

A man in a black t-shirt and blue jeans is walking away from the camera across a vast desert landscape of sand dunes. The sun is low on the horizon, creating a warm, golden glow and casting a long shadow of the man onto the sand. The dunes have a distinct ripple pattern.

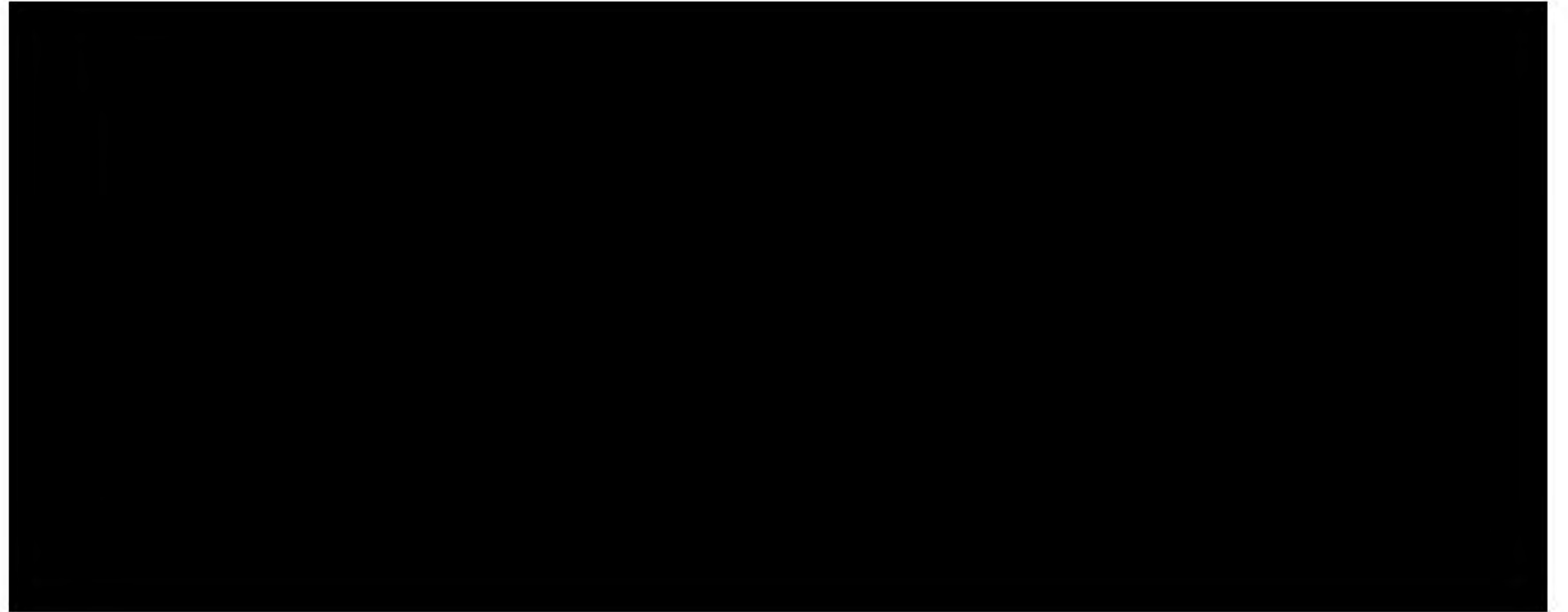
AXE

Be Yourself to be a Man

Envision Advertising Agency



Arpan Gupta





Agenda

- 1 Situation
- 2 Proposed Target Market, Positioning, objectives and Strategies
- 3 Creative Objectives and Strategies
- 4 Recommended Promotions
- 5 Blocking Chart
- 6 Why Choose Us

A man in a dark suit and white shirt is walking up a wide, modern concrete staircase. The staircase has black metal railings. The background is a light-colored concrete wall. The text "What is the current situation and why it needs to change." is overlaid in the center in a bold, red font.

