

The Evolution of Old Spice®

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INTRODUCTION

In this day and age, it's very seldom to see brands that have withstood the test of time. Every day, new brands are released, remarketed, or revamped, making the market even harder to navigate. With so many brands on the playing field it creates a limited space for your brand to be recognized and not get lost in the clutter. One product that has claimed its space and intends to stay is Old Spice®. The company, which began in 1937, is a veteran in the male grooming business and continues to ensure that their brand remains relevant. From the beginning, Old Spice® has used its spice-filled scents, bright and bold marketing tactics and nautical feel to enter the homes of Americans throughout the country. According to Statista, Old Spice® High Endurance Deodorant was the #3 best-selling deodorant in the U.S. in 2016, and continues to rise to the top of the charts. But Old Spice® wasn't always the product it is today. Throughout the years they've managed to find a way to make their bright red bottle and boat logo stand out and continuously adapt to the times. Here's how.

BRAND HISTORY

Sometimes you have the right idea, but you're sharing it with the wrong audience. This was definitely the case for Old Spice®. While today we know the company as a manufacturer of men's fragrances, toiletries, and grooming products that was not always the case. When William Lightfoot Schultz's soap and toiletries company, Shulton Inc. first launched Old Spice® in 1937, their intended audience was women. In fact, the company began as a manufacturer of soaps and fragrances solely made for women. The first product launched by the company was 'Early American Old Spice', a body perfume sachet (see Figure 1). Shultz's mother, who kept a rose potpourri jar filled with petals,

spices and herbs, inspired this scent. These spices are herb scents can still be detected in Old Spice's products today. Early American Old Spice was developed around a colonial framework, which then developed into the nautical theme. Many of the original designs of the women's deodorant resembled a glass filled with sand, or a flower-adorned packaged with pastel cursive lettering. The usage of flowers, bright pastel colors, and dainty cursive ensured that these products were branded towards a female audience. After one year of production and much success, the company then launched their men line during the Christmas season. This launch garnered in so many sales that the company shifted their target audience and decided to focus exclusively on men. Thus began Old Spice®, the male grooming brand.

From the beginning, Old Spice® maintained a very nautical feel to their products. For the design of their men's line, the company decided to break away from their feminine pastel color scheme, but remain true to their nautical feel by using sailing ships as an identifying marker. Since sailing ships were most commonly associated with men, they thought this imagery best suited their target audience. The company first started using colonial ships as identifying logos, and later adopted it as their trademarked logo (see Figure 2).

The company also continued to keep their focus on women. Many of the company's marketing tactics and advertisements in the earlier years were geared towards holiday's, offering women ideas of what to get their male figures in their life. Grooming products were packaged in gift sets and advertisements featured sayings like, "My heart belongs to Daddy. Is there a better reason to give him Old Spice for Father's Day?" (see Figure 4).

These advertisements allowed them to their target audience of men, and also capture the attention of women buying the products for their male figures.

When the company first launched their products, they dominated the shaving soap and after-shave lotion sector of male grooming products. The company then went on to launch their Old Spice® Original scent and even started a fragrance brand in the 1970s. In 1990, Procter & Gamble purchased the Old Spice® brand from Shulton, Inc. and began launching various forms of deodorant, body washes and body sprays.

In 2008, the Original Old Spice® scent was repackaged as “Classic Scent” and made the shift from white glass bottles to bright red plastic. The brand also began creating slogans like, ““The original. If your grandfather hadn't worn it, you wouldn't exist, “and “smell like a man, man,” which were featured on shower gels and deodorants. In addition to the change in packaging, the company’s sailing ship logo was replaced with a yacht in 2012 (see Figure 3). This new logo stayed true to their nautical theme, but also represented a younger demographic.

OLD SPICE® TODAY

Since the purchase of the company in 2008, we’ve seen a huge shift in the marketing tactics used by the company. While Old Spice® has managed to maintain pretty consistent throughout the years by clinging to their commitment of using spices, their emphasis on manliness, and their nautical theme, their brand now represents so much more. What was once a product that was more gear towards your father or grandfather’s generation has now found a way to encapsulate a younger audience. In more recent years we’ve seen humor and seductiveness added to their advertisements, which resonate with

their new target audience (see Figure 5). Prior to rebranding, Old Spice® target audience was in the 40-60-year-old range. But after accessing trends in the market, the company realized they should really be targeting men in the 18-34-year range.

We first saw Old Spice® reach out to this younger audience in their 2010 Super Bowl commercial, which featured a young shirtless man in the shower, then on a boat, and then riding horseback along the beach. The man shares everything he can do is possible because of his body wash. He then shares that if your man stopped using ‘lady scented’ body wash, he too would be able to transform an oyster into diamonds. “Anything is possible when your man smells like Old Spice and not a lady.” This commercial won an Emmy for Outstanding Commercial, and set the theme for Old Spice® brand we know today.

There are three themes that make Old Spice® advertisements so recognizable. Many of their advertisements today emphasize what captures today’s younger generation: humor and sex. This is what transforms this company from a conservative one to one that’s more progressive. Most commonly, humor is used to emphasize how ‘manly’ their product is, and a male sex symbol is used to capture individuals with the most buying power: women (See Figure 5). Genius. In recent years they have also featured attractive women in ads to help sell their products as well.

In addition to humor and sex, the company has also made an effort to connect with target audience via social media. Old Spice® has over 219,000 followers on Twitter and 2,649,979 likes on Facebook and constantly interact with their fan base. Endorsements

from football players, celebrity influencers, and even talking animals have all been the brainchild from what their social media following has cooked up.

