

CLIENT: Old Spice
PRODUCT: Old Spice Beard Elixir
TITLE: "Do What Your Beard Tells You To"
MEDIUM: Radio
DURATION: 50 seconds
WRITER: Mike Clements



MVO: Ahh... The beard: a kinky labyrinth of twisty-turny sex appeal. A man can do great things with a nice big chin shrub. But with great power comes great responsibility.

Any self-respecting beard will actually demand to be cared for. So do what your beard tells you to do. Don't just give it the old Oklahoma car wash. Shampoo that bad boy. In fact, go a step further and Old Spice Beard Elixir that bad boy.

Take that cozy neck sweater, lather up some Old Spice and be transported into the most masculine little slice of body hair heaven known to man. Mmm... body hair heaven.

Old Spice Beard Elixir. It's an Elixir. That means its good.

SFX: Old Spice Whistle Jingle