

# Unexpected Heroes

E-1419-335

## Product

Old Spice

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## Category

Best of Europe: Media Strategy & Idea

This category recognises those efforts that were lead by media thinking. The award honours media led strategic thinking and ideas that are powerful enough to become the genesis of the communications programme itself. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea or media strategy drove the entire effort. All efforts driven by the media strategy and/or idea are eligible to enter. Examples: • Media Strategy - Cases where media planning and strategic approach spearheaded the effort. • Content Led - Cases led by a content idea. • Data Driven Insights - Cases led by a data driven insight. • Tech Led - Cases led by a technology idea. • Media Idea Led - Cases led by a Media Idea other than those listed above.

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## Awards Program

2025 Effie Awards Europe

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [Entry Form template](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

**Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region** (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

**Best of Europe – non-Effie markets:** Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the [Effie Europe website](#).

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

## TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

## RESOURCES

Review the key resources before starting your entry:

- [ENTRY KIT](#)
- [EFFECTIVE ENTRY GUIDE](#)
- [EFFIE EFFECTIVENESS EXPLAINED](#)
- [CASE STUDIES](#)
- [MORE RESOURCES](#)

# ENTRY DETAILS & EXECUTIVE SUMMARY

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## ENTRY DETAILS

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**NATIONAL EFFIE PROGRAM (IF APPLICABLE)**

Effie Romania

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**ORIGINAL CATEGORY (IF APPLICABLE)**

Youth Marketing

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**Brand Name**

OLD SPICE ROMANIA

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**Brand Description**

personal care - deodorants

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**Dates Effort Ran (Total)**

Date From 2024-01-03

Date To 2024-05-31

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**Dates presented in this case**

Date From 2023-09-01

Date To 2024-06-30

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**Regional Classification**

National

Non-English

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**Countries Presented in This Case**

Romania

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**Please indicate all countries where this work ran.**

Romania

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**Industry Sector**

Personal Care

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**Industry/Category Situation**

Flat

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**MARKET / LOCAL NUANCE BACKGROUND**

Romania's deodorant category is highly fragmented and price-driven, traditionally dominated by Nivea, followed by Dove, STR8, and Old Spice (historically in 4th place). It's a competitive landscape where brand loyalty is low and purchasing decisions are often influenced by price or novelty.

To gain share and drive growth, Old Spice needed to strengthen its position and appeal to a new generation of users. That meant winning over Gen Z (18-24 y.o.), a digitally native audience just beginning their self-care journeys.

This generation spends significant time online, especially on YouTube, TikTok, and Twitch, and is deeply immersed in gaming culture, one of the most popular entertainment verticals in Romania. With a growing esports scene and a tight-knit, authenticity-driven community, Gen Z tends to resist traditional advertising and gravitates instead toward influencer-led, interactive content. Gaming KOLs hold strong sway, provided the message feels organic, fun, and integrated into their world, making them a powerful vehicle for reaching this elusive audience.

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## EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

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**The Challenge:**

Win Gen Z by expanding Old Spice footprint in gaming while educating them on its scent portfolio.

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**The Insight:**

Gamers play under nicknames and Old Spice scents already had names cool enough to be one of them.

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**The Strategic Idea/Build:**

Turning Old Spice scents into in-game nicknames and challenging players to beat them

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**Bringing the Strategy & Idea to Life:**

UNEXPECTED HEROES

Old Spice scents' names became nicknames hiding top gamers, winning every match and spreading "The scent of victory".

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**The Results:**

- +2.4 pp Market Share, stealing 3<sup>rd</sup> place from STR8
  - +6pp Consideration & Preference
  - +8pp "Has wide range of scent choices"
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**Why is this entry an outstanding example of effective marketing in this Effie entry category?**

"Unexpected Heroes" reimagined media in gaming, not by placing ads around content, but by embedding the brand inside the gameplay.

**Old Spice didn't just use media; it became media:** in-game nicknames became brand placements, chats became story engines and livestreams turned into real-time branded entertainment. By living within the gaming world, Old Spice connected authentically with Gen Z and redefined how brands engage digital-native audiences.

The results were impressive: the brand stole 3rd place from competition and brand image KPIs among Gen Z improved significantly: +8pp on "This brand has a wide range of scent choices" and +3pp on "This brand is cool."

# SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

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## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

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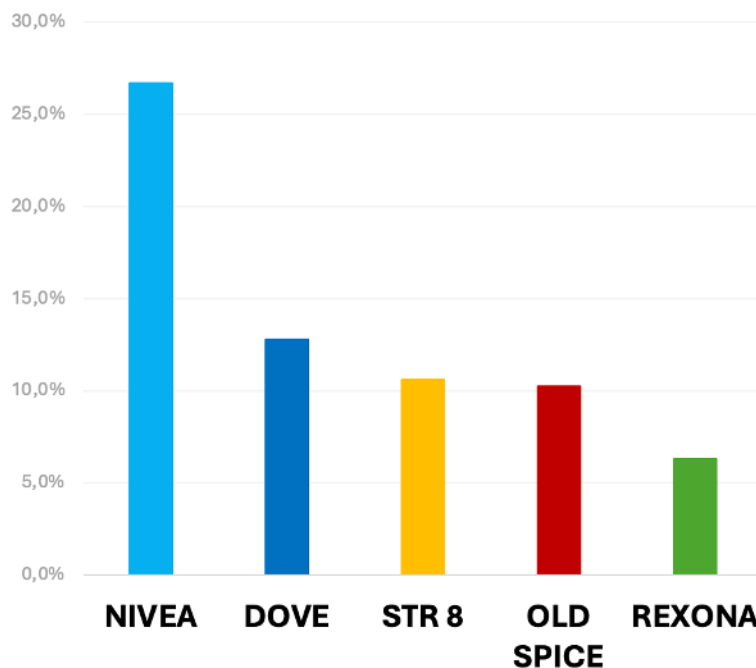
**1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.**

**DEODORANTS: A FRAGMENTED & PRICE-DRIVEN MARKET**

Highly competitive, traditionally led by Nivea, followed by Dove, Str8 and Old Spice - which has long held the 4<sup>th</sup> position<sup>1</sup>.

# DEO MARKET: Market Share Value

January 2024



## OLD SPICE: A BRAND AIMING TO WIN OVER GEN Z

To drive growth, Old Spice needed to strengthen its connection with the young target: Gen Z (18-24 y.o.). Capturing their attention early, at the start of their self-care journey, can secure long-term brand loyalty.

## BUILDING ON THE SUCCESS OF THE BRAND'S FIRST GAMING CAMPAIGN

In 2023, Old Spice launched its gaming platform "The Scent of Victory" thus tapping for the first time into the gaming world.

The objective was to reconnect with Gen Z by shifting away from its aging brand image and its longtime hero, Isaiah Mustafa - once the face of youthful swagger - that, as time passed, became a symbol of a past generation with zero relevance for today's youth.

That reality prompted Old Spice to seek relevance in a space where today's youth truly live: gaming.

