



Old Spice's "Mom Song" vs
P&G's "Pick Them Back Up"
Who did it better?

A social analysis of two viral mom-centric CPG commercials

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www.infegy.com +1 816-494-1650 frontdesk@infegy.com
4151 N Mulberry Dr., Suite 240, Kansas City, Missouri 64116

Introduction

We're barely into 2014 and two CPG companies, Old Spice and P&G, are already igniting conversations on social media with their new mom-centric commercials.

Launched on January 3rd, Old Spice's "Mom Song" commercial follows mothers who stalk their sons while lamenting over their transition to manhood. The sorrow-filled singing mothers attribute their sons' sudden transition to manhood to their use of Old Spice's newly-launched body sprays which make them irresistible to women. Reactions to the ad have so far have been split between creepy and hilarious.



P&G took a significantly different approach with their new ad titled "Pick Them Back Up". The ad is P&G's latest installment in their "Thank You, Mom" campaign, appearing on their YouTube channel on January 5th.



The video follows sons and daughters from their first steps as infants through their first excursions into winter sports, with their moms always there to pick them back up every time they fall down. Throughout the ad, the intensity of the imagery and music increases as we see the children grow up, culminating with the men and women, now young

adults, no longer faltering, demonstrating their superior athleticism as participants in the Olympic games. Once triumphant, the first thing each athlete does is to find their mother and hold them in a powerful embrace. The most common reaction to this video seems to be either crying or trying not to cry, as it's very difficult not to be moved.

Within just 24 hours of each videos' publication, both managed to go viral, each quickly picking up more than a million views. This report will uncover which ad has had the most impact, along with details of both audiences.

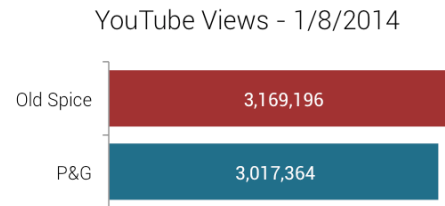


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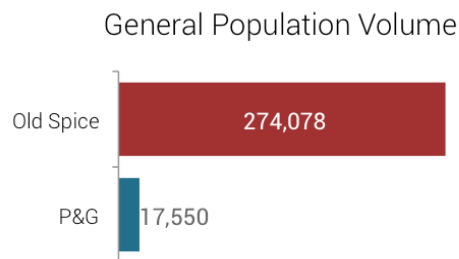
Old Spice "Mom Song" vs P&G "Pick Them Back Up"

General Population | January 3rd - 8th

On January 7th, with a two-day head start, the Old Spice "Mom Song" commercial had over one million more views than to P&G's "Pick Them Back Up" advertisement, coming in at 2,675,074 to 1,679,704, respectively. However, by mid-day on January 8th, the P&G video had come within 160,000 views, signaling a quick escalation in sharing of the video.



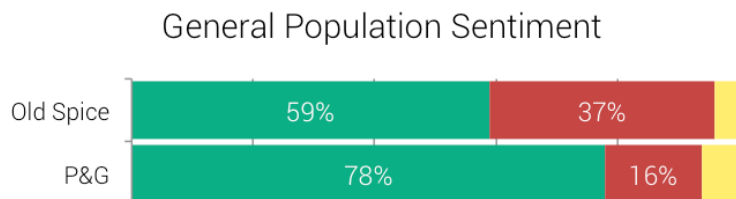
Taking into account a growth-rate-per-day of approximately 754,000 for the P&G video compared to 634,000 for the Old Spice video, the P&G advertisement was set to outpace the Old Spice video's by view count by the end of January 8th.



Yet although the P&G "Pick Them Back Up" ad was set to overtake Old Spice's "Mom Song" in views, the "Mom Song" ad was being discussed much more widely. By mid-day January 8th, almost 275,000 conversations discussing the Old Spice spot had appeared online, compared to just 18,000 for P&G's video.

The endearing nature of the P&G video resulted in exponential growth in the ad's views, but as of January 8th it had failed to stir up equivalently large volumes of conversation. This is likely due to the non-controversial nature of the ad making it less interesting to discuss.

In comparison, the conflicting responses to Old Spice's "Mom Song" had driven both supporters and detractors of the ad to give voice to their opinions through joining public debates over whether the ad is clever, hilarious, or just plain creepy. A relatively low 59% of all conversations surrounding the "Mom Song" had been positive, with a significant 37% of those conversations expressing a negative discourse towards the ad.

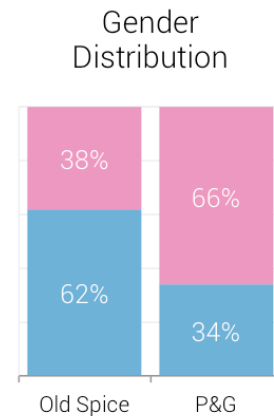


Old Spice "Mom Song" vs P&G "Pick Them Back Up"

General Population | Men + Women | January 3rd - 8th

The gender distribution between the videos is nearly perfectly inverted. Old Spice's "Mom Song" was discussed far more by men, while P&G's "Pick Them Back Up" was discussed mainly by women.

For Old Spice, the target users of the product, namely young men, had been the most engaged audience. This aligns with what seems to be Old Spice's strategy of building a strong association of Old Spice products as the goto hygiene products for boys aspiring to become men. The video also offers reminiscent humor for Old Spice's older demographics of male users who have already gone through the process. Yet although male response by volume had been extraordinary, the most common opinion expressed was that the stalking behavior of the mothers in the commercial feels 'creepy'. The result was the trending phrase, 'man's worst nightmare'.



