

Dove



The “Real Beauty” a Dove Campaign

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Background of the campaign:

- Launched by Unilever (A British multinational consumer goods company) in 2004
- Doves partners for the campaign were Ogilvy & Mather, Edelman Public Relations, and Harbinger Communications.
- Aimed for a target audience of women and young children.
- In connection with the Dove Self-Esteem Fund.
 - Supports the campaign by showing statistics how more women and young girls have a distorted view of beauty.



Two Ads From The Campaign



Integrated Media Communications (IMC):

Digital:



 #speakbeautiful

The power is in our hands to make social media a more positive place

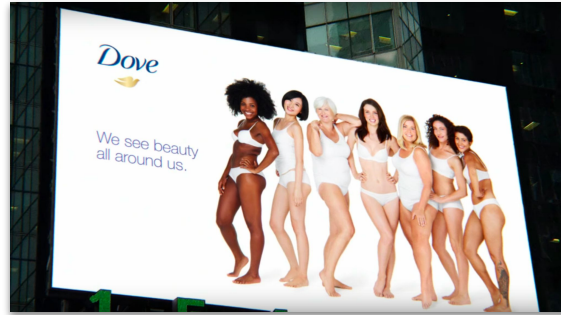
Dove and Twitter: A partnership for social change

5+ million negative beauty tweets were sent by women in 2014

4 out of every **5** negative beauty tweets are from women talking about themselves

 Your positive tweet can start a trend
Tweet one thing you love about yourself or a friend using #SpeakBeautiful

Out of Home:



PR:



Divergence or Relevance?

- 100% Divergence.
- Used original artistic synthesis to not just sell the idea of “Real Beauty” but to convey their message.
- This is really shown in the “Dove Real Beauty Sketches” short film.



“Dove Real Beauty Sketches”

Communication objectives:

- Help inspire young girls and women to develop a positive relationship with beauty. The goal was to help raise self esteem and encourage them to follow their dreams.
- Through each ad they made they send a message about self esteem such as fat, fit, large, sexy and no matter what each women look like from skin color to hair and age.
- They even show to young girls that self esteem start with a conversation.



Dove Real Beauty Pledge



We believe that beauty should be a source of confidence and not anxiety. Dove inspires women to want to look like the best version of themselves – because looking and feeling your best makes you feel happier. We have believed in this for 60 years – and today we are recommitting to this with three vows:

- 1) We always feature real women, never models.**
- 2) We portray women as they are in real life.**
- 3) We help girls build body confidence and self-esteem.**

Media buy:

- The campaign had an average to big media buy.
 - Super Bowl XL Ad *Little Girls* (\$2.5 Million)
 - *Daughters* (C\$135,000≈\$100,000 USD)
 - The left over budget was used to make *Evolution*

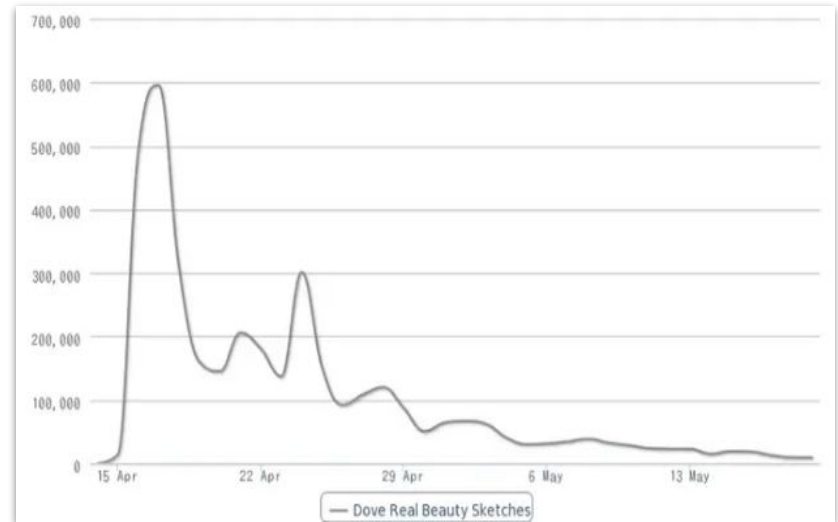
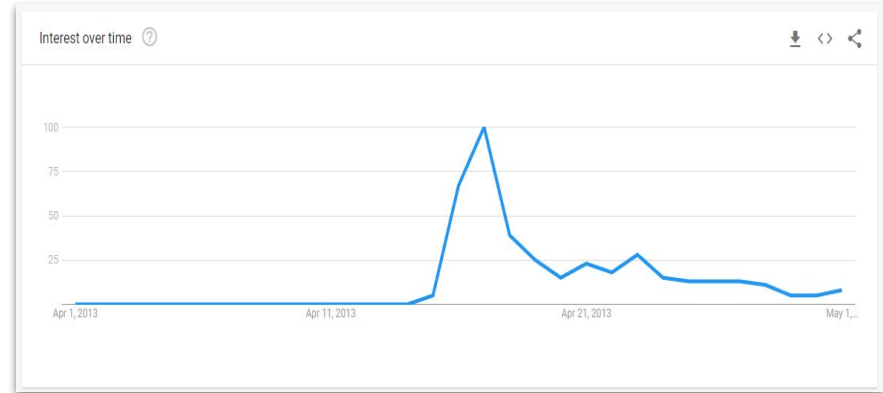


Metrics:

- Over 163 million views globally
- 4.6 billion PR impressions
- Reached 275,000 followers on Google+
- 1.5 million parents have engaged with doves online content.
- Increase in sales from \$2.5 Billion to \$4 Billion
- #SpeakBeautiful was tweeted more than 168,000 times and drove 800 million social media impressions

(Specific to Real Beauty Sketches Ad)

- #1 on the Cannes YouTube Ads Leaderboard
- Won Titanium Grand Prix at 2013 Cannes Lions International Festival of Creativity



Lighthouse identity:



- Universal Truth: Dove's appeal to emotion and sustainability help convey their image within the Cosmetic Product Category.
- Values: Care about the ingredients in their products to help the planet.
- Promise: Redefine beauty standards with positivity.
- Projection: Using words that make their self-esteem more powerful such as beauty, sexy, and fit.
- Personas: Women and young girls of different races and body shapes.

Questions:



1- In this campaign Dove did not advertise any of their products but we saw a huge increase in sales. With that being said do you think this campaign focused more on Dove's brand image or use of Pathos to increase sales.

2- If the campaign targeted men's health and beauty as well, do you think the campaign would be successful as it is now?



“Real Beauty” campaign, Dove

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