This is how "Beat the Skunk" campaign was born, proving that in-game interactive and humor-driven experiences resonate deeply with young gamers. At that time, the brand acknowledged that **gamers often tend to stink**, due to game's high intensity, so it played up this malodor scent, with the Skunk (a local anti-hero) hijacking streams and challenging gamers to beat him.

## FOLLOWING ON THE SUCCESS OF THE FIRST GAMING CAMPAIGN, OLD SPICE WANTED MORE

No wonder, since gaming is such a relevant space for Gen Z boys and such a good fit for the brand's DNA - rooted in entertainment.

But, while the 2023 gaming campaign was a hit in terms of awareness, putting Old Spice on Gen Z's radar and generating trial in following months, we also knew this young target needs continuous efforts to be seduced and turned into loyal

users.

## WE STARTED BUILDING AWARENESS, NOW WE NEEDED THEM TO EXPLORE THE BRAND'S PORTFOLIO

The only way to grow was to educate them about the different scent variants they could choose from and immerse them in our sensorial portfolio. To keep them engaged and convince them to try several scents to settle for their favourite or, as they frequently do, ensure they have their own range of choices at home.

### [CHALLENGE]

## EDUCATE YOUNGSTERS ON THE OLD SPICE' SCENT PORTFOLIO BY EXPANDING THE BRAND'S FOOTPRINT IN THE WORLD OF GAMING

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1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

### RESPONSE FORMAT

List each objective individually.

- We have allowed for:
  - one key business objective (required)
  - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

### Business Objective

#### Reference 1

#### Objective - Overview & KPI

Increase sales with at least 10% for Jan-May '24 vs same period last year<sup>1</sup>.

#### Rationale - Why the objective was selected and what is the benchmark?

In this context, we needed to secure the strong base of youngsters at the beginning of their self-care journey.

We also looked at comparing results with previous Gaming campaign (Jul-Dec 2023) and aimed to surpassed them with at least 10%.

**Measurement - How did you plan to measure it?**

Nielsen data, 2024 vs 2023

**Tagging - What keywords best describe your objective type?**

Volume (growth/maintenance/easing decline/volume share)

## Marketing Objectives

1

**Objective - Overview & KPI**

Positively impact the brand conversion funnel with at least +2pp (before and after the campaign)<sup>2</sup>:

- Top of Mind
- Consideration
- Preference

**Rationale - Why the objective was selected & what is the benchmark?**

Being the second brand move in the gaming territory, we're now looking to make an impact on the entire funnel, not just awareness, but also **consideration and preference**.

**Measurement - How did you plan to measure it?**

Trial & Media Tracking Ro Men Care", Q3 2024

**Tagging - What keywords best describe your objective type?**

Consideration

2

**Objective - Overview & KPI**

Positively impact relevant brand image KPIs with at least +3pp for Gen Z (before and after campaign)<sup>3</sup>:

- "This brand has a wide range of scent choices"
- "This brand is cool"

**Rationale - Why the objective was selected & what is the benchmark?**

We aimed to measure the impact of the campaign amongst Gen Z solely, on the most important brand image KPIs, in the context of this campaign.

**Measurement - How did you plan to measure it?**

<sup>3</sup>Consumer panel Romania GFK SRL, 2024

**Tagging - What keywords best describe your objective type?**

Changes in Specific Brand Attributes

**3**

**Objective - Overview & KPI**

Develop a campaign visibly different from all other gaming communication, aiming for the audience to declare they enjoyed it with at least +10pp vs previous gaming campaign<sup>3</sup>

**Rationale - Why the objective was selected & what is the benchmark?**

Knowing how tough our audience is, we knew we had to stand out to be noticed. So we aimed to obtain an even better score on the brand image KPI "I enjoy the communication of this brand" after this campaign (compared to the first gaming campaign which registered +17pp on Gen Z exposed vs not exposed)

**Measurement - How did you plan to measure it?**

<sup>3</sup>Consumer panel Romania GFK SRL, 2024

**Tagging - What keywords best describe your objective type?**

Changes in Specific Brand Attributes

**Activity Objectives**

**1**

**Objective - Overview & KPI**

Engage the gaming community:

achieve at least 21% ER on gaming streams (meaning +5pp higher than previous campaign that had 16%<sup>4</sup> ER)

**Rationale - Why the objective was selected & what is the benchmark?**

Given the similar mechanics of hijacking the gamers experience on popular streams, we aimed this time to achieve even greater results than with the first campaign (which already surpassed the streams benchmarks, achieving 16% ER).

This way, we could be sure the campaign attracted the audience's attention and made them engage with our brand and scents.

**Measurement - How did you plan to measure it?**

<sup>4</sup>Influencers streams analytics as per Post-Campaign Report, Media Agency, June 2024

**Tagging - What keywords best describe your objective type?**

Engagement

**2****Objective - Overview & KPI**

Reach and engage youngsters outside the gaming bubble, on social media:

- 1.5M reach in Meta
- 1M engagements in Meta
- 500K video views on YouTube

**Rationale - Why the objective was selected & what is the benchmark?**

The core of the campaign was a real-time activation, implemented on top gamers livestreams channels. But, later on, the campaign ecosystem enlarged with dedicated tactics across digital, especially on META and YouTube. That's why we set to reach and engage as many young boys as possible with our gaming approach in order to introduce them the Old Spice scents.

The KPIs were set to surpass with +10% the previous gaming campaign.

**Measurement - How did you plan to measure it?**

Post-Campaign Report, Media Agency, June 2024

**Tagging - What keywords best describe your objective type?**

Reach (e.g. open rate, shares, views, attendance)

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**Section 1: Sourcing**

<sup>1</sup>Nielsen data, 2022-2024

<sup>2</sup>"Trial & Media Tracking Ro Men Care", Q3 2024

<sup>3</sup>Consumer panel Romania GFK SRL, 2024

<sup>4</sup>Influencers streams analytics as per Post-Campaign Report, Media Agency, June 2024

## SCORING SECTION 2: INSIGHTS & STRATEGY

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### SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

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**2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.**

Our aim was to **target men aged 18-24 y.o., big cities, mid-high education and income.**

#### GAMING: THE ULTIMATE PLAYGROUND FOR ROMANIAN GEN Z

For Romanian Gen Z, gaming is more than just a hobby: it's a way of life. They spend **>9 hours per week<sup>1</sup>** playing video games, making it one of their most time-consuming digital activities.

Platforms like YouTube and Twitch are their go-to destinations, with **69% of them<sup>1</sup>** regularly watching gaming streams.

On top of that, they're **avid eSports fans**, tuning in to tournaments and live competitions more than any other generation.

#### MORE THAN JUST PLAYING: GAMING IS ABOUT SOCIAL CONNECTION

**70% of young gamers<sup>2</sup>** say playing games helps them stay connected to others, while **43% of them** admit gaming is more about the social interaction than the game itself.

## Gen Z value gaming for social connection and self expression

Percentage of gamers who agree with the following statements

Playing video games helps me stay connected to other people



Making connections with other while playing is important to me



Source: Digital Media Trends, 16th edition, Deloitte Insights

### A TOUGH CROWD, UNINTERESTED ABOUT DEO PRODUCTS AND HARD TO ENGAGE THROUGH CLASSIC ADVERTISING

If Gen Z is already a hard-to-engage audience, quick to skip anything that doesn't instantly grab their attention, **gamers take that to the next level.**

Truth be told, these young boys don't really care about deodorants. They don't really care much about advertising, in general. They openly reject and call out anything that feels like a sales pitch, unless you've genuinely earned their attention through storytelling and relevance.

