



## ONGOING CONSUMER COLLABORATION TO STRENGTHEN THE AXE BRAND POSITIONING

Axe, one of Unilever's most popular brands in the personal care category, has decided to change its strategy to be appealing to a wider audience.

With this change, Unilever wants to get continuous consumer feedback on its new positioning, underlying brand activation and product offerings in order to maximise their chance of in-market success

### What did we do?

In order to do that, we set up an ongoing Consumer Consulting Board (also known as a research community) in six markets around the world (US, UK, Brazil, India, China and Thailand). In each market, we connected with 60 young guys, discussing and evaluating various themes in a mix of strategic deep-dive weeks and tactical 48h challenges.

Each strategic deep-dive included a variety of engaging tasks ranging from discussions and private diaries to mobile and video ethnography. In 48h challenges the guys mainly provided the Axe team with feedback and improvement ideas on a range of subjects.

### The results

Initial insights were crafted to support Axe's new positioning (1) by changing the communication tone of voice: "from zero to hero", (2) by simplifying the product range architecture and educating consumers and, finally, (3) by optimising the product offering: select products with the highest potential, using consumer feedback.

From there onwards, throughout 2015 and 2016, this community remained active and it will continue to do so in 2017, to keep on supporting the different project streams linked to the launch of the new range, with consumer insights and iterative feedback power from around the world.

Take a look at their latest [Find your Magic commercial](#) as a showcase of the brand's new positioning.

