

*Dove*



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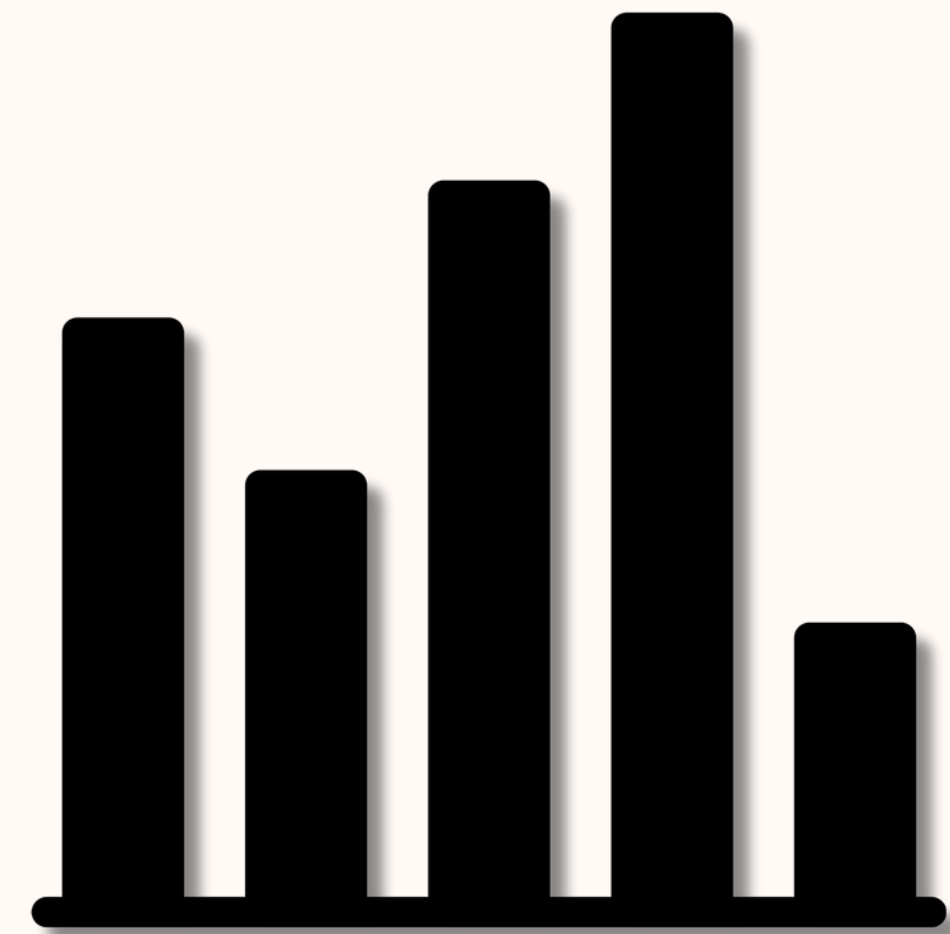
# Introduction

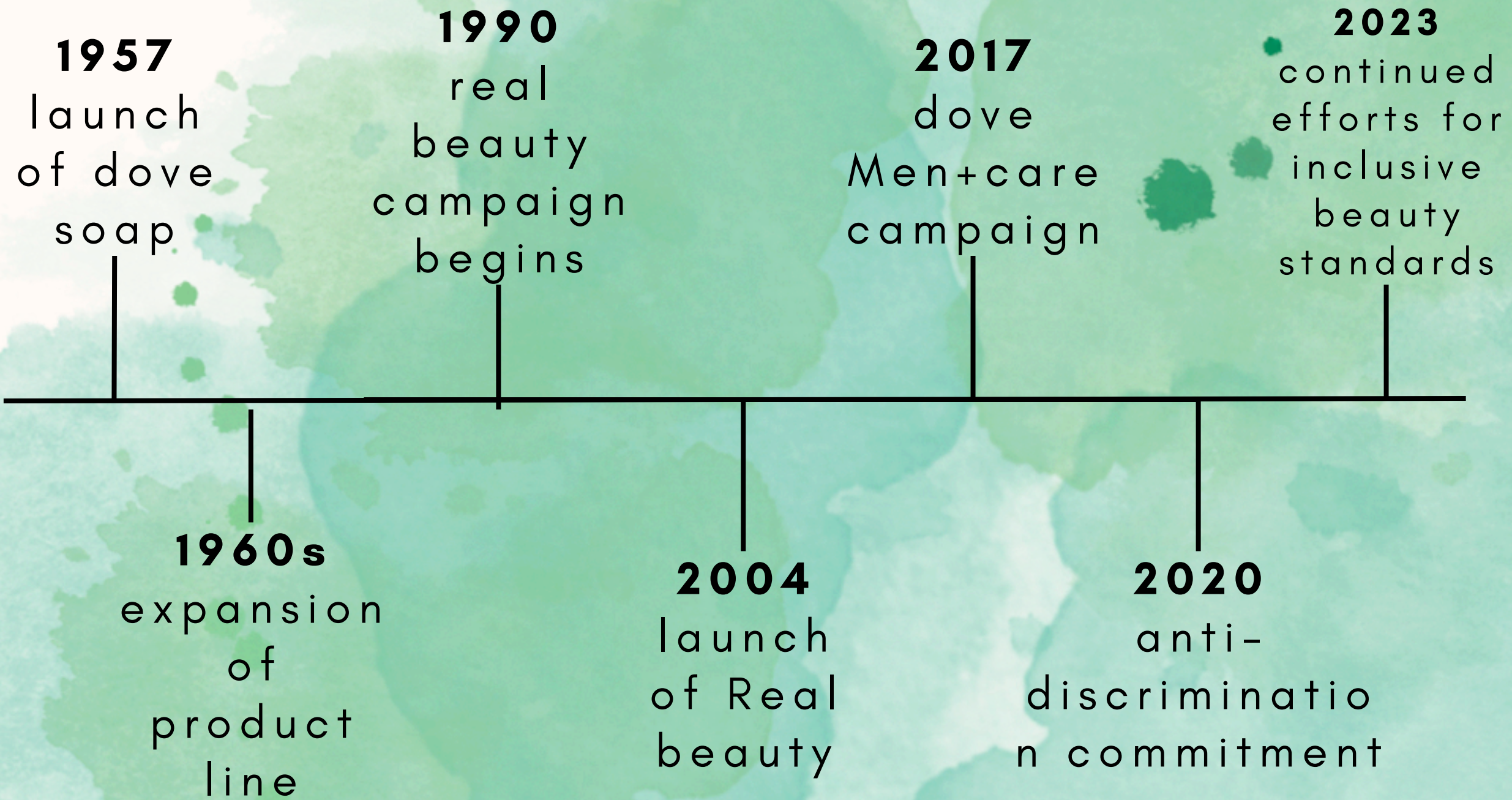
- FMCG: Skin, hair & baby care
- Founded in 1957 by William Lever
- Products sold in more than 150 countries
- Dove is the #1 most used personal care brand globally by Unilever