But they do care about what they see and experience in the gaming world: **67% of Gen Z gamers trust a brand more if influencers or content creators they know engaged with it<sup>3</sup>.** They appreciate when brands integrate seamlessly into their favorite gaming environments.

#### The best approach?

Meet them outside traditional ad spaces. Create seamless, native experiences inside their games or streams. Catch them off guard - in the best way - with something they'd enjoy and respect. Make them say: **GG, well played, Old Spice!**

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### 2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

#### [GAMERS' INSIGHT]

#### GAMERS DON'T PLAY UNDER THEIR REAL NAMES: THEY PLAY UNDER NICKNAMES

In the gaming world, every player enters the arena with a chosen alias. It's not their real name that earns them recognition, but their username.

The biggest pro players are known, admired, and followed like celebrities, not as themselves, but through the nicknames they've created.

These nicknames aren't random: they're often crafted to command respect, spark fear, or inspire admiration.

## [PRODUCT INSIGHT]

### OLD SPICE SCENT PORTFOLIO HAD VERY COOL NAMES, ALMOST AS COOL AS IN-GAME NICKNAMES

Fragrances like "Night Panther", "Tigerclaw", and "Wolf Thorn" were just a few of the many Old Spice scent options available in the Romanian market.

Each one had a cool and interesting name, as well as its own visual identity and story. Very similar to nicknames usually seen in gaming.



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## 2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

Since our challenge was to educate young boys about the diverse scent portfolio of Old Spice, these scents needed to be introduced in a way that resonated with them, helping Old Spice grow its base of loyalists and expand its business - all while building on the momentum of the 2023 gaming platform - The Scent of Victory.

We found the perfect opportunity for Old Spice to make an impact by understanding the unique magic of the gaming world.

## [STRATEGIC IDEA]

### TURNING OLD SPICE SCENTS INTO IN-GAME NICKNAMES AND CHALLENGING PLAYERS TO BEAT THEM

This allowed us to show that Old Spice isn't just a deodorant: it's indeed "The scent of victory", hiding under several names and variations.

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## **Section 2: Sourcing**

<sup>1</sup>"Target audience: Gen Z in Romania", Statista Consumer Insights, 2024

<sup>2</sup>Digital Media Trends, 16<sup>th</sup> edition via Deloitte Insights, 2024

<sup>3</sup>The ZBD Gen Z Gamer Study, May 2024

# SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

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## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

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**3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.**

[CREATIVE IDEA]

### UNEXPECTED HEROES

The most popular and skilled gamers played under Old Spice nicknames: they infiltrated live streams, won match after match, so no one could stand a chance, thus proving to everyone that Old Spice is indeed **The Scent of Victory**.

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[KEY-ELEMENTS]

Knowing our gaming audience and their top gaming channels & gaming influencers, we decided to run a **DIGITAL-FIRST CAMPAIGN**, tailor-made for gamers - **rethinking media** not just as a platform for messages, but as an integrated part of the gameplay experience.

**WE BROUGHT INTO THE MIX ONLY TOP DIGITAL GAMING CHANNELS & GAMING EVENTS, IN NEWLY INNOVATIVE WAYS:**

- **Gaming influencers channels and their live streams** - to cover a massive part of the gaming community. Chatting, engaging while playing, in a live context, they became our most dynamic and immersive media touchpoints. We didn't just advertise, we **embedded the brand into the stream flow**, creating surprise and native interaction. We worked with Theo Zeciu, Jaxi, ZaSami, Tedereu, Tudor Buțan, as they were top gaming KOLs for our audience, representing a variety of gaming communities and profiles.
- **YouTube & Twitch** - they became our campaign's main channels since all data indicated they are top online channels for gamers. Allowing not only for contextualized live in-stream moments taking everyone by surprise, but also for highlights turned videos which further on could be boosted and reach a larger part of the gaming and extended POME (point of market entry) population
- **TikTok & Instagram & Facebook** - as secondary channels, mostly to amplify main tactics and build even further the link between different Old Spice variants and gamers profiles and skills

- Gaming events (Esports Kings & Bucharest Gaming Marathon) – to further enhance the connection between Old Spice variants and the scent of victory, whatever profile fits you

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**3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.**

[CREATIVE IDEA]

#### UNEXPECTED HEROES

The most popular and skilled gamers played under Old Spice nicknames: they infiltrated live streams, won match after match, so no one could stand a chance, thus proving to everyone that Old Spice is indeed **The Scent of Victory**.

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#### [CREATIVE BUILDING BLOCKS]

We already had the Old Spice's cheeky tone of voice, so we just needed to bring it to life in a way that could catch gamers' attention:

- Provocative campaign name: "UNEXPECTED HEROES"
- Brand headline: "OFFICIAL SCENT OF VICTORY" – as a link with the Old Spice existing gaming platform, launched in 2023

#### MEDIA BECAME THE MESSAGE

The entire campaign transformed **gaming livestreams themselves into a native media channel** - one where **brand, story, and entertainment were inseparable**. Instead of interrupting the game, Old Spice became the "game": a live, unscripted, in-stream prank where mysterious players with Old Spice nicknames infiltrated Twitch and YouTube livestreams, challenged top gamefluencers, and beat them at their own game, in front of thousands of viewers.

#### A GAMIFIED TAKEOVER OF THE MEDIUM ITSELF

This wasn't just placement, it was **a gamified takeover of the medium itself**, turning gameplay into a storytelling engine and usernames into branded triggers of curiosity.

A cheeky, live demonstration of what "The Scent of Victory" really looks like and a breakthrough example of how **a brand can reinvent the rules of engagement within a media ecosystem** already beloved by Gen Z.

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**3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.**

[CREATIVE IDEA]

# UNEXPECTED HEROES

A real-life demonstration that “The Scent of Victory” can come in different (nick)names... and different varieties.

Old Spice introduced its portfolio of scents to a young gaming audience by turning deodorant names into powerful gamer aliases.

Then, using professional players behind each username, it infiltrated live streams, won match after match, and proved each one carried The Scent of Victory.

## TURNING GAMING LIVESTREAMS INTO A NEW MEDIA PLAYGROUND FOR OLD SPICE

### Step 1:

#### PRANKING GAMING INFLUENCERS ON THEIR LIVESTREAMS

We didn't just buy media, we **redefined how a brand can exist inside it**. Gaming livestreams became more than a broadcast space; they became **a native, interactive media format**, where usernames, live chat, and gameplay turned into storytelling tools.

Top streamers were caught off guard by mysterious players with cool-sounding nicknames like “W0lFtHoRn”, “Nite\_Panther”, “Tiger\_Claw”, “Wite\_WaTer” and “Căpitan1”. These aliases – lifted directly from Old Spice's deodorant range – infiltrated livestreams in real time.

