

CLIENT: Old Spice
PRODUCT: Old Spice Beard Elixir
TITLE: "The Most Important Product Ever"
MEDIUM: Radio
DURATION: 60 seconds
WRITER: Mike Clements



MVO: Ahh, the beard. The only body part that's a defining characteristic of both the artsy, folk hipster AND the psychotic, off-the-grid recluse.

But these magnificent hairy crumb catchers don't just take care of themselves. It takes effort. It takes washing. Not to mention all the drying.

A beard is not just a choice, it's a gosh dang investment in your legitimacy as a human man.

So are you just going to use some regular hair shampoo for a task this important? Just lather up some of your girlfriends flowery salon sauce? Or are you going to give your facial fluff the respect it demands?

Old Spice Beard Elixir is the single most important product you will ever buy, ever.... For your beard.

SFX: Old Spice Whistle Jingle