# Company Info

- Private global company
- Market capital : \$6.5 Billion(2023)
- Annual Revenue: \$762.1 Million
- Global Reach: Over 150 countries
- Social Media Presence: Over 5 million Instagram followers, 20 million Facebook likes





# 2011 "Before and After" Ads for Dove Body Wash

- **The Incident:** Dove launched a series of ads showing women before and after using Dove Body Wash, which featured dramatic skin improvement. The campaign suggested the product was a transformative beauty solution.
- **The Backlash:** Some consumers and critics felt the ad portrayed unrealistic beauty standards and didn't align with Dove's brand values of natural beauty and inclusivity.
- **The Outcome:** Dove re-focused its messaging to align more with its core philosophy of self-confidence and authentic beauty.



# 2017 "Body Wash" Ad Controversy

- **The Incident:** Dove released a Facebook ad for its body wash, which depicted a Black woman removing her shirt to reveal a White woman underneath, implying a transformation from dark skin to light skin.
- **The Backlash:** Critics accused Dove of racism, suggesting the ad perpetuated harmful stereotypes about skin color.
- **The Outcome:** Dove quickly pulled the ad and issued an apology, acknowledging the mistake and reaffirming their commitment to inclusivity.



# 2020 "Dove Hair Care" Ad Controversy

- **The Incident:** Dove faced backlash for an ad for its hair care line that showed a Black woman with natural curly hair using Dove shampoo, only to have her hair magically transform into a sleeker, straightened look after washing.
- **The Backlash:** Critics accused Dove of promoting the idea that natural, curly hair was "less desirable" and needed to be changed to fit conventional beauty standards. Many felt it undermined Dove's message of embracing diversity and self-love.
- **The Outcome:** Dove apologized for the ad, emphasizing its commitment to supporting women with all hair textures and vowing to ensure their messaging better reflected inclusivity.



*Campaign*

Dear Younger  
Me



# Mission & Vision



## **Mission**

The mission of the "Dear Younger Me" campaign is to empower individuals, especially women, to reflect on their personal journeys of self-love, body confidence, and growth. By sharing heartfelt letters to their younger selves, the campaign encourages people to embrace their imperfections, celebrate their unique beauty, and build self-acceptance. Through these stories, the campaign seeks to inspire others to let go of societal pressures and redefine beauty standards, fostering a culture of kindness and confidence.

## **Vision**

The vision of the "Dear Younger Me" campaign is to create a world where self-love and body positivity are universally embraced. Dove envisions a society where individuals of all ages, backgrounds, and experiences feel empowered to celebrate their authentic selves, free from judgment or comparison. By sharing personal stories of growth and transformation, the campaign aims to spark a broader cultural shift towards self-acceptance, encouraging future generations to value their inner beauty and confidently own their unique identities.

# Goals

- **Promote Inclusivity and Diversity**

Showcase the beauty of individuals from all ethnicities, body types, genders, and ages, challenging traditional beauty standards and celebrating real, authentic beauty.

- **Enhance Self-