Using only native gameplay mechanics, social cues, and in-stream tension, these players challenged influencers to live 1v1 duels in games like FIFA, League of Legends, PUBG Mobile, Minecraft and CS:GO. No one suspected a brand was behind the curtain.

This **immersive, unscripted format** created suspense, buzz, and a new way of **embedding brand into the experience – not around it**.

### Step 2:

#### THE REVEAL: UNEXPECTED, HILARIOUS, AND PERFECTLY ON BRAND

After each win, the mystery gamer requested a face reveal, right in the heat of the livestream. Comments exploded. Speculations ran wild. And when the cameras came on, surprise: each gamer was a real pro, revealing that their alias was in fact... an Old Spice scent.

It was bold, fun, and on-brand: a cheeky, in-game metaphor for what “The Scent of Victory” looks like.

### Step 3:

#### AMPLIFYING AND FURTHER ENGAGEMENT IN DIGITAL & SOCIAL MEDIA

The stunt moved beyond livestreams. We fueled the conversation with highlights, reactions, and original content across TikTok, YouTube, Instagram and Facebook – letting fans replay, remix and share their favorite moments.

We followed up with three digital videos introducing scent-gamer profiles, and an open challenge at Bucharest Gaming Marathon & Esports Kings. Anyone playing under an Old Spice alias could win products, exclusive apparel, and bragging rights.

Gamefluencers kept the energy alive, building mini-communities under banners like #TeamTigerClaw and #TeamNightPanther.

We didn't just enter the stream. **We turned it into a media innovation moment.**

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### Key Visual



KV\_OS\_Media

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### Section 3: Sourcing

Not the case

# SCORING SECTION 4: RESULTS

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## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

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**4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs**

### RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

### ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown - either within your response or via the sources box.
  2. All results must be isolated to Europe.
  3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
  4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.
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### Results Overview

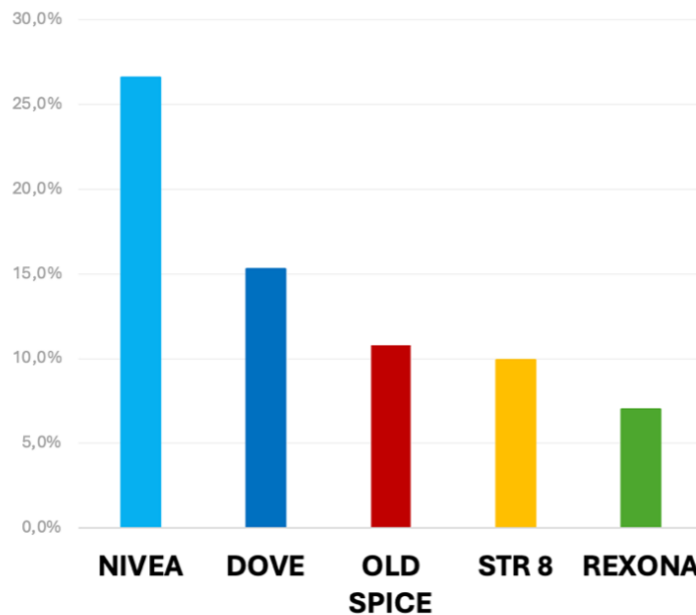
#### **OLD SPICE STOLE STR8'S PLACE, ENTERING TOP 3 BRANDS IN DEO MARKET**

To bet on a disruptive activation for such a difficult gaming audience was, indeed, a risky bet - one that proved to be successful.

After years of being on the 4<sup>th</sup> place in Deo market, Old Spice managed to enter top 3, by growing both its business and brand.

# DEO MARKET: Market Share Value

May 2024



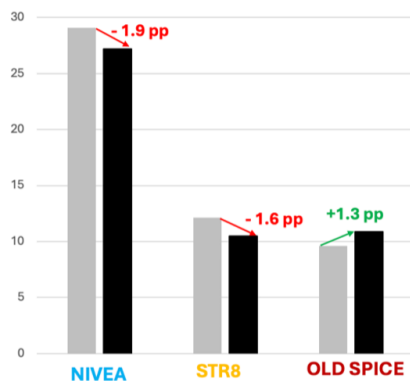
- +2.4 pp in Market Share Value<sup>1</sup> and +2.3pp in Volume, while both Nivea and STR8 majorly declined<sup>1</sup>
- +6 pp in Consideration<sup>2</sup> and Preference<sup>2</sup>
- +8pp in "This brand has a wide range of scent choices"

## DEO COMPETITORS

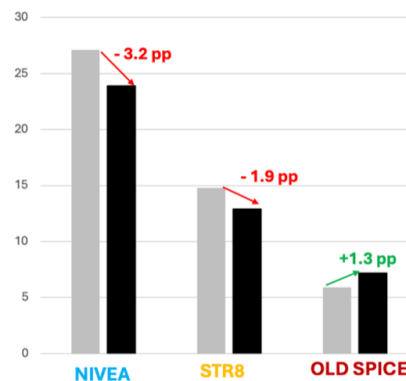
Jul-Dec 2023

Jan-May 2024

### VALUE



### VOLUME



## OLD SPICE ENTERED THE GAME WITH A BANG AND WAS INVITED TO STAY

It stormed into the gaming world with bold energy, and against all odds, it earned unexpected street cred from a community that's tough to impress - a gaming community that started to accept Old Spice as one of theirs.

- 32% engagement rate on streams<sup>4</sup> (+254% more than the benchmark of 9.03%) and with +16 pp vs previous campaign (which registered 16% ER)
- +41k comments<sup>3</sup> on livestreams

- 26k hours watched<sup>3</sup> on livestreams
- 1M YouTube live video views<sup>3</sup> with the highest VTR of 25%<sup>3</sup> (which is outstanding for a live video<sup>3</sup>)

## Business Objective Results

1

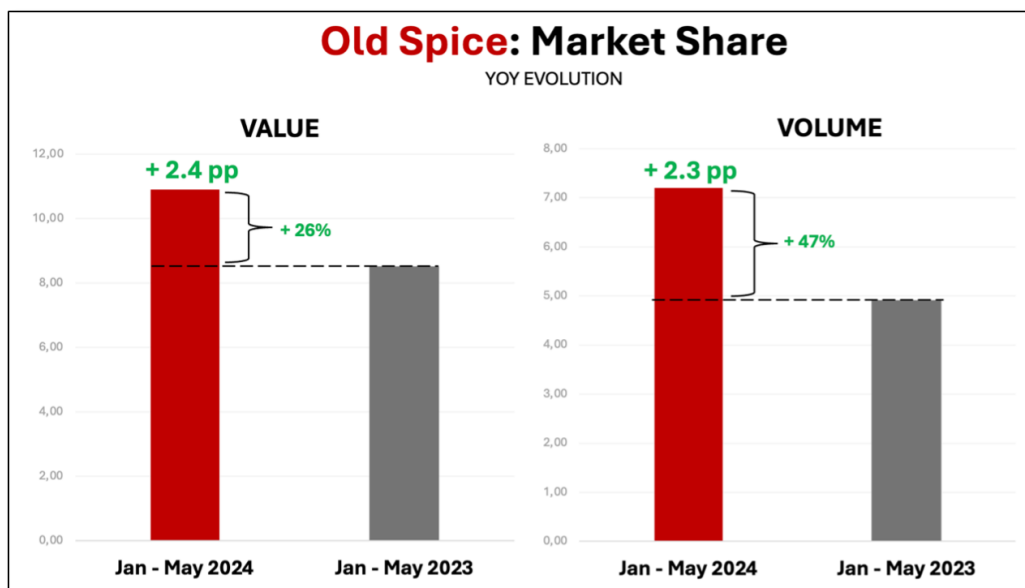
### List Result

+47% Sales Growth in Jan-May '24 vs SPLY<sup>1</sup> (same period last year)

