Old Spice Tags WWE to Unleash Its NightPanther Scent in New Fully-Loaded Campaign

High energy, eccentricity and over-the-top personalities have served as some of the guiding elements of every classic Old Spice ad. So when the P&G brand decided to go big for the rollout of its newest scent, NightPanther, it turned to the one place that could match its supercharged ethos: the WWE.

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