

Target Audience

Demographics: Our target audience is women from the age of 18-30. This woman can be represented in the image below as Millie. She is working a minimum wage job, has graduated high school and pursued a secondary education.

Psychographics: Millie is motivated by finding a deodorant that works and has been dissatisfied with women's products. She values working hard, making good impressions, and being intentional with her friends and family relationships. Millie uses TikTok and Instagram and was motivated to buy swagger deodorant from her sister's recommendation and because of an influencer on TikTok.

Behavioristics: Millie uses her Swagger deodorant multiple times a day and always keeps it in her bag. Additionally, she really enjoys the scent and texture of the product. Millie values that Swagger doesn't get on her clothes like other deodorants do. Even though her friends may use women's brands, Millie is an independent thinker and isn't afraid of being different.

	Preferred Method of Communication <ul style="list-style-type: none">• Phone• Social Media• Face-To-face	Goals or Objectives <p>Good customer service</p>
Name <p>Millie</p>	Job Responsibilities <p>Making smoothies, running cash register, leading other employees</p>	Biggest Challenges <ul style="list-style-type: none">• Navigating Client Relationships & Communications• Employee Morale• Communication• Problem Solving & Decision Making• Professional Development• Change Management
Job Title <p>Sales Associate</p>	Industry <p>Food service</p>	Highest level of Education <p>Some college, no degree</p>
Age <p>18 to 24 years</p>		
Social Networks <ul style="list-style-type: none">		

Primary Research

Communication Objective:

Think: We want our target audience to think that Swagger is a rational product that works for women. Hygiene products like deodorant have a rational appeal and we want to showcase the product in the ad.

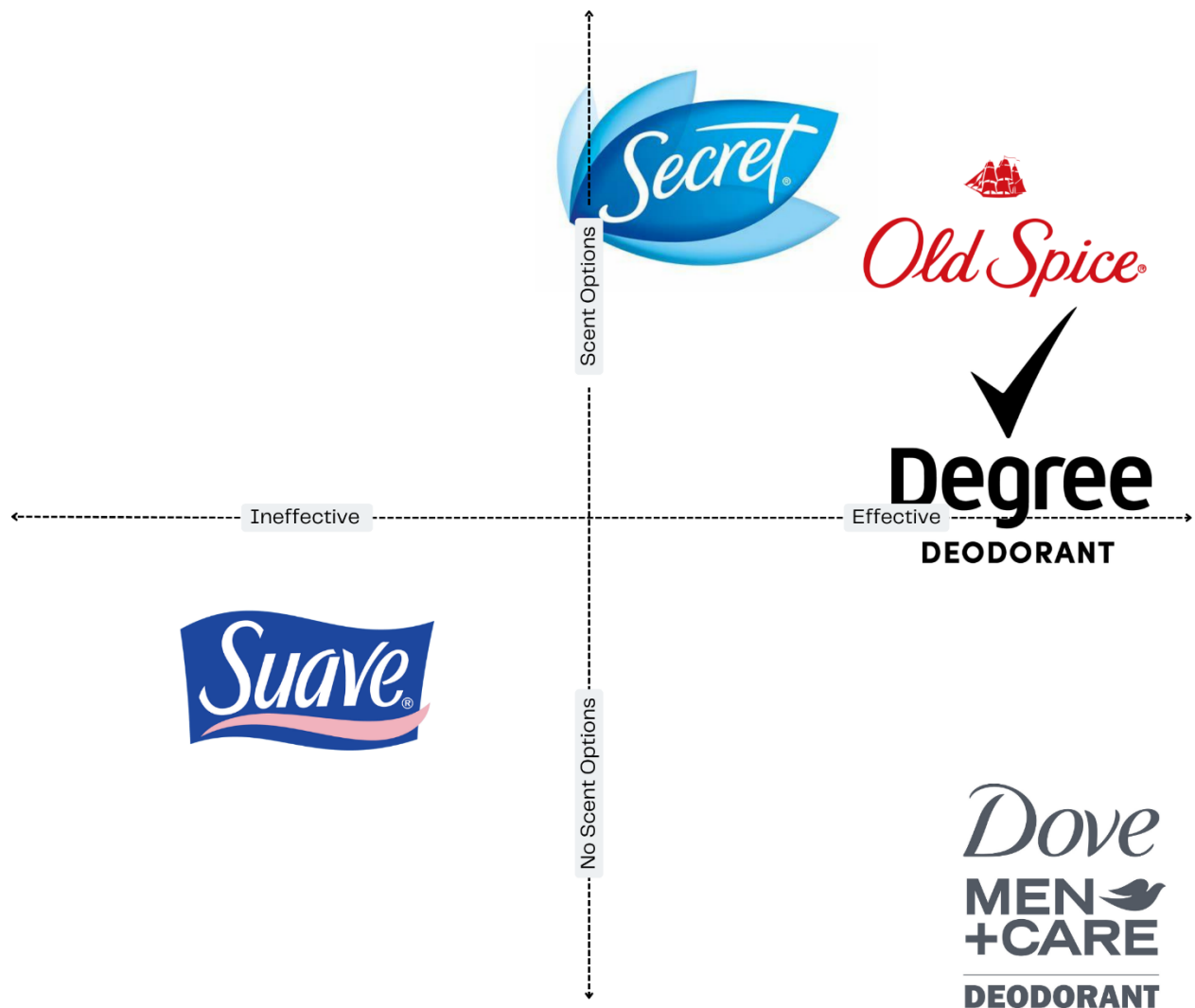
Feel: We want our target audience to think that Swagger is a rational product that works for women.