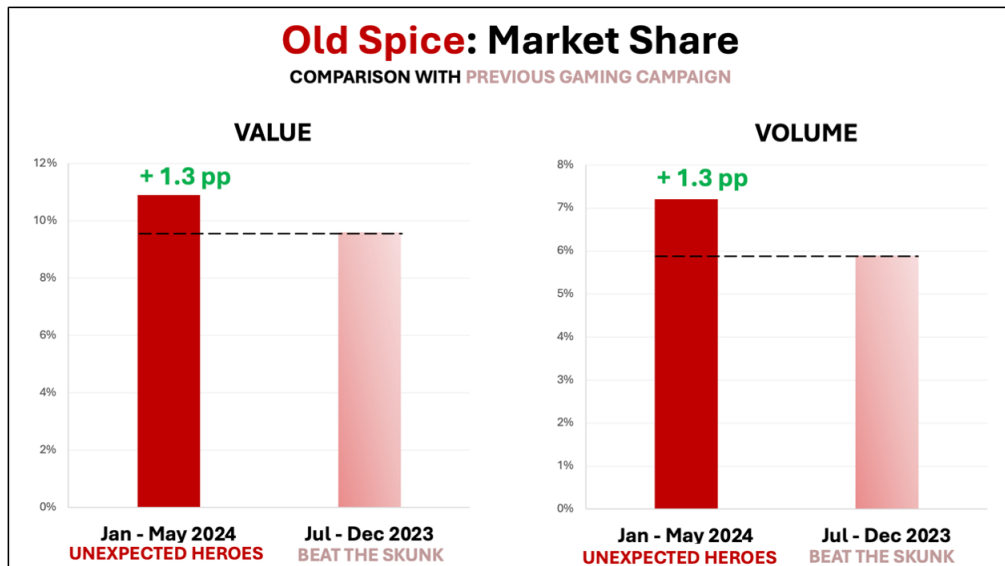
### Context

Old Spice gained +2.4 pp Market Share Value<sup>1</sup> and +2.3pp Volume<sup>1</sup> in Jan-May 2024 vs SPLY. Whic, for a small brand like Old Spice translates into:

- +26% growth on value<sup>1</sup>
- +47% growth on volume<sup>1</sup>

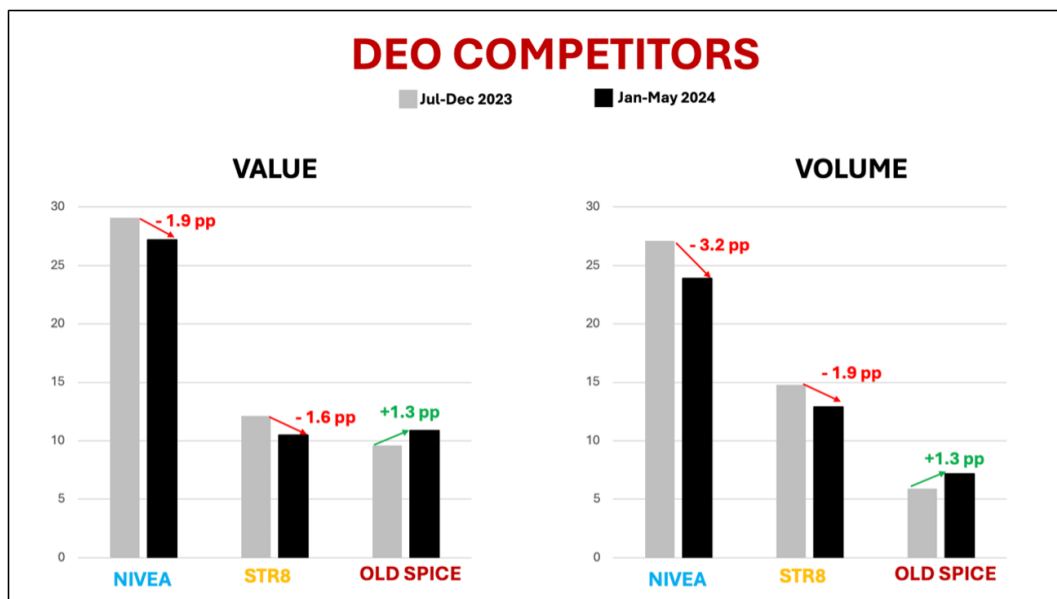


It also grew vs. the previous gaming campaign<sup>1</sup> (Jul-Dec 2023): impressive, given how close the two campaigns were.



#### OLD SPICE ENTERED TOP 3 DEO BRANDS

Nivea decreased (-3.2pp<sup>1</sup>), as well as STR8 (-1.9pp<sup>1</sup>), so Old Spice stole 3<sup>rd</sup> place from STR8.



#### Marketing Objectives Results

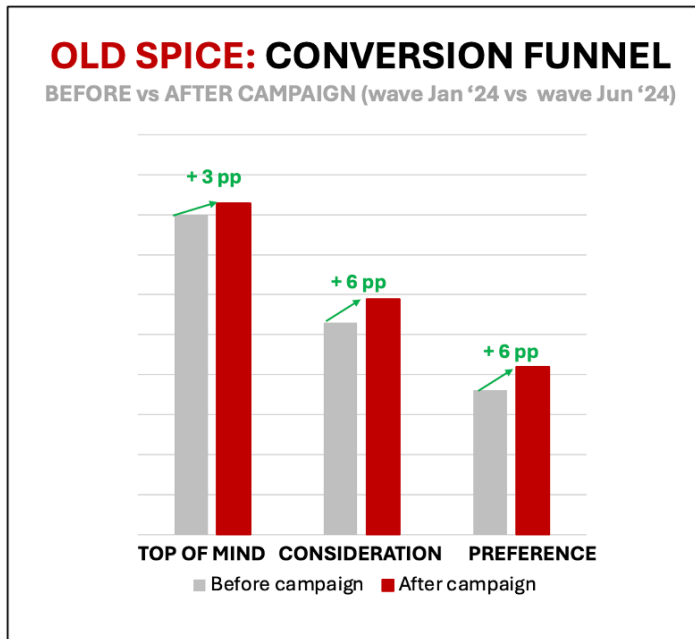
### List Result

Positive impact on the funnel, on all levels in June 24 vs Feb 24<sup>2</sup> (after vs before campaign)

- +3pp Top of Mind<sup>2</sup>
- +6pp Consideration<sup>2</sup>
- +6pp Preference<sup>2</sup>

### Context

Amazing results



## # 2

### List Result

Amazingly good results on brand image KPIs, for Gen Z, at the end of campaign:

