



Recipient of the 2010 Cannes Lions Film Grand Prix and an Emmy nomination for Outstanding Commercial, and adored by millions of fans worldwide including Oprah and Ellen DeGeneres, **Old Spice** has had a pretty good year. Fueled by a new scent-inspired product line-up, renewed interest in male grooming and a breakthrough advertising campaign, Old Spice is now the leading male body wash and deodorant brand in the United States.

The “Smell Like a Man, Man” Campaign:

- Old Spice’s newest [campaign](#) featuring the handsome, witty and chisel-chested *Old Spice Guy* (former NFL wide receiver Isaiah Mustafa) launched just prior to the 2010 Superbowl and quickly became a viral video sensation. Despite not airing during Superbowl XLIV, the ad was one of the most talked about commercials and helped to ignite Old Spice sales during a period of intense competitive activity. The campaign would later receive the industry’s highest honor, the Cannes Lions Film Grand Prix, where judges noted it “overnight wove its way into popular culture” and was nominated for an Emmy.
- [“Smell Like a Man, Man – the Sequel”](#) launched in early June, again to strong reviews from consumers and industry experts. To further build buzz, Old Spice invited consumers to submit questions via Twitter and Facebook to be answered personally by the *Old Spice Guy*.
- More than 2,000 people sent questions and in a 48-hour period, nearly 200 personalized video responses were created and posted to YouTube, including those to Digg co-founder Kevin Rose, Ashton Kutcher, Alyssa Milano and ABC anchor George Stephanopoulos, setting new benchmarks for consumer engagement and sparking another viral hit.
- The “response” videos have been viewed more than 46 million times. In fact, in the first 24 hours they were viewed more times on YouTube than President Obama’s 2008 election-night acceptance speech.

By the Numbers:

- Nearly 105 million YouTube views of the campaign
- 1.2 billion earned media impressions, including features on national broadcast networks and international media outlets
- 2700% increase in Twitter followers
- 800% increase in Facebook fan interaction
- 300% increase in traffic to <http://oldspice.com>
- Old Spice has become the #1 Most Viewed Sponsored YouTube Channel

A Few of the Best:

- [Smell Like a Man, Man \(Original\)](#)
- [Smell Like a Man, Man \(Sequel\)](#)
- [@KevinRose](#)
- [@GStephanopoulos](#)
- [@Gillette](#)
- [@Rose](#)
- [@JSbeals – Marriage Proposal](#)
- [@Everyone](#)

The Bottom Line:

The campaign is having a significant impact on Old Spice sales, both for body wash and the overall franchise. Old Spice has month over month strengthened its market position and is now the number one brand of body wash and deodorant in both sales and volume with growth in the high single/double digits.



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