According to the MRI data for Axe dry solid/gel, heavy users of Axe are likely to live in larger cities and in the South. The index number for county size B is 114, and the index for county size C is 115. The index number for users in the South is 111.

Axe Deodorant Users



The average deodorant users live in the South and Midwest. They also live in C county sizes. The weakest market is in the West and North East and in A county sizes.

Deodorant Users



Old Spice users typically live in the West and in county sizes C and D. They have an extremely low index of 78 in the South and a lower than average index number in A county sizes.

Old Spice Users



Gillette Users have a very high index of 135 in the North East, and a low index of 78 in the South. They have their highest index number in A counties.

Gillette Users



Right Guard does very well in the North East and in D county sizes.

Right Guard Users



According to the geographic information for users of Axe and its competitors, it is clear that Axe has great potential in the South. Axe’s index number for the South is 111, while all deodorant users has an index of 106, Old Spice has an index of 78, Gillette has an index of 78, and Right Guard has an index of 101. They also have a clear advantage in county sizes B and C. Axes index for County size B is 114, and its index for County size C is 115. Deodorant users have an index of 101 for B and 107 for C. Old Spice has an index of 99 for B and 110 for C. Gillette has an index of 101 for B counties and 87 for C counties. Right Guard has an index of 95 in B county sizes and 103 in C counties. It is clear that Axe is the leader in the South and in B and C counties.