



AXE BODY SPRAY: OBJECTIVES

- Introduce AXE Body Spray to trend-setting 18-24 year old males in select markets
- Multicultural focus in the Northeastern United States
- Leverage Nightlife and Promotions in a cool, sexy, fun way to showcase brand identity

MODERNE SOLUTIONS

- Two nightlife events at exclusive venues in Boston and Providence, RI
- 2 weeks' pre-promotion using venue assets, brand ambassadors, and street teams
- Created retail tie-in with local CVS outlets: for patrons who brought a receipt for 2 cans of AXE, admission charge was waived. Females with pre-promotion flyer admitted free
- Leveraged in-demand talent (DJ Skribble and DJ John Creamer) to entertain as headliners
- Created VIP atmosphere with easier venue access for AXE receipt or flyer holders

POWERFUL RESULTS

- **Metropolis Nightclub (Providence):**
 - Over 1,600 attendees (capacity) in target demographic
 - Sampled over 300 cans all 6 AXE fragrances to 18-24 year old male audiences
 - Admitted 342 Females with AXE flyers for free admission
 - Admitted 101 Males with CVS receipts showing 2 can purchase of AXE for free admission
 - Powerful WOM buzz for weeks after the event
- **AVALON (Boston):**
 - Over 2,400 attendees (capacity) in target demographic
 - Sampled over 400 cans of all 6 AXE fragrances to 18-24 year old male audiences
 - Admitted 437 Females with AXE Flyers for free admission
 - Admitted 84 Males with CVS receipts showing 2 can purchase of AXE for free admission
- [Sample Event Recap Video](#)

TESTIMONIALS

Metropolis (#1 Providence Nightclub)

Club Owner – Regina Gouldins

Owner Comments – “Club was never opened before on a Sunday night and this night was **our most successful night** in the almost 5 years in business. This was the most professionally run promotion that we have ever been associated with.”

AVALON (Boston’s # 1 Nightclub for over 20 years)

Club Owner – John Lyons

Owner/Operator comments – “Fabulous promotion, **so engaging for our audience**. When can we have you back?”

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