



P&G's Old Spice targets younger audience

New variant, updated look and TV campaign airing this summer 2011

Iconic male toiletries brand Old Spice is back from 22nd May 2011 with a new look, a new variant and a five-month advertising and marketing campaign featuring an award-winning TV commercial, all in a bid to drive its appeal to a younger audience.

The activity kicks off with its Cannes Lion award-winning TV commercial, 'Smell Like a Man, Man', which airs on channels including E4, Dave and Sky Sports, video on demand, and will be seeded online. The brand will also sponsor 'Wild Rides', a TV show about alternative adventure travel by The Adventurists, airing this summer on Dave.

Old Spice - whose marketing communications are handled by Fox Kalomaski in the UK with P&G buying media through Starcom Mediavest - is also planning experiential activity throughout the summer and into the autumn. This will include sampling the Whitewater variant and Old Spice's newest male fragrance Kilimanjaro, which is available as a body spray and deodorant stick.

Targeting men aged between 20 and 45 years, the campaign follows last year's activity which saw Old Spice's team touring the UK with retro, liveried classic Capri coupes as part of a summer roadshow. This helped Old Spice almost double its market share across the year, a result which has given the brand great momentum and a strong platform from which to develop further growth in 2011.

On 22nd May, Old Spice will also re-launch its new look social networking platforms with Facebook as the focal point, plus fan communications via YouTube and Twitter. The Facebook page (www.facebook.com/OldSpiceUK) will be the main destination site for the brand and will feature downloadable content, fan exclusives and tongue-in-cheek 'manly' challenges and competitions. This will be supported by a concentrated Facebook advertising campaign.

Over the past year, Old Spice's distribution, managed by Ceuta Healthcare, has significantly grown with more SKUs available in stores and Asda coming onboard to join other Old Spice retailers including Boots, Sainsbury's, Tesco and Morrisons. In 2011, the brand will be looking to further augment its retail offering as demand increases and initiatives are being planned to support retail partners, including in-store sampling and promotional offers.

Guy White, Old Spice brand manager at Procter & Gamble, says: "Old Spice is already loved by its core consumers and this latest activity, teamed with the contemporary Whitewater and new Kilimanjaro fragrances, is going to bring it to a much wider and younger audience. We are looking forward to the summer campaign and to building on the success of 2010 during which Old Spice's presence [distribution] grew 20% within the UK male deodorant market. It's an exciting time for the brand being back on TV, especially as it's with such a funny and unique ad which has been so successful in the States."



“I’m on a horse.” US sportsman-turned-actor, Isaiah Mustafa, tells it like it is.

Product detail

Product	Size	RRP*
Old Spice Kilimanjaro Body Spray	150ml	£2.69
Old Spice Kilimanjaro Deodorant Stick	50ml	£2.69
Old Spice Whitewater Body Spray	150ml	£2.69
Old Spice Whitewater Deodorant Stick	50ml	£2.69
Old Spice Whitewater After Shave Lotion	100ml	£8.12
Old Spice Whitewater Shower Gel	250ml	£2.75
Old Spice Original Body Spray	150ml	£2.69
Old Spice Original Deodorant Stick	50ml	£2.69
Old Spice Original After Shave Lotion	100ml	£8.12
Old Spice Original After Shave Lotion	150ml	£10.16
Old Spice Original Shower Gel	250ml	£2.75
Old Spice Original Pre Electric	100ml	£7.14
Old Spice Cooling 2-in-1 Shampoo & Shower Gel	250ml	£2.75

* Recommended Retail Price. Pricing is at the retailers' discretion.

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For trade/retail enquiries please contact Louise Phillips at Ceuta Healthcare: 0844 243 6661

About Old Spice. Old Spice is a prominent range of internationally famous male grooming products. It is manufactured by Procter & Gamble. Old Spice is distributed in the UK by Ceuta International and is available in most major supermarkets and pharmacies. Not all variants are available in every outlet.