

CLIENT: Old Spice
PRODUCT: Old Spice Beard Elixir
TITLE: "The Beard-Team Analogy"
MEDIUM: Radio
DURATION: 60 seconds
WRITER: Mike Clements



MVO: Ahh, the beard. Never has there been a more gorgeous display of masculine teamwork.

Alone, any one of those kinky little hairs would be mocked, ridiculed even. But together... Together they define you as the big beautiful man that you are.

Like a heard of marines or a squad of quad flexing rugby players, they stand together as a force to be reckoned with.

So take good care of those brave little soldiers. Pamper each one so that he can be the best little curly guy he can be.

Old Spice Beard Elixir will gently lay your beard in the lap of luxury. It will ensure your beard is the best dang beard on the block. And it will do all of this while also cleaning it. That's right, it also cleans the hair. Impressive? You dad gum right it is....

Old Spice Beard Elixir. You should probably buy some.

SFX: Old Spice Whistle Jingle