

AUDIENCE ANALYSIS

COMEDY AD CAMPAIGNS

Overview

"Old Spice: The Man Your Man Could Smell Like" is an ad campaign for Old Spice's men's grooming products, featuring the tagline "The Man Your Man Could Smell Like." The Wieden+Kennedy campaign for Proctor and Gamble was launched in 2010. It quickly gained popularity for its humorous approach. The campaign targeted a broad audience of men (and women) who were interested in men's grooming products. The ads featured a charming and attractive spokesperson who encouraged men to use Old Spice products. The grooming items were meant to make people more attractive and desirable to women. The campaign also included a series of witty commercials that played on traditional gender roles and expectations. Specifically, the advertisements highlighted the absurdity of traditional masculinity.

Internal Audiences

- **Proctor and Gamble (P&G) Executives** – These leaders will be involved in reviewing, approving, and funding the advertising campaign.
- **Old Spice Brand Managers** - They are accountable for the overall purpose, objectives, strategies, messaging, and metrics of the campaign.
- **Other P&G Brand Managers** – These individuals are often viewed as internal competitors since they represent different P&G brands. However, their opinions and expertise can be helpful throughout the campaign.
- **P&G Retirees** – People who retired from P&G are some of its strongest advocates for the various brands. This campaign will be of great interest to them.

External Audiences

- **Individuals in Relationships –** (Gen Z and Millennial) This campaign is targeted towards people who are looking to improve relationships and make their partners happy.
- **Individuals Interested in Improving Hygiene –** (Gen Z and Millennial) The advertisements showcase a confident and attractive man using Old Spice items. The products may appeal to young people who are looking to improve their own levels of confidence and attractiveness.