



**AXE
STAGE
PASS**

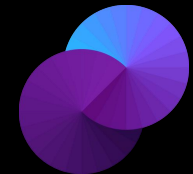
FIND YOUR MUSIC. FIND YOUR MAGIC.

Unilever Shopper Marketing

Axe Concert Series

Walmart Personal Care Week

MINDSHARE



PROMOTION

The Unilever Shopper2Buyer team
had a great opportunity



but not much time

To celebrate **Walmart** ✨ “Personal Care Week”

Unilever’s **AXE** Brand was bringing
free concerts to **Walmart** ✨ Parking lots
in Phoenix and Springfield IL

IN ONLY TWO WEEKS



Dan + Shay
Scottsdale AZ

Chris Lane
Springfield IL

But what good was that
if no one knew about it?





FIND YOUR MUSIC.

AXE
STAGE
PASS

FIND YOUR MAGIC.

Music was the focus

Radio was the right place for the message

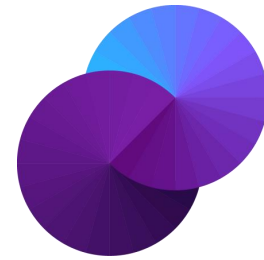
But it was past the deadline
to place spot radio



What was the Shopper2Buyer team to do?

They contacted

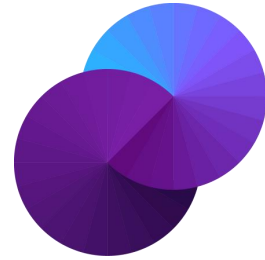
MINDSHARE



PROMOTION

In just two days

MINDSHARE



PROMOTION

found multiple stations to do a “remote” from onsite for the concert



Good! People will hear about it!

But that's not all...



Negotiated into each remote package was a bank of announcements used to promote the concert, the brand and the product.

But that's not all...

The stations posted
AXE provided copy
and artwork in their
social media ...



But that's not all...

The stations posted
AXE provided copy
and artwork in their
social media ...



But that's not all...



and on their websites...

But that's not all...

and in their e-mail blasts



102.5 KNIX Listen to 102.5 KNIX
iHeartRadio.com

ERIC CHURCH
HOLDIN' MY OWN TOUR

MARCH 28
TALKING STICK RESORT ARENA
PHOENIX

Get Your Eric Church Tickets!
See Eric Church at Talking Stick Resort Arena on March 28, 2017 for his Holdin' My Own Tour! Head to ticketmaster.com to grab your tickets and stay tuned to 102.5 KNIX for more chances to WIN your way in!

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But that's not all...

KMILE
COUNTRY
@107.9

DAN+SHAY



They interviewed the artists on air

But that's not all...



The stations appeared on site
at the concerts
in the **Walmart** 🌟 parking lots
with their station event team

But that's not all...



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But that's not all...



KMLE
COUNTRY
@ **107.9**



A DJ from each station
broadcasts live from the event ...

But that's not all...



Posted
Facebook
Live
video



But that's not all...

93.1 FM THE PARTY **The Party 93.1 FM Decatur** 😊 feeling excited at 📍
Walmart Springfield - Lejune Dr.
Published by Tara Duke Nickerson [?] · 30 September at 10:45 · 🌟

Chris Lane live at Noon! Don't miss the FREE show courtesy of the subtle redefined fragrance of Axe Black!



179 people reached Boost post

Like Comment Share

KNIX Country 102.5

102.5 KNIX HI FOR NEW COUNTRY

KNIX Country 102.5 was live.
Published by Bareboy Knix (7) · 13 mins · 📍

Dan + Shay live for FREE at Walmart! Thx AXE



KNIX Country 102.5
@knixcountry

- Home
- About
- Photos
- Likes
- Events
- Videos
- (Admins Only) 12.12.12 Concert
- Ustream Live
- Instagram
- Network (admins only)
- Posts
- Double YOUR Paycheck!

2,254 people reached Boost Post

401 Views



KNIX 102.5 kmle1079 Walmart Scottsdale... Follow

117 likes · 3d

kmle1079 Yes! @danandshay playing live at Walmart in Scottsdale thanks to @axebodysprayofficial #axestagepass nicoleyoty See them tonight ♥ aahlexx_ @karinaxfuentes tamperez3 @xojeess14 cool babwgirl @diandreams what!?

Log in to like or comment. ⋮

102.5 KNIX KNIX Country @knixcountry · 2h

Don't miss @DanAndShay performing LIVE at @Walmart today at Frank Lloyd Wright & the 101! See you there!



BE PART OF THE EXPERIENCE
SEE MORE AT WALMART.COM/AXE

DAN + SHAY LIVE
ACOUSTIC PERFORMANCE AT WALMART

15355 N Northsight Blvd,
Scottsdale, AZ 85260
2PM, September 30, 2016

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Posted on Social Media from the event

But that's not all...



And introduced the bands before they played

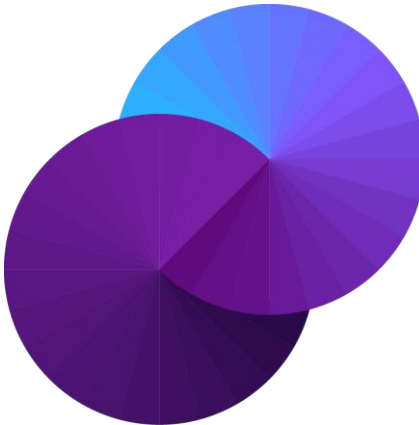
By using  MINDSHARE PROMOTION
the Unilever Shopper2Buyer team
was able to promote the event
directly to the audience
most likely to attend
via broadcast, digital, social, video
and on site event marketing
with only two weeks
from planning to execution.

50% UNDER BUDGET!!

Radio Promotions
were the answer for Unilever

Any questions?

MINDSHARE



PROMOTION