In 2017, Old Spice® released their ‘Stay Unforsweatable’, featuring Von Miller of the Denver Broncos (see Figure 6) and their ‘Alpha Dog’ campaigns (see Figure 7). These recent campaign stays true to their humorous themes and speak to a generation of men. While upon first viewing it may seem as though it is very different from any of their other marketing strategies, everything that makes this company what it is can still be found.

SUMMARY

Old Spice® has found transformed their brand in so many ways, yet stayed the same. This company has found a way to stay true to much of their formal branding, yet reframe their marketing tactics and target audience to remain relevant. They truly encapsulate what it means to be a timeless brand. Holding on to old values, but making room for the new has always been a theme within this company, and I don’t see that changing anytime soon. From the nautical themes, humor, emphasis on women, being a spokesperson for manliness, sexuality and their distinctively scented products, they have found a way to set themselves apart and continue to grow their brand which is why Old Spice® is still a household name today. All of the changes and additions to the brand have only been done for the better. This rebranding strategy has truly changed how the brand is seen, but remained a trusted name that people know and love. Each of the changes they’ve made have only elevated the brand for the better and elongated their time on the market. It will be interesting to see where this company goes next. I expect they’ll get even better.

FIGURE 1: Early American Old Spice Perfume Body Sachet (1937)



Old Spice Advertisement (1946 and 1964)

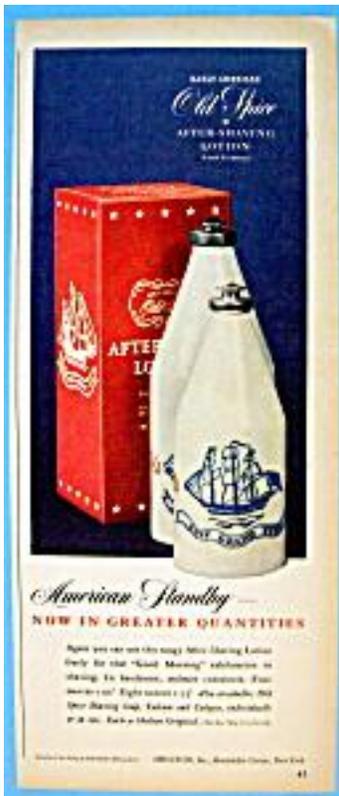


FIGURE 2: Original Old Spice Logo(s) (1938)



Old Spice Logos (Prior to 2012)



Figure 3: Old Spice Logo (2012—Now)



FIGURE 4: Female targeted ads (1970s)

Because my heart belongs to Daddy. Is there a better reason to give him Old Spice for Father's Day?

Old Spice Original, Lime, and Burley. After shave, cologne, and gift sets.

NEW: Burley Transfer. After Shave and Cologne, \$3.25.

Old Spice Lime, Original, Burley. After Shave and Cologne from \$1.50.

NEW: Old Spice Violet Case. After Shave and Deodorant, \$3.00.

NEW: Old Spice Lime Violet Case. After Shave and Deodorant, \$3.25.

THE WORLD'S FINEST FATHER YOUR DAD!

MAKE this Father's Day a *homer day*—give your Dad something he really wants. And what does he want? Old Spice toiletries! How do we know? Recently men in every section of the country said, when interviewed, that they preferred Old Spice toiletries, preferred their fine quality, their tangy scent. To be sure you give your Dad what he wants, stop at your favorite store tomorrow and choose an Old Spice gift.

EARLY AMERICAN
Old Spice
FOR MEN

\$1.75

\$1.50

Old Spice After Shave Lotion, \$3.00
Old Spice Toilet Water, \$2.00
Old Spice Soap, \$1.50

FIGURE 5: Old Spice® ad (2010)

SMELL LIKE A MAN, MAN.

Old Spice

Old Spice® Ad: Sexuality

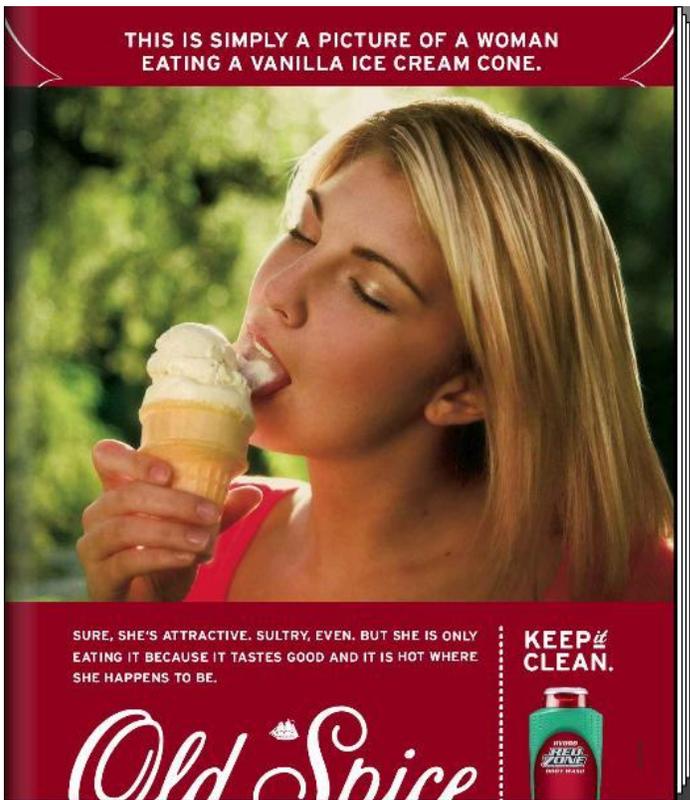


FIGURE 6: Stay Unforsweatable (2017)



FIGURE 7: Alpha Dog (2017)

