

CLIENT: Old Spice
PRODUCT: Old Spice Beard Elixir
TITLE: "It's Cat Flockingly Good"
MEDIUM: Radio
DURATION: 50 seconds
WRITER: Mike Clements



MVO: Old Spice Beard Elixir is absolutely magical. You should try it.

Can I promise that women will flock to you upon use of the product? Well, technically I could do whatever I wanted to do. I'm on the radio. I have the power. But I won't do that. Honestly, I wouldn't bank on that happening. It's probably just as likely that cats would flock to you. But isn't the possibility of that whole women thing happening enough to get you to try it once?

Old Spice Beard Elixir. It's like catnip... for you beard. Or for cats... but on your beard. What?

Old Spice Beard Elixir. It's cat flockingly good. Yeah, let's go with that one.

SFX: Old Spice Whistle Jingle