**What is the current situation and
why it needs to change.**

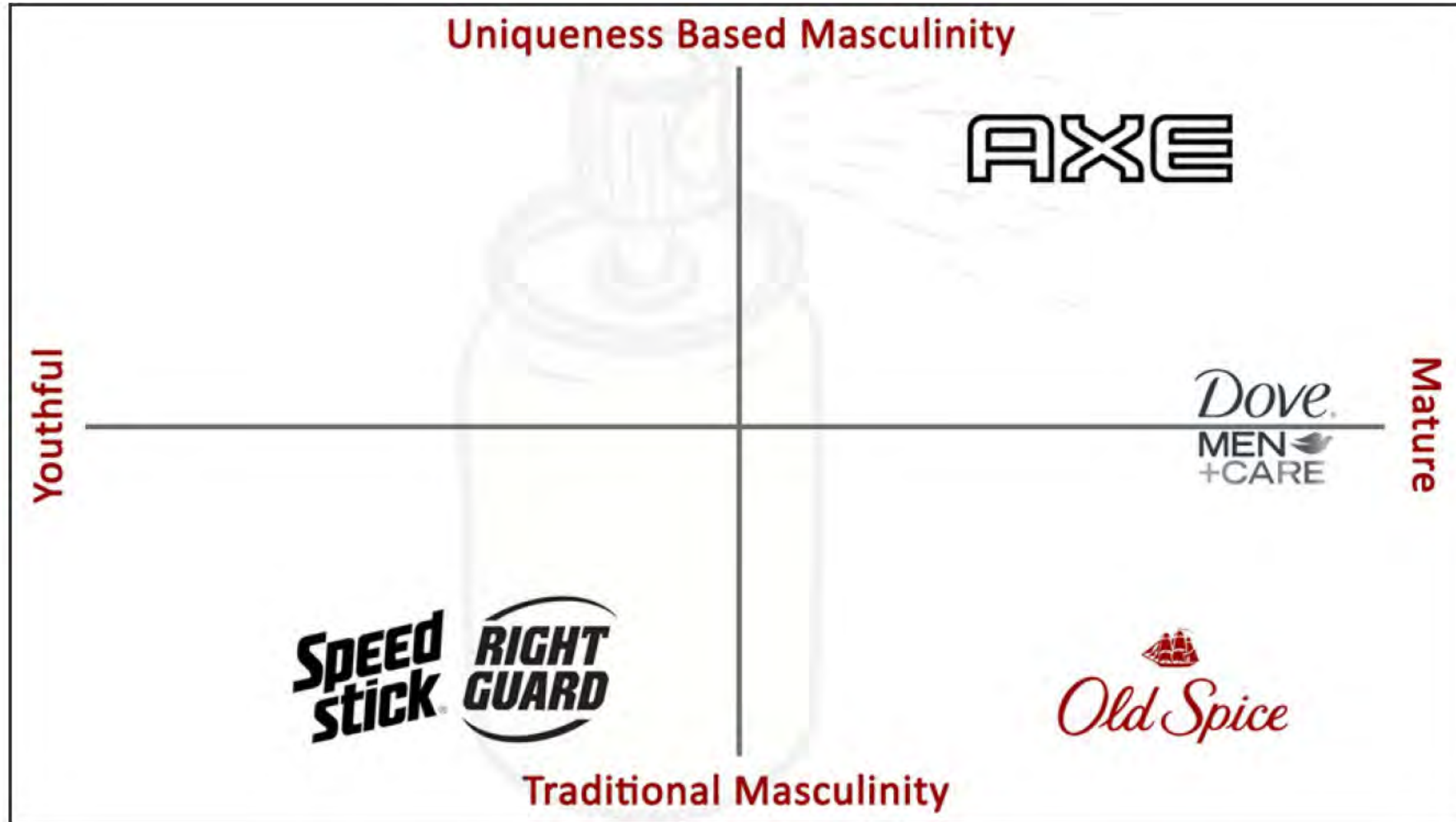
Proposed Target Market



Proposed Target

- All over Canada
- Aged 20-30, Young Professionals
- Fast Paced lifestyle
- Non-users and ex-users