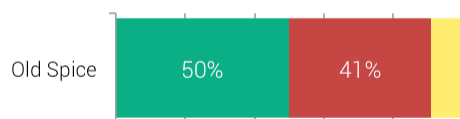
That Old Spice commercial is creepy.

that old spice commercial was the creepiest thing I've ever seen.

Top 2 headlines generated from female conversations in response to Old Spice "Mom Song" video

Notably, the primary purchasers of the Old Spice products marketed under the "Smellcome to Manhood" campaign are likely parents rather than the boys themselves.

Old Spice - Female Sentiment



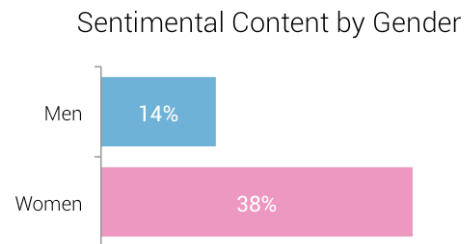
When comparing female responses to the those of the general population, overall negativity increased 4 percentage points to 41%, positivity decreased to just 50%, and 9% of expressed opinions were mixed. An even greater number of women than men responded that the video was creepy, 15% to 12% respectively.

Opinions that the video was funny or hilarious were equal between women and men, at 10%.



Old Spice "Mom Song" vs P&G "Pick Them Back Up" General Population | Men + Women | January 3rd - 8th

P&G's "Pick Them Back Up" video strongly connected with women both in terms of their percentage share of conversation and the frequency and depth of emotions expressed. Of the conversations created by women, 38% contained sentimental content, compared to just 14% for posts created by men.



GP : Commonly Used Descriptors

Word	% of Posts
Great	6%
Proud	3%
Awesome	3%
Beautiful	3%

The positive descriptive words used in the general population sample remained mostly consistent among men and women. The only notable change was the appearance of the word 'happy' in 3% of posts by women. There were no significant negative words, however, expressions related to 'cry', 'crying', 'cried', 'tear-up', and 'tearjerker' appeared in 12% of all posts.

The lower volume of sentimental content from men was a result of the majority of men simply sharing the video rather than expressing an opinion of the content. The most commonly generated headline from male conversations was, 'P&G Thank You Mom Pick Them Back Up Sochi 2014 Olympic Winter Games via @youtube #BecauseOfMom'.

**P&G Thank You
Mom Pick Them
Back Up Sochi
2014 Olympic
Winter Games
#BecauseOfMom**

Although the the majority of responses to the P&G "Pick Them Back Up" video were positive, it was not completely without its detractors. The primary complaint from both men and women who voiced negative opinions was that P&G's sole focus on mothers completely ignored the fact that fathers also play a significant role in the raising of children. Fortunately for P&G, these complaints appeared in only 2% of conversations. The overall reaction to the ad was overwhelmingly positive.



Conclusion

Scoreboard

As of 3PM USCT on January 8th

	Old Spice	P&G	Winner	Margin
YouTube Views	3,169,196	3,017,364	Old Spice	5%
YouTube Comments	2,336	584	Old Spice	300%
Conversation Volume	274,078	17,550	Old Spice	1462%
Sentiment Positivity	59%	78%	P&G	32%
Sentimental Content	29%	34%	P&G	17%

So who did it better? By the number of categories won, Old Spice had a small lead as of 3PM on January 8th. However, as predicted, by the end of the day the P&G "Pick Them Back Up" video had taken the lead by the number of views. Although the "Pick Them Back Up" video had received more views, the Old Spice "Mom Song" video still had more comments by a margin of 311%.

This raises a very interesting question: Which is more important? Total number of views, total number of conversations, sentiment of conversations, or the amount of sentimental content?

Our answer is that the extra effort required to comment or start a conversation, rather than just view a piece of content or simply share it, denotes a higher level of overall engagement. It was this measure of overall engagement that we used to determine a winner.

The Old Spice "Mom Song" generated a tremendously greater amount of overall conversation across all social channels, and on YouTube itself as a standalone channel. For this reason, we declare that the Old Spice "Mom Song" video "did it better". *At least for now.*



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Technology & Research Methods

This report was created using Social Radar by Infegy

Social Radar is a social media analytics and research platform that utilizes [proprietary automated natural language processing](#) technology and Infegy's [industry leading repository](#) of online dialog to deliver business intelligence for brands and researchers.

From major social networks like Twitter and Facebook, to blogs, news sites and community forums, our aggregators collect from [every corner](#) of the web in order to provide analysis of the widest array of consumers possible.

Rather than providing simple number counting, Social Radar's [cutting-edge linguistics technology](#) enables users to truly understand and extract a wealth of deep knowledge, from sentiment and tone to [advanced topic extraction](#), theme categorization and more, all in five languages: English, French, Spanish, German and Portuguese.

Research Methods

Social Radar operates using a [simple](#) but [powerful query language](#) similar to what you would use for a Google search but with more operators, filters and options. The queries below were used in conjunction with Social Radar's filters to generate the results of this report.

Old Spice: #momsong OR momsong OR "mom song" OR "smellcome to manhood" OR smellcome OR ((commercial OR ad OR video OR mom OR moms) NEAR/5 (@oldspice OR #oldspice OR "old spice" OR oldspice))

P&G: #becauseofmom OR becauseofmom OR #thankyoumom OR thankyoumom OR "pick them back up" OR pickthembackup OR (("P&G" OR "Proctor and Gamble" OR "Proctor & Gamble" OR @proctorgamble) NEAR/5 ("Mom" OR "Moms" OR "Thank you, mom" OR commercial OR "thank you mom"))

