

Module 2 Part 1

Ax Body Spray for Men

**Character (Leo Burnett)**

“Adds instant charisma and charm. Pick your mark and never fail with Ax.”

Ax could create an online video campaign displaying their favorite Ax moments. The confidence people gain through using Ax and the successes they come across. Changes a lonely nerd into a cool, calm smooth talker, or elevates an impecunious young man into aristocratic society.

**Involvement (Gossage)**

Send us a video of your favorite Ax moments, and your ad could be a part of our national ad campaign.

As an add-on to the video campaign, users have the ability to send in unique “ad style” videos of their favorite moments while using Ax spray. The winners would be added to the national ad campaign, and win a monetary sum.

**Popular Culture (80's)**

Create a song by a popular artist that is attached to the brand. Whenever someone hears it an immediate connection is made to Ax. Currently, techno and dubstep are really popular in the states; in turn, we could have an artist such as David Guetta use his talents to uplift Ax as a brand and reinvigorate its popularity.