

HEROES OF TOMORROW



Case: Country Round

AXE – Drive the Loyalty

FIND YOUR MAGIC.



UNILEVER

Unilever is the worlds 3rd largest consumer goods company, with more then Eur 55bn, in sales, the company has grown very consistently in both top and bottom line in last 10 years

The company is organized in 3 divisions:

- Beauty & Personal Care
- Foods & Refreshments
- Home Care

Beauty and Personal Care

The division has a few global Masterbrands (such as Dove, Rexona, Signal, Axe) playing across a few or all BPC categories.

The 5 categories being:

1. Deodorants and fragrance
2. Skin Cleansing
3. Hair
4. Skin Care
5. Oral Care



AXE
FIND YOUR MAGIC.

AXE – FIND YOUR MAGIC

THE BRAND

Axe brand is the 4th biggest brand in our BPC portfolio and shows stable growth but not reaching the full potential due to strong competition presence in media and trade. Axe plays in 2 major categories for Unilever – Deodorants and Skin Cleansing with turnover similar in both of them.

In **Deo Category** - Axe is NO1 brand in aerosols however not growing as fast as other male Deo brands (Old Spice/Nivea which have strong media presence & catchy TV assets). Besides there are other new brands stepping into Male Deo Category is getting more and more competitive.

Where do we want to be? We want to be the most attractive brand for guys – not only for younger TA (14-17) however we want to drive the loyalty among TA 25-40 as well.



The Brand



BRAND CHARACTERISTICS

AXE brand is for everyone who wants to live and feel confident through trendy fragrances and superior product quality.

Brand stands for crazy situations with **classy solutions** where everyone finds their true self.

WHAT WE ARE (NOT)

TOO
MUCH

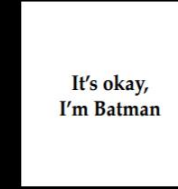
Trying too hard,
understood by few



OVERCOMPLICATED



CLEVER BUT UNNECESSARY



UNCLEAR



POINTLESS



FOR FEW

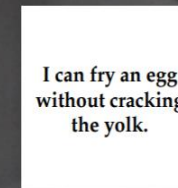
JUST
RIGHT



SIMPLE YET UNEXPECTED



ORIGINAL



LIGHT HEARTED



DOESN'T SHOUT



DEMOCRATIC

TOO
LITTLE

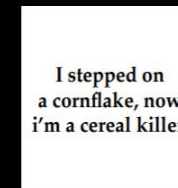
Wannabe



BASIC



LACKS INTELLIGENCE



CHEAP



CHILDISH



GENERIC

MALE GROOMING

THE OPPORTUNITY

One of the new, emerging categories in the BPC market is Male Grooming. It has noted significant growth in the recent years and is expected to grow even faster in the nearest future.

Penetration in Male Deo and Male Shower is still much higher in UK than in EAST EUROPE -> big opportunity.

The main players in the Male segment are:

DEO -> Old Spice, Nivea, Adidas, Rexona, Garnier, STR8

SHOWER -> Old Spice, Nivea, Adidas, STR8, Fa, Palmolive



FIND YOUR MAGIC

Target Audience

Men 14-40 (2 age segments: predominantly young guys & middle age men) - see page 8
Moms as shopper for young guys

Portfolio

Axe core portfolio is based on deo body sprays and shower gels - see page 9.

Tension Points (business):

- Axe is weak in Deo Stick segment – weak portfolio range (losing compared to its competitions)*
- Axe global communication assets – not relevant because of not suitable content for East Europe countries.



**we cannot alter the portfolio at this stage – need to play with current products (portfolio slide for reference)*

JOBS TO BE DONE

The brand has 3 major JTBD to address the target audience:

1. Get Guys (14-18) into the DEO category by offering them quality products with extraordinary fragrances. We are looking for innovative fragrance seekers.
2. Get Guys (18-28) to stay with the brand by offering them extraordinary fragrances with functional benefits in the form of Anti Perspirants. Fastest growing DEO category.
3. Get the Moms of the young guys to trust the AXE brand by offering more natural based product & seek out communication.

OUR GUYS SEEKING
FOR EXCITING
FRAGRANCES



NEW EXPERIMENTAL GUYS
SEEKING FOR MORE TRENDY
NATURAL PRODUCTS



THEIR MUMS SEEKING FOR
MORE NATURAL OPTIONS
FOR THEM



CORE PORTFOLIO



DEO



150 ml / 200 ml / 250 ml

SKIN CLEANSING:



200 ml / 250 ml / 400 ml



YOUR CHALLENGE





Your job will be to **CREATE** a communication campaign for AXE that should improve the brand awareness & penetration, strengthen the brand loyalty and at the same time keep the brand image relevant, fresh, modern and inclusive.

Task:

Define the big idea for Axe communication in the future in order to:

- ✓ Be the first deodorant for boys and stay with them for longer
- ✓ Drive the loyalty through different age spaces

YOUR PLAN SHOULD INCLUDE

THE BIG IDEA

Make sure you address
both aspects to be
improved

DIGITAL FOCUS

Make sure it is focused
on reaching your KPIs
but unleash your
creativity! Don't forget E-
commerce business.

IN-STORE PRESENCE

Include ideas for KV and
POS materials

KPIs

How would you measure
the success of your
campaign

THINK OUTSIDE THE BOX

Surprise us!

LIMITATIONS: Minimal budget for maximal results – think of creative ideas to reach and convince maximum number of consumers.

Important Instructions – to be customized per country

**PLEASE FORM A GROUP OF THREE TO SOLVE THE CASE
CREATE THE SOLUTION AND EMAIL THE ADDRESS BELOW:
heroes.of.tomorrow@unilever.com BY 5th of December**

IF YOUR TEAM IS SELECTED FOR THE LOCAL FINALE, WE WILL REACH OUT TO YOU AT THE CONTACT INFORMATION YOU HAVE PROVIDED.

**YOU WILL HAVE 12 MIN TO PRESENT YOUR SOLUTION/ PRESENTATION THAT YOU HAVE SUBMITTED
YOU CAN BRING CREATIVE MATERIALS FOR THE JURY TO SHOWCASE YOUR IDEA (BANNERS, POSTERS, POINT-OF-SALE MATERIAL)**



ALL THE BEST