Positioning Map



Promotion Objectives



Website Visits



Brand Attitude

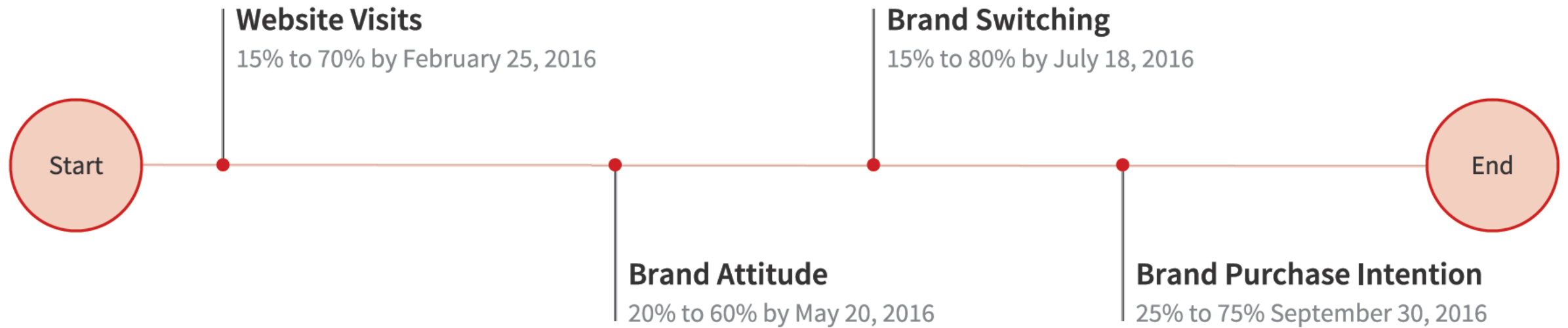


Brand Switching



**Brand Purchase
Intention**

Promotion Objectives





Promotion Strategies

- Television Advertising
- Print Media
- Out-of-Home
- Sales Promotion
- Public Relations
- Internet Media

The Big Idea

Globally, AXE products are the only ones that empower men who use them to be so confident in themselves that women find them uniquely attractive





Creative Objective

Be Yourself to Be a Man!

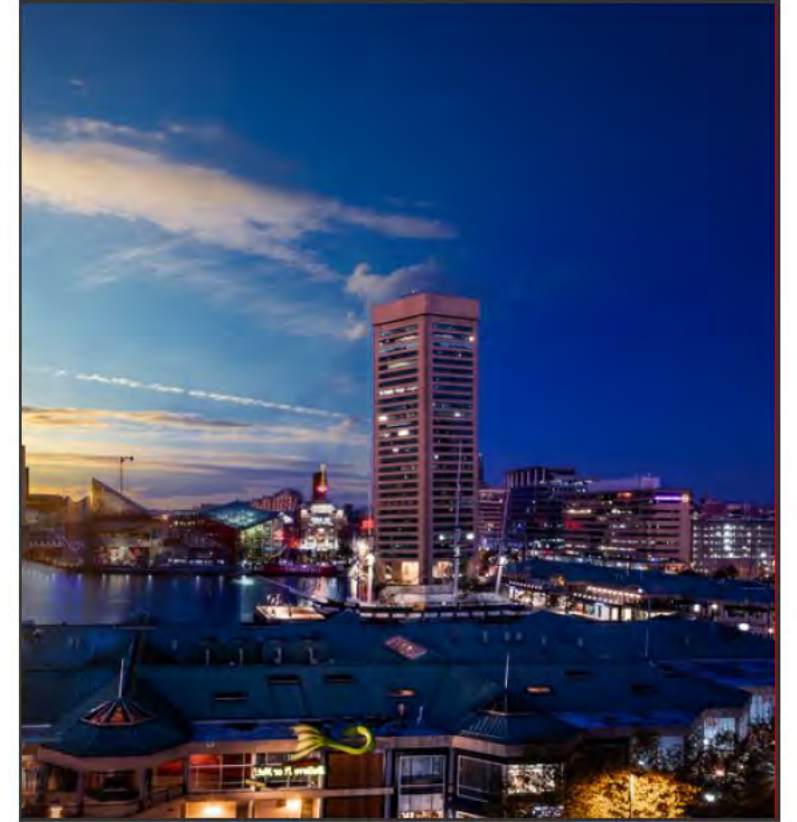
Key Customer Benefits



Products that resonate with a wide spectrum of personalities of men



Helps young professionals to maintain their freshness and confidence throughout the day