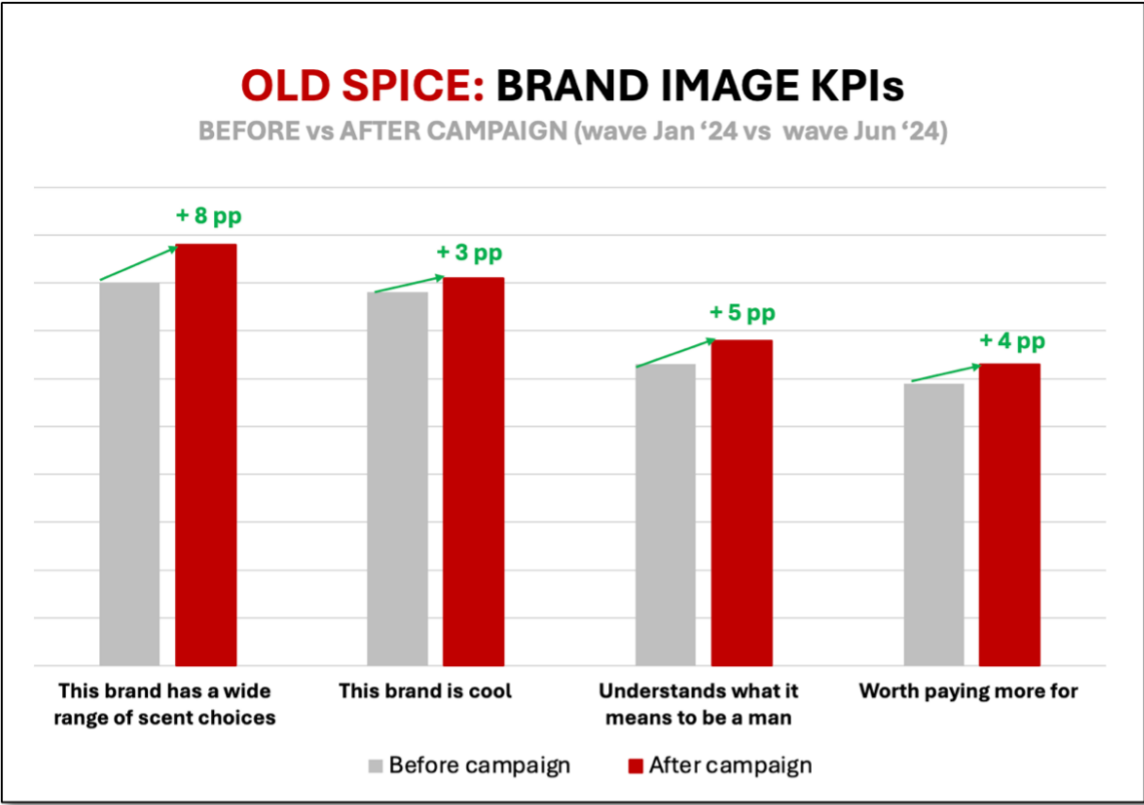
- +8pp "This brand has a wide range of scent choices"<sup>2</sup>
- +3pp "This brand is cool"<sup>2</sup>

### Context

On top, the campaign has also an impact on other KPIs:

- +5pp "This brand understands what it means to be a man"<sup>2</sup>
- +4pp "Worth paying more for"<sup>2</sup>

All these brand image KPIs were measured before campaign (wave Jan '24) and after campaign (wave June 24).



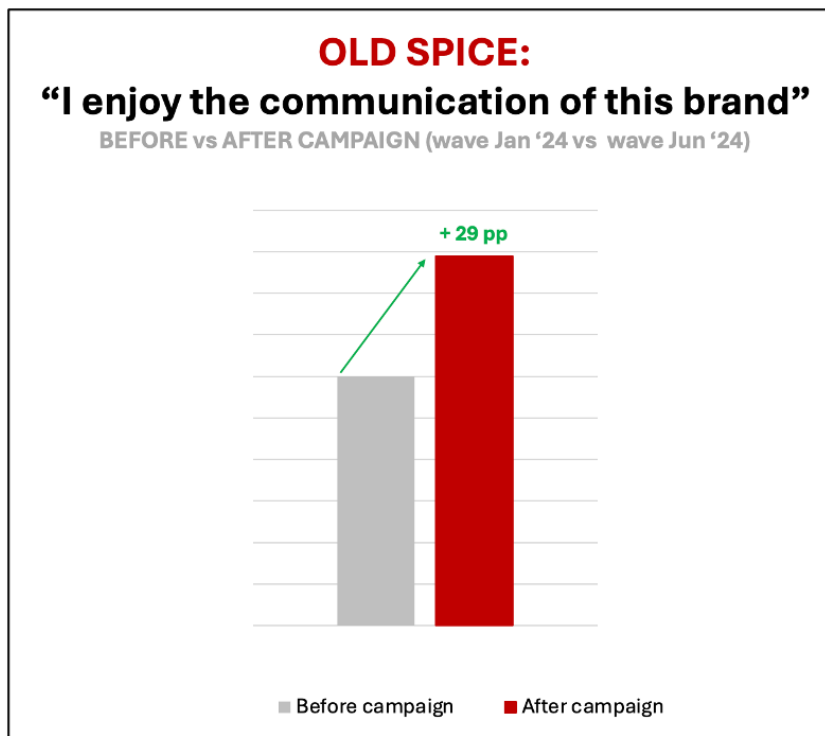
# 3

List Result

+29pp "I enjoy the communication of this brand"<sup>2</sup> for Gen Z, in May 24 vs Jan 24

Context

The Unexpected Heroes broke through in a gaming space where ads are dismissed. It challenged every convention and managed to surprise, once again, Romanian gamers who declare they've liked it, even more than the previous campaign that registered +17pp vs before it.



