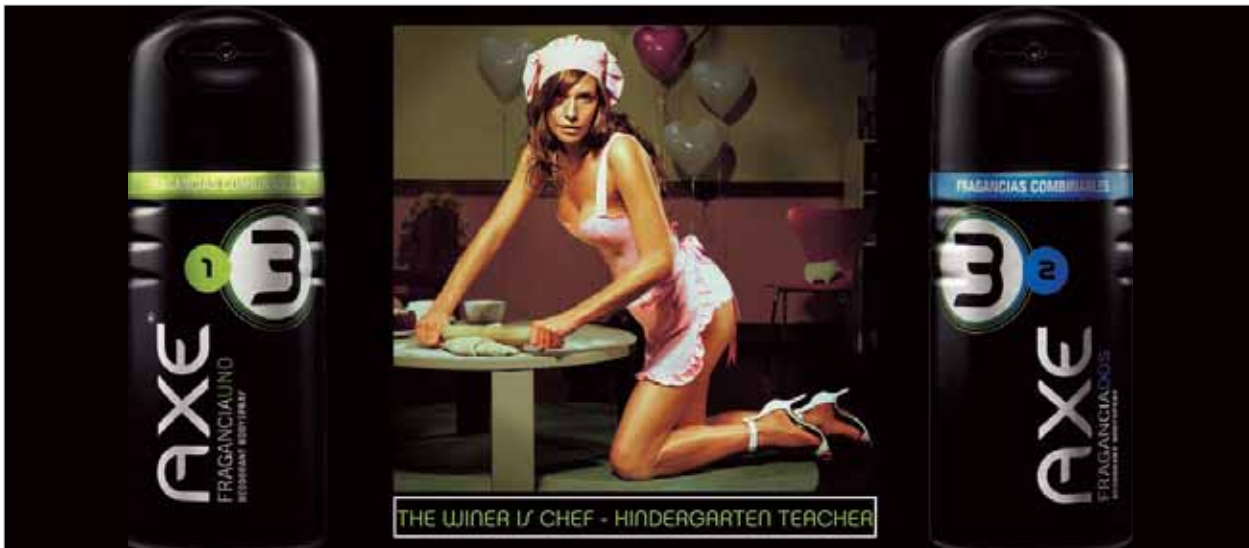


# AXE3 ARGENTINA

CATEGORY **PERSONAL CARE 2** | AGENCY **VEGAOLMOSPONCE** | CLIENT **UNILEVER**



**PRESENTER**  
**NESTOR FERREYRO**  
 Axé Latam Group Brand Director, VOP

Nestor joined the advertising world at 18, working for a partner of the D'Arcy network. Later moving to the multi-award winning VEGAOLMOSPONCE as part of the account team for Unilever. In his current role, he develops global and regional campaigns for the Unilever brand and has assisted in obtaining awards such as the first Argentinean Grand Effie.

## CAMPAIGN SUMMARY

Despite being segment leader with 40% volume share in the masculine deodorants sector, Axé's vision to become a universal icon of seduction among young men, was met with the challenge of maintaining a permanent and innovative bond with its consumers.

With limited opportunities for growth, the client and agency worked together in an integrated way, birthing the concept of a combinable fragrance, that together created a third amazing fragrance. This was reflected in the campaign through the suggestion that young men could explore the fantasy of 'combining women', by recreating themselves with this combinable fragrance. Fantasy, humour, sexy girls and irreverent communication fit the demand of young adolescent men who are increasingly concerned about girls, and connecting with them.

The brand maintained growth with campaign results successfully meeting expectations; a 35% volume increase relative to the previous year, increased penetration in a low seasonality period, and winning a Cannes Grand Prix for the best integral activity.

## CLIENT CREDITS

**PABLO GAZZERA DEOS LATAM**  
 Marketing Director  
**TOMÁS MARCENARO DEOS LATAM**  
 Marketing Manager

## AGENCY CREDITS

**HERNAN PONCE**  
 President & VP Creative Director  
**GONZALO VIDAL**  
 Integrated Brand Communications Director  
**VANINA RUDAEFF**  
 Client Services Director  
**NESTOR FERREYRO**  
 Group Brand Director  
**DIEGO LUQUE, BRAND**  
 Planning Director



PRINT ADVERTISEMENTS