Lasts long and do not fade away as the day goes by

Key Customer Benefits



Offers big variety of products to experiment with



High quality ingredients are used in AXE products



Affordable despite high quality ingredients

Support for Customer Benefits

- 1 13 different fragrances and over 20 flavors of deodorants and antiperspirant are offered for various occasions
- 2 AXE fragrance includes ingredients that help in closing pores to reduce the amount of sweat, absorbing moisture and inhibiting bacterial growth all day long
- 3 AXE products have an affordable pricing for their low-medium income target consumers who are mainly conscious of their budget. The prices for the products range from \$4.77 to \$20 on Amazon and Walmart

A close-up photograph of a smartphone screen. The screen displays the title 'INBOUND MARKETING STRATEGY' in a bold, sans-serif font. Below the title, there are three circular icons: a red one with a hand cursor, a green one with three people, and a blue one with a megaphone. To the left of these icons, the words 'VISITORS', 'CUSTOMERS', and 'PROMOTERS' are partially visible. The phone is resting on a light brown, textured surface. A red pen is visible in the bottom right corner.

INBOUND MARKETING STRATEGY

Recommended Promotions and Rationale for Choice

Message Appeal and Execution Style

- Emotional Appeal
- Dramatization
- Imagery

Television Advertising

Who?

- Millennials
- 20-30 years old

What?

- Boys don't cry!
- A boy is being said not to cry throughout his life.
- Boys do cry!

When?

- Weekdays: 6-11 PM
- Weekends: 1-5 PM, 6-11 PM
- Launch: January 2016

Where?

Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia

Why?

- Reach a wide audience
- Increase the credibility
- Use of imagery to convey the message

How?

CTV Network

Television Ad



Print Media Advertising

Who?

- Millennials
- 20-30 years old

What?

- A guy handing out a tampon to a girl.
- Breakthrough those weird norms!
- A sample fragrance card attached as an insert.

When?

- Launch: January 2016
- Along with T.V. advertisements

Where?