## Activity Objectives Results

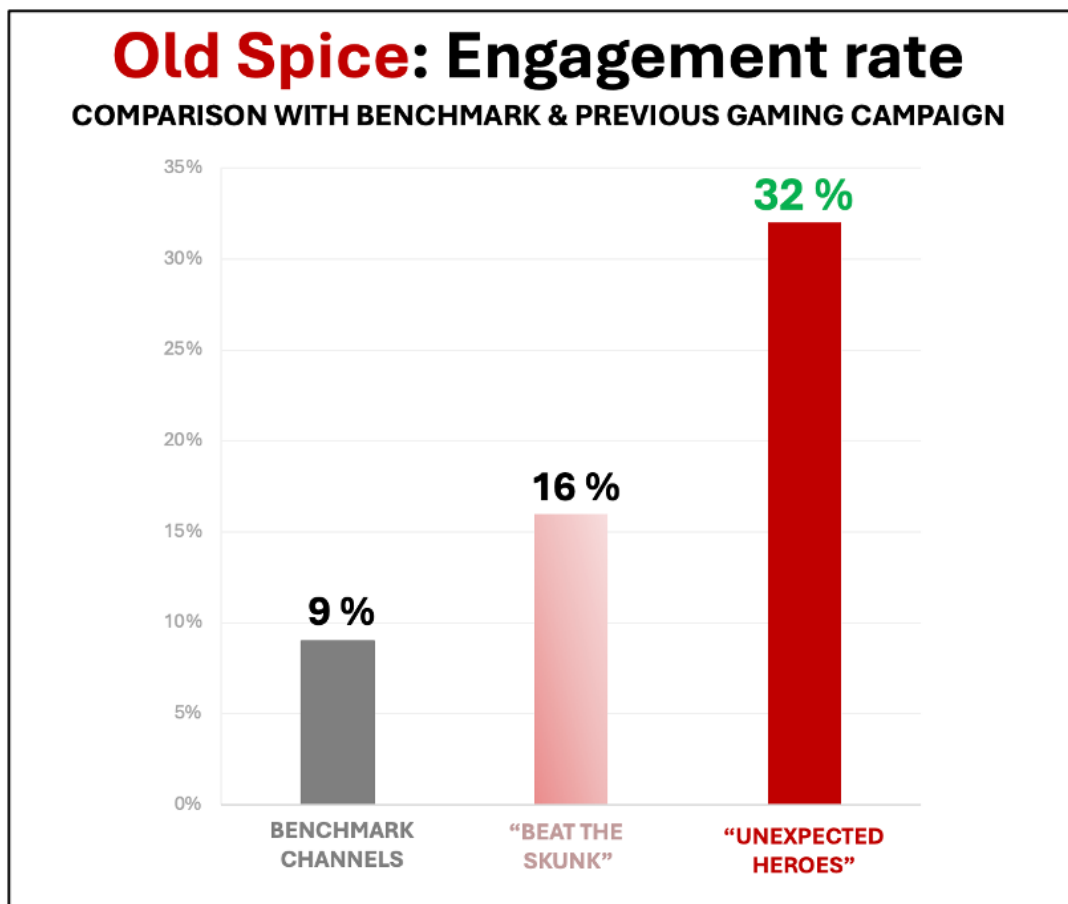
# 1

### List Result

32% engagement rate on streams<sup>3</sup>, with +254% more than the benchmark, meaning the channel average performance (9.03%<sup>3</sup>) and with +16 pp vs previous campaign (which registered 16% ER<sup>4</sup>)

### Context

We already had an amazing previous result of 16% engagement rate on streams from the previous gaming campaign, but this one of 32% exceeded all our expectations and predictions.



Gamers really enjoyed “The unexpected heroes” activation, proven by the degree of their involvement in the livestreams:

- +41k comments<sup>3</sup> on livestreams
- 26k hours watched<sup>3</sup> on livestreams
- 1M YouTube live video views<sup>3</sup> with the highest VTR of 25%<sup>3</sup>

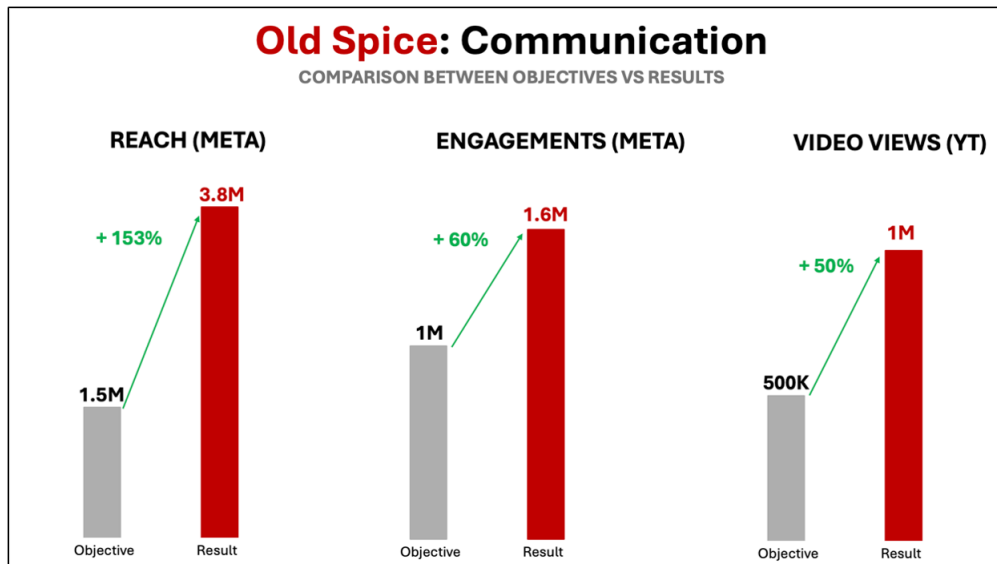
## # 2

### List Result

- 3.8M reach Meta<sup>5</sup> (cumulated)
- 1.6M engagements Meta<sup>5</sup> - highest ER of 55%<sup>5</sup> which is an absolute success (on a 30 sec video)
- 1M YouTube views<sup>5</sup> - highest VTR of 25%<sup>5</sup>

### Context

Outstanding results outside the gaming bubble, proving that all the content the activation generated was interesting also for a larger gaming audience (we know that are many Romanian gamers older than Gen Z – the audience we targeted).



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#### Additional Results

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**4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?**

No Other Factors

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**Explain the influence (or lack of influence) of the factors you selected above.**

Not the case. This was the only Old Spice campaign that run in the specified period.

---

#### Section 4: Sourcing

<sup>1</sup>Nielsen data, 2023-2024

<sup>2</sup>Consumer panel Romania GFK SRL, 2023-2024

<sup>3</sup>Influencers streams analytics as per Post-Campaign Report "Unexpected Heroes", Media Agency, June 2024

<sup>4</sup>Post-Campaign Report "Beat the skunk", Media Agency, Dec 2023

<sup>5</sup>Post-Campaign Report "Unexpected Heroes", Media Agency, June 2024

# INVESTMENT OVERVIEW

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## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

---

### PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

---

#### **Paid Media Expenditure (Current Year)**

€50-200 Thousand

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#### **Paid Media Expenditures (Prior Year)**

€50-200 Thousand

---

#### **Compared to other competitors in this category, the budget is:**

Not applicable (Requires Elaboration)

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#### **Compared to prior year spend on the brand overall, the brand's overall budget this year is:**

About the same

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#### **Media Budget Elaboration:**

Media split<sup>1</sup>:

Inuencers + Gaming events: 75% Digital (Youtube, META): 25%

---

## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

---

### Production & Other Non-Media Expenditures

€50-200 Thousand

---

### Elaboration on the Production & Other Non-Media Expenditures

These expenditures included:

- Video production & photo session costs for all campaign materials
- KOLs fees (negotiated under an yearly contract)
- BTL production costs

---

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

---

### Was owned media a part of your effort?

Yes : We had insert in the P&G multibrand platform (youtil.ro) during the campaign.

