

AXE

OVERVIEW

Unilever's AXE men's grooming brand had a perception problem and turned to TR to create awareness and relevance. We were able to create significant PR and social moments via three Super Bowls, two Sundance Film Festivals and created a club in the Hamptons for three summers running. The campaigns allowed the brand to generate significant press and social content each time, while also building strong long term relationships via events where AXE could entertain editors, influencers and creators.

The strategy worked, as the brand returned to growth in the three years of the campaigns.



WATCH THE RECAP VIDEO HERE!