Quebec, Ontario, Manitoba,
Saskatchewan, Alberta and British
Columbia

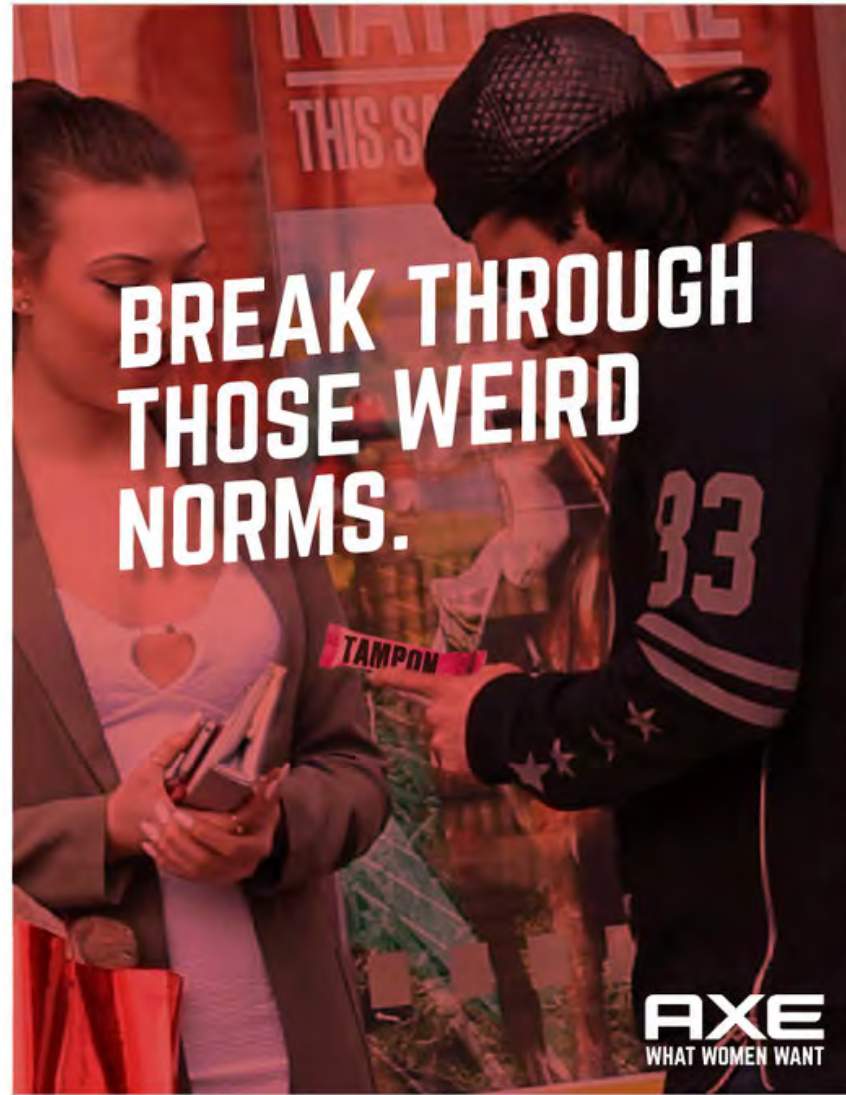
Why?

High quality of print in magazines is
appealing and magazines allow for
target customer selectivity

How?

- Fashion magazines
- GQ, Esquire, Men's Fashion, Men's health, Vogue etc

Magazine Ad



▲ SAMPLE ▲

Outdoor Media

Who?

- Millennials
- 20-30 years old

What?

- Backlit poster
- A man doing something unique to his significant other

When?

Launch: Second quarter of 2016

Where?

Toronto, Montreal, Vancouver, etc.

Why?

- Lots of exposure
- Creatively grabbing people's attention

How?

On backlit billboard in major cities Toronto

Backlit Poster



**TRIED BLOWING
HER MIND?**

AXE WIN A TICKET TO PARIS FOR TWO!
WHAT WOMEN WANT Tag us with #thetalentwithin on Instagram.
Learn more at axebeyourself.ca

Contests Media

Who?

- Millennials
- 20-30 years old

What?

- Fashion contest on Instagram
- Contest on Instagram + backlit billboard
- Win 2 tickets to Paris

When?

Launch: April 2016

Where?

