilliant. They have taken Isaiah Mustafa – the Old Spice guy and developed a series of videos that speak BOY. They go thru the basics of puberty in a way that boys will totally relate to. There are 4 videos that are hilarious. They are snack size, so your kid won't be bored and again – THEY SPEAK BOY!”



Objective 3: Increase traffic/engagement to OldSpice.com.

- Since adding the **Wild eGuide and School of Swagger videos**, the brand has seen a consistent increase in monthly search traffic with the **average consumer spending 2+ minutes engaging with the assets (industry average is :10-:18 video view duration).**

Objective 4: Drive product trial and sales.

- Since campaign completion, **Old Spice increased Wild product distribution by 43% at retail**, with Krakengård now the top-performing SKU in the collection.