

## Key Advertising Objectives for Axe Detailer Shower Tool



The first advertising objective that Axe should use for its shower tool is *affective association*. This product has a target market comprised of 16-34 year old males. The method that will be used to help Axe meet this objective will be to use both *humor* and *sex appeal*. These ads will endear the Axe brand to their target as well as to the women in the lives of the target who might also buy the product for the men in their lives (their son, boyfriend, or husband).

**IDEA:** Humorous ads could include filthy and foul-smelling young men repulsing the ladies because they have poor hygiene or are dirty from working/working out. When they get the right “tool” by using the Axe products featuring the shower detailer, they suddenly have problems keeping the young ladies at bay because they are so clean and smelling irresistible.

The second advertising objective that Axe should incorporate is to *change behavior by inducing anxiety*. Young males can be easily persuaded that they will not look or smell good enough to attract a partner without the right tools and products. The method that should be used is by social anxiety ads. These can be done in a way that will easily combine with the humor and sex appeal ads from the affective association objective above.

**IDEA:** One way to incorporate this method into the ad idea above would be to place emphasis on the way that people respond in a very negative way to the male before he uses the product and how favorably people react after they have detailed themselves in the shower.

The last advertising objective for the Axe brand is the transform consumption experience ad. This, like the other two above, can be used interchangeably with the sex appeal, humor and

social anxiety. The method by which Axe could convey this is a transformational ad such as a “before and after” ad.

**IDEA:** A suggestion to Axe for incorporating this approach to the ad campaign would be to be sure to include a side-by-side comparison of the male before his transformation and then another one after. This could include both how he looks outwardly and then also how popular he has become, possibly featuring the shower tool in the center of the two side-by-side comparisons.