- On Instagram
- Facilitated using billboards

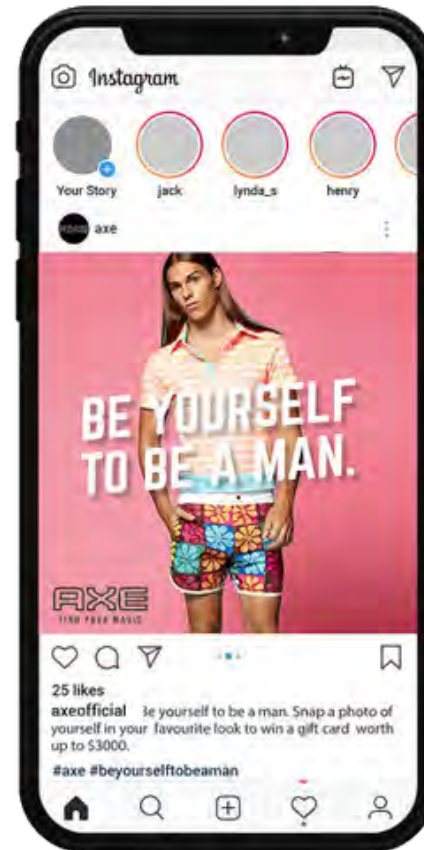
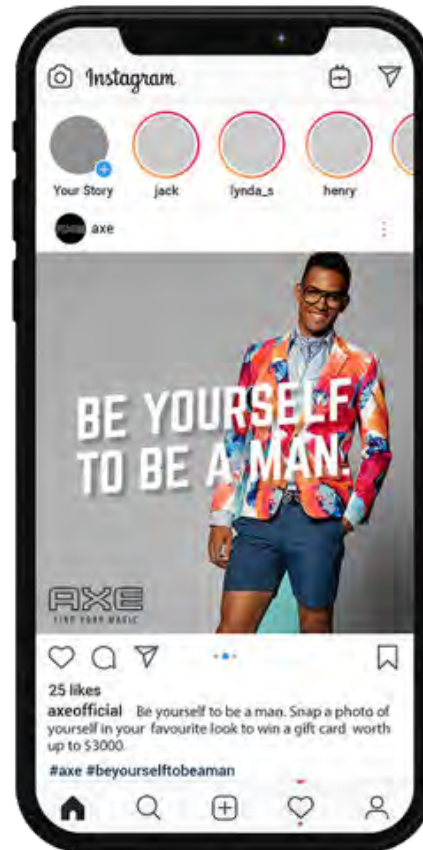
Why?

- Offer an added incentive
- Interaction

How?

- Postings on Instagram
- AXE announces the winner

Contest



Public Relations

Who?

- Millennials
- 20-30 years old

What?

- Speed dating event
- Sponsoring an organization fighting against sexual assaults

When?

- Each Friday and Saturday
- For one (1) month

Where?

- Hotel halls
- Major cities of Canada

Why?

- Prestige
- AXE stands out against sexual assaults

How?

Invited to assigned venue on Fridays and Saturdays for interaction

Speed Dating Event



Internet Media

Who?

- Millennials
- 20-30 years old

What?

- New axebeyourself.ca website
- Instagram for contests
- YouTube ads

When?

Launch: January 2016 & 2nd quarter of 2016

Where?

