

CASE STUDY: UNILEVER LYNXJET

Fasten your seatbelts; Lynx Jet takes off



Background

Unilever's Lynx brand is a range of body sprays and related products for men. The brand now dominates the male body spray category in Australia with its playful personality. Advertising in the category generally is characterised by images of masculinity and sex, often driven by humour.

Target Audience

Primarily males aged 13-17.

Insights

Research conducted by Lynx suggested that the attitudes of its target market were evolving and becoming more sophisticated. It also suggested that their communication with their target was decreasing in relevance.

Objectives & Challenges

The objectives of the campaign were to increase purchase of Lynx Body Spray by young men and to grow Lynx's share in the deodorant category.

The challenge was to create communication that resonated with the target market and position the Lynx brand as "innovative".

The Solution

Unilever produced a special edition "LynxJet" body spray and created a fantasy airline as the centrepiece of the campaign. To kick things off Unilever chartered a real airplane from Jetstar and branded it with the Lynx logo and decked it out with voluptuous hostesses. The "airline" also had a Lynx Mile High Club and a website.

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The Solution (continued)

A TVC was created “on board” the airline with a series of raunchy scenarios in which the tightly-outfitted Lynx hosties or “mostesses” pandered to their male passengers with bubble baths, massages and drinks.

The campaign was supported by multi-channel elements from TV, print, outdoor and radio to online, emails, ring tones, the travelling ‘mile high club lounge’ road show and check-in counters.

The role of Free TV

TV was the ideal medium to create a magical world giving form and recognition to the fantasy airline concept. It also provided the reach to ensure the ad was seen by the majority of the target market and utilised TV’s water cooler effect to spark word-of-mouth discussion about the ad.

The TVC was launched as the first ad in the half time break of the Soccerroos World Cup qualifier.

The Results

Following the campaign, brand share of Lynx Body Spray grew by 14.2 per cent to take an all time high 84.5 per cent share of the category in the Australian market, achieving their quarterly sales target in just six weeks.

According to research by Millward Brown, the brand equity measure of “Lynx is a sexy brand” increased significantly, as did “last bought” for guys 16-24.

To top it all off, the LynxJet campaign won the 2006 Grand Prix in the Cannes Media Lions.

Who

Client: Unilever

Ad Agency: Lowe Hunt

Media Agency: Universal McCann

