

Axe launches Apollo campaign

In a worldwide campaign, Axe is looking for 22 young people to join the Axe Apollo Space Academy (AASA) with space futurist and one of the first men to walk on the moon, Buzz Aldrin and one of these entrants is guaranteed to be a South African.

In the biggest product launch in its 30-year history, the company held Apollo parties late last week to spread the news. In South Africa, the event took place at The Venue, World Trade Centre.

Entertaining the crowd were the two South African Space Cadets that have been recruited to play an integral part in the Axe Apollo Space Academy recruitment campaign - DJs Roger Goode and Tira.

"We believe this has the potential to be one of the most talked about campaigns in the world this year. How often do so many men - and women - have the chance to compete with one another on a global level for the most awesome out of this world experience - 75 countries, millions of contestants and it will all boil down to an elite team of 22. What an awesome start to 2013," says Vincent Viviers, Axe brand manager, Southern Africa

"Space travel for everyone is the next frontier in the human experience," said Aldrin, legendary astronaut and pilot of the historic Apollo 11 spacecraft that landed on the moon in 1969. "I'm thrilled that the company is giving the young people of today such an extraordinary opportunity to experience some of what I've encountered in space."

The company has partnered with Space Expedition Corporation (SXC) to secure 22 seats aboard the suborbital spacecraft, aptly named, the Lynx. SXC, led by CEO Michiel Mol, operates XCOR Aerospace's Lynx suborbital space plane that takes passengers more than 100 kilometres into space, achieving astronaut status.

"The Apollo launch is the biggest and most ambitious in the brand's 30 year history," said Tomas Marcenaro, global VP for AXE. "For the first time, we're simultaneously launching one global competition in over 75 countries offering millions of people the opportunity to win the most epic prize on earth, a trip to space."