- AXE website
- Instagram
- YouTube

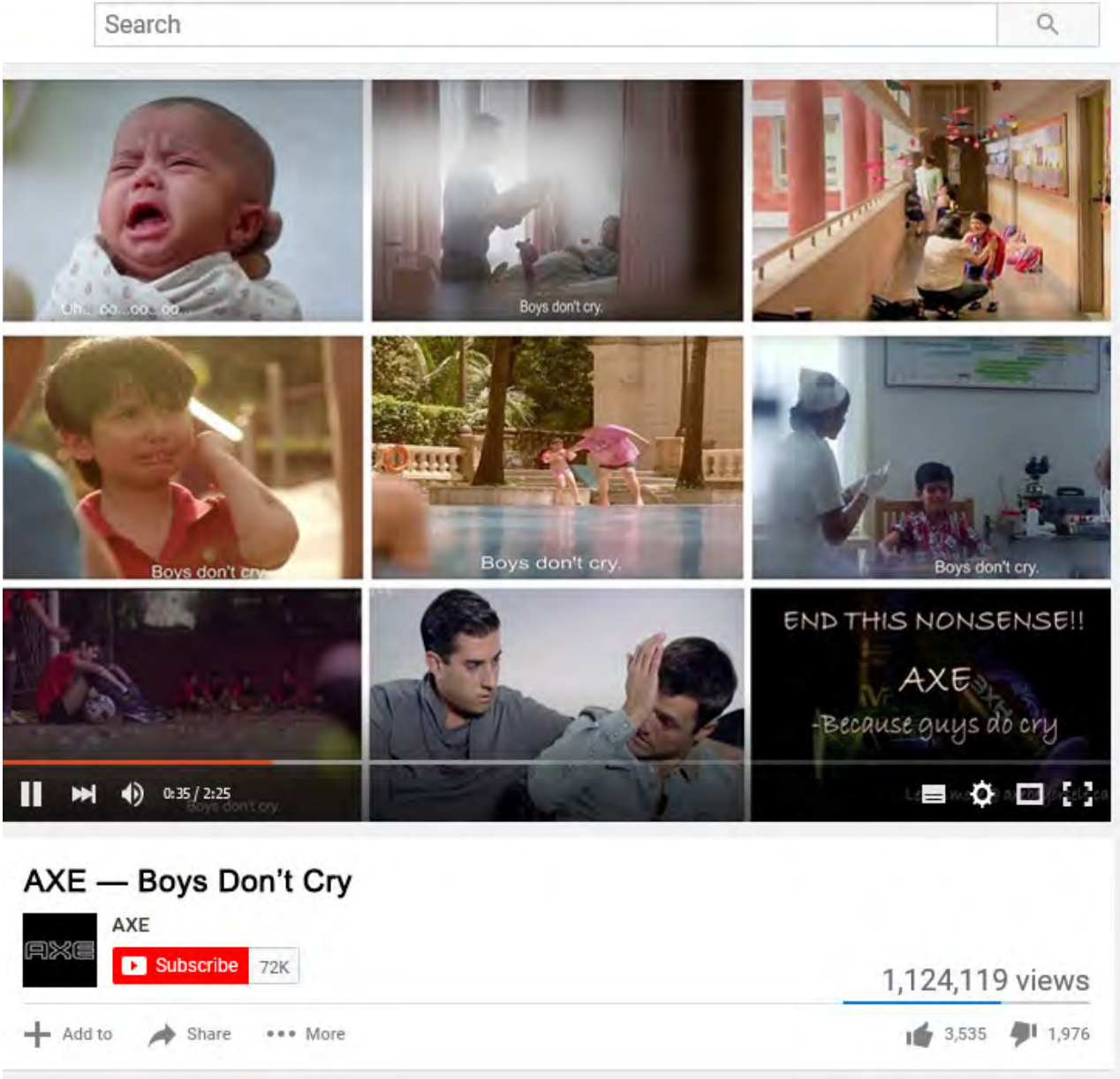
Why?

- Used by millennials
- Less expensive
- Freedom of creativity

How?

- Key words for better SEO
- Website — redefined brand
- Instagram for contests and sharing moments

Youtube Ad



Media Blocking Chart

Axe: Be Yourself to be a Man

| PLANNED EXPENSES | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | YEAR |
|---------------------------|-----------------------|-----------------------|-----------------------|---------------------|-----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|-----------------------|
| Marketing Costs | | | | | | | | | | | | | |
| Television Advertizing | \$560,000.00 | \$560,000.00 | \$460,000.00 | | \$560,000.00 | | | | | | | \$560,000.00 | \$2,700,000.00 |
| Print Media Advertizing | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$83,333.33 | \$1,000,000.01 |
| Out- of- Home Advertizing | \$200,000.00 | \$200,000.00 | \$20,000.00 | \$20,000.00 | \$22,500.00 | | | | | | \$200,000.00 | \$20,000.00 | \$682,500.00 |
| Sales Promotions | | | | \$75,000.00 | \$75,000.00 | | | | | | \$175,000.00 | \$175,000.00 | \$500,000.00 |
| Public Relations | | | \$300,000.00 | \$300,000.00 | \$300,000.00 | | | | | | | | \$900,000.00 |
| Internet Media | \$300,000.00 | \$300,000.00 | \$200,000.00 | \$200,000.00 | \$125,000.00 | \$125,000.00 | \$125,000.00 | \$125,000.00 | \$125,000.00 | \$125,000.00 | \$200,000.00 | \$200,000.00 | \$2,150,000.00 |
| Subtotal | \$1,143,333.33 | \$1,143,333.33 | \$1,063,333.33 | \$678,333.33 | \$1,165,833.33 | \$208,333.33 | \$208,333.33 | \$208,333.33 | \$208,333.33 | \$208,333.33 | \$658,333.33 | \$1,038,333.33 | \$7,932,500.01 |

**Allow us to help people feel
comfortable in their own skin**