Do: We want to entice the audience to buying Old Spice right away by using a straight sell at the end of our advertisement. Another way to call the consumers to action is by using a memorable reaction and reminding them of the history of a reliable brand.

Swagger Feature	Swagger Benefit
Brand Name	Swagger has been a trusted brand name for many years and continues to grow.
Different colors and scents available	Offers a wide variety of scents for what the customer enjoys the most.
Price of products	It has the cheapest prices in the business for the quality of the product.
Community involvement	Very active in the community and gives kids who can't afford college a chance to get an education.
Easy to use	Swagger is easy to access and easy to use.
Scent lasts all day	Studies show Swagger can last all day
Swagger campaign	Whatever beauty and care product you are looking for is offered in the Swagger campaign.

Positioning of the Product: As you can see from our positioning map below, Old Spice has the most scent options available in comparison with its competitors in men's deodorant. They all seem to be equally effective. In comparison with the women's deodorants, Old Spice is more effective even if Secret has more scent options. Some information that we obtained from our interviews with women about deodorant was that women's deodorant seemed to be less effective because of the texture and emphasis on scent rather than quality. Although Degree and Dove are also effective

men's deodorant products, Dove only has two scents for men while Degree has nine and Old Spice has ten – not to mention the more feminine smells. Swagger is by far the number one choice among Old Spice deodorant users.



Key Consumer Benefit: We want the audience to know that Old Spice is practical and works for both men and women.

Creative Strategy: For our creative strategy we have chosen the think/feel/do strategy. This strategy is a combination of the product and consumer-oriented strategies. We want to expand the Swagger brand to appeal to women in a rational way, showing them that Swagger can work for them as well. Since Old Spice deodorant is a needed and rational hygiene item, we will emphasize its attributes that make it a top choice for any deodorant consumer. We want to incorporate powerful images of Swagger deodorant and women using the product. We will use product features and benefits, humor, confidence, diversity among genders, and straight sell appeals in our execution.

Tone: We want to focus on being rational and humorous at the same time with our audience. We want the audience to feel welcome at Old Spice and make it an enjoyable experience for women. We understand that Old Spice mainly focus on targeting men, but 50% of women tend to buy male products for themselves as well. The way Old Spice targets women is by their spontaneous humor used in commercials and advertisements. Humor can be a big part of setting the tone for a company like Old Spice and it works great here in targeting women with their tone. On the other side, men are not affected by the type of humor whether it be spontaneous or canned.

Tagline: "Scent of confidence."

Logo:

The logo for Old Spice Swagger. The words "Old Spice" are written in a black, elegant script font. Below them, the word "Swagger" is written in a large, bold, black serif font with a slightly distressed or gothic style.