



evOLUTION MEDIA



presents

AXE

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Situation Analysis

Do Good. Smell Great. Feel GROOVY



Market Analysis

- Lack of self-awareness, hygiene
- Competitors
 - Right Guard
 - Old Spice
- New product category
 - Axe
 - Only combination antiperspirant and deodorant body spray on the market

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Consumer Analysis

- **Psychographics**
 - Values: approval of women
 - Self concept: free-spirited
 - Lifestyle: sexually interested, masculine

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Consumer Analysis Cont'd

- Influence to Purchase
 - Change in view of hygiene
 - Providing the **ONLY** solution to a problem **WE CREATED AWARENESS ABOUT**

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Consumer Analysis Cont'd

- **Buying incentives**
 - Attract women
 - Smell good
 - Sweat less
- **Places to purchase**
 - Local drugstores, supermarkets, super centers

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Consumer Analysis Cont'd

- **Target Market**
 - Active, single male
 - 18-24 college students
 - Seeking approval from women
 - Interested in sports, music, political activities, and the overall college experience
 - Not concerned with hygiene

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Brand Analysis

- Only antiperspirant deodorant total body spray on the market
- Distinct, seductive smell
- Precision spray nozzle
- Long lasting scent
- Solution to body odor and attracting women

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Marketing Objectives

- Short Term
 - 75% exposure rate
 - 50% purchase rate
- Long term
 - brand loyalty
 - 25% increase in purchase rate annually

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Media Plan

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Traditional Mass Media

- **Billboards**
- **Radio**
- **Television**
- **Magazines**

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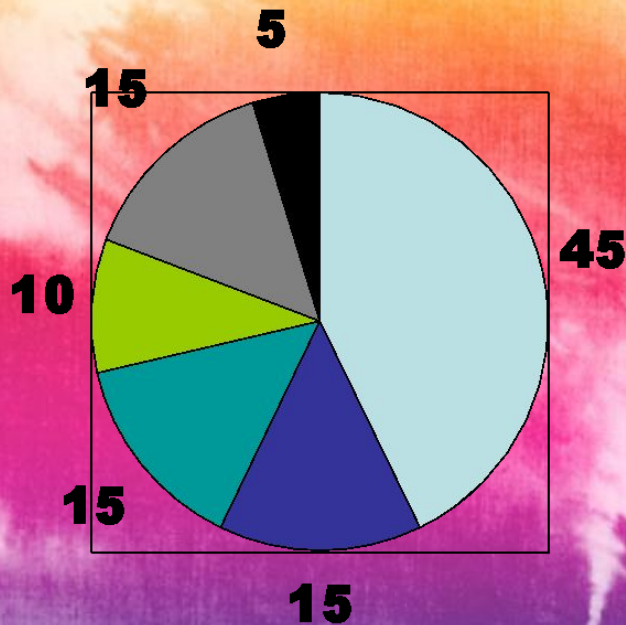
Other Media

- **Publicity Efforts**
 - Sponsorships
 - Free samples
- **Promotion**
 - Point-of-purchase

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Marketing Mix



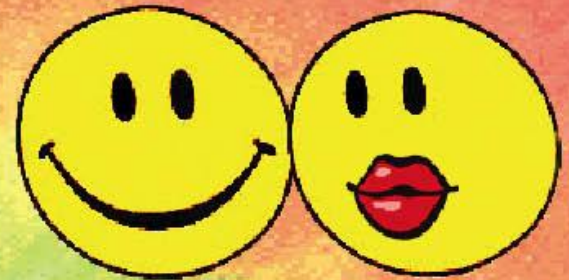
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Creative Strategy

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