Intimidation Sells Bath Soap

"Lifebuoy really stops B.O."

Lincoln, Me. (DG)---

There were many clever methods used in selling a product on the radio. One of the greatest advertising promotions of all time used a method that intimidated the radio listeners. The result? The product in question was the top selling brand for over a decade. Of course, the product was *Lifebuoy Health Soap*.

The main objective of the intimidation focused on the product's arch-enemy, the infamous "B.O." (body odor). This nasty adversary prevented people to achieve success, romance, and other pleasant things that people do. To rid this problem, people took a daily bath with *Lifebuoy*. Whether or not people achieved success, romance, etc., they certainly had a better chance without the human stink to go along with it.

While the subject matter was the same, there was a huge difference between the *Lifebuoy* magazine ads and its radio counterpart. In the *Lifebuoy* magazine ads, **B.O.** was just that---- **B.O.!** The message of



B.O. just concerned the people who saw the ads. On the radio, **B.O.** was enhanced to scare the listeners. To do this, 2 classic sound effects were created. First, a sinister sounding foghorn was used, indicating a warning that **B.O.** was noticeable. Once the foghorn sounded, a nasty sounding "Beeeee-Ohhhhh!!!!!" was heard. This sound effect was created with the help of a "Sonovox" device. The device was placed at the throat of the person who was to say the sound effect. Without actually saying it, the person would mouth the letters B-O--- and a spooky sound came through to the radio microphone. The listeners got the message loud and clear--- to use *Lifebuoy* for their next bath or shower.

While there weren't mob scenes at grocery and department stores trying to buy a cake of *Lifebuoy*, it became the top selling bath soap. As for **B.O.**, it was a part of our everyday language. The people automatically know what it meant, and **B.O.** will be forever associated with one of the greatest advertising promotions ever.

Author's note: This article is dedicated to the memory of Kathryn B. Goodwin