Axe Commercial Rocks Diversity and Inclusion!

I never thought I would be recommending a commercial in one of my posts but this one rocks! Literally. Guys rocking out in heels, on wheels and on treadmills, all in the name of "Finding Your Magic".


Boasting an incredible diversity of what it means to be a man, the ad ditched Axe's previous hyper-masculine commercial approach, which made the men's cologne, shaving and deodorant the darling of teenage boys. As any Mom who has raised a boy lately can tell you, they emerge from the bathroom reeking of the stuff, which makes you want to ban Axe from your house.

But now, I think I'm in love with both Unilever, the brand's owner, as well as 72andSunny, the ad agency that created this magic commercial moment. What's not to love about an ad that promotes guys in suits with cowboy hats, a wheelchair dancer spinning his lady, a teenager with an old car kicking the door open for his date, a punkster with two kittens and well... you just need to watch the ad - several times -- for your own pleasure.

When we conduct diversity and inclusion work, we talk a lot about how there is a business advantage to a more inclusive workplace. In fact, there have been a plethora of rigorous studies -- including one by McKinsey & Company -- that show that companies with more diverse executive suites also have healthier bottom lines.


Yet, as usual, one picture -- not to mention one ad -- is worth a thousand studies and I am hopeful that this one will pack a punch. I saw it for the first time at a movie theater (where they now have an irritating habit of showing ads before the movie starts) and couldn't believe what I was seeing. I looked it up later online and found -- to my delight -- that it did exist and is airing on commercial television and in print, as well as on popular young guy hangouts such as YouTube.

I'm sure there will be some fallout from those who don't really want to see guys in heels break dancing or two young men flirting in a record store, but the response I've seen so far has been positive. So, watch it while I run out to the store to buy more Axe for my son, or possibly stock in Unilever!
Did You Know?

We can customize diversity and inclusion training and other interventions for your organization. Whether you are just starting out and need basic EEO and harassment training, more significant inclusion training that focuses on respecting and celebrating differences, or a more advanced stage of using an increasingly inclusive workforce to drive productivity, we can help. Call us at 303-216-1020 or see us online at www.workplacesthatwork.com

MORE INFO ABOUT DIVERSITY & INCLUSION TRAINING

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