---

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

---

### Sponsorships

Not Applicable

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**Elaboration on Sponsorships and Media Partnerships**

Not the case

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**SOURCES**

---

**Investment Overview: Data Sources**

<sup>1</sup>Media Agency, 2024

---

**ALL TOUCHPOINTS AS PART OF YOUR EFFORT**

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

---

**All Touchpoints**

- Branded Content - Product Placement
- Digital Mktg. - Influencers
- Digital Mktg. - Social: Paid
- Digital Mktg. - Video Ads
- Events
- Influencer/Key Opinion Leader

---

**MAIN TOUCHPOINTS**

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

---

**Main Touchpoint 1**

Influencer/Key Opinion Leader

---

**Main Touchpoint 2**

Digital Mktg. - Social: Paid

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**Main Touchpoint 3**

Branded Content - Product Placement

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## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

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**Social Media Platforms**

Facebook  
Instagram  
TikTok  
Twitch  
YouTube

# CREATIVE EXAMPLES

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## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

---

### Creative Reel



OldSpice\_UnexpectedHeroes\_Media

---

### Creative Examples Presented in the Creative Reel - Select All

Branded Content - Product Placement  
Digital Mktg. - Short Video (:15-3 min.)  
Digital Mktg. - Social: Organic  
Digital Mktg. - Social: Paid  
Influencer/Key Opinion Leader

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## Raw Creative Examples as Originally Aired - For Research Purpose



Digital video

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## In what language the raw creative example aired?

Romanian

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## IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

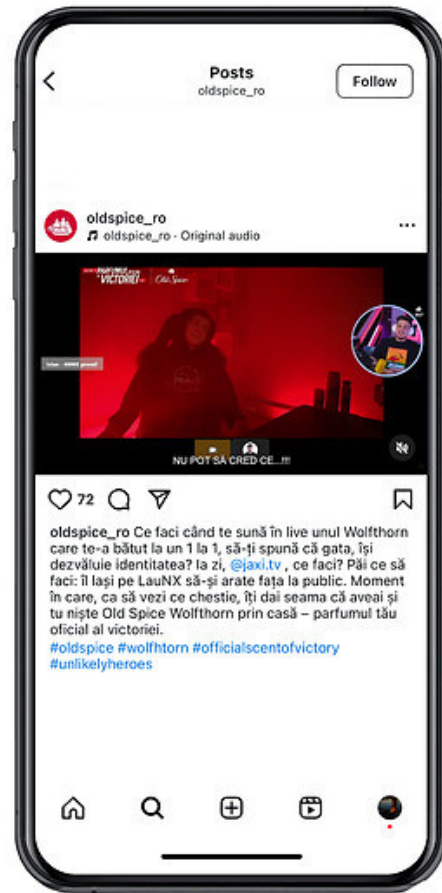
- + Showcase work that is better seen as a still image vs. video format

- + Draw further attention to key creative elements

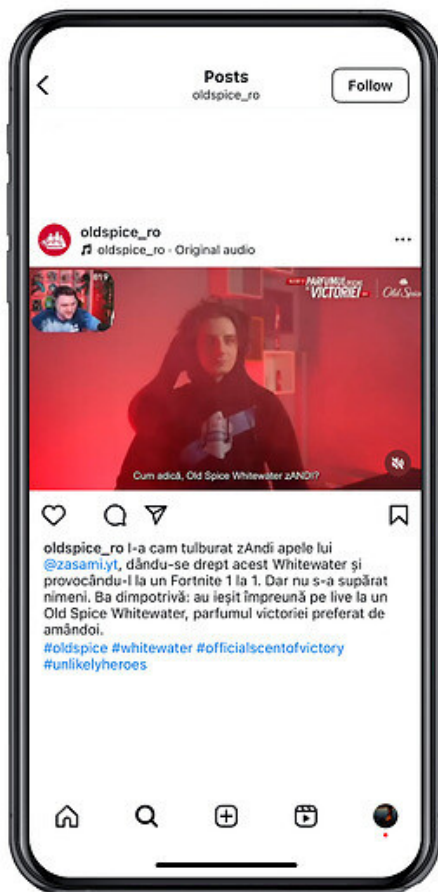
## Images of Creative Work



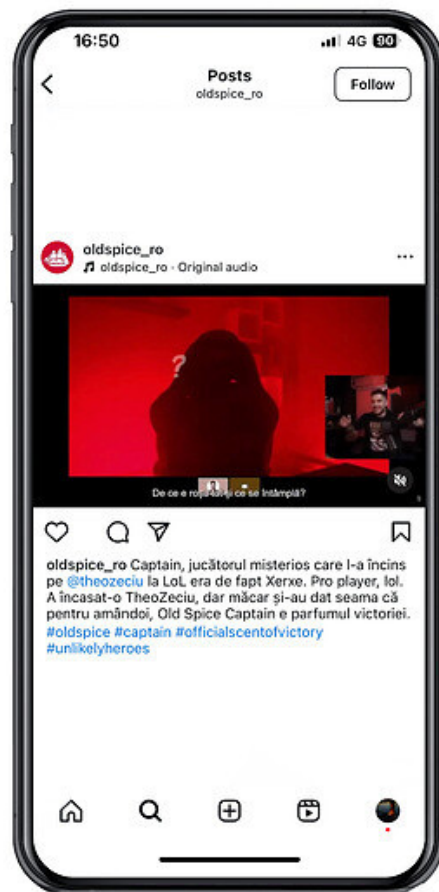
livestream



SM\_highlights2



SM\_highlights3



SM\_highlights



SM\_post1



SM\_post2

## Translation of Non-English Creative Work (If Applicable)

### Old Spice Gaming SM Post 1

ZaSami and zANDy, pro Fortnite players. What a match-up! Riding the calm waters of Old Spice Whitewater, which seems to be the scent of victori.ish for both. What scent takes you to victory? At least in your own eyes, if not on the scoreboard.

### Old Spice Gaming SM Post 2

After a 1 vs1 FIFA match, Tudor Buțan found out that Mihai Roman, football player at Petrolul Ploiești, i is exactly his type of gamer. That is, the type who wears Old Spice Nightpanther. Tell us, do you like to jump behind your adversary's back like a nocturnal predator – or, well, to score a goal when he's not paying attention? Then what are you waiting for? Get your claws on Old Spice Nightpanther too – your scent of victori.ish.

### Old Spice Gaming SM highlights

Captain, the mysterious player who beat the crap out of Theo Zeciu at LoL it was Xerxe, actually. Pro player, lol. Maybe Theo Zeciu got beaten, but at least they realized that Old Spice Captain is the scent of victory for both of them.

### Old Spice Gaming SM highlights 2

What do you do when a guy named Wolft Thorn who has beaten you in 1 vs 1 calls you while live and tells you that's it, he is ready to reveal his identity? Say, Jaxi, what do you do? Well, what else: you allow LauNX to show his face to the audience. A moment when, how about that, you realize you had some Old Spice Wolft Thorn around – your official scent of victory.

### Old Spice Gaming SM highlights 3

zAndi kind of troubled ZaSami's waters, pretending to be this Whitewater and challenging him to a Fortnite 1vs1. But nobody got upset. On the contrary: they both went live to a Old Spice Whitewater, the scent of victory they both prefer.

## CASE BACKGROUND

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### MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

# COMPANY & INDIVIDUAL CREDITS

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**How long have the Lead Agency and Advertiser team worked together (Select 1)?"**

5 or more Years

JUDGING VIEW - PDF Version of the Written Entry for Judges  
Printed 2026-08-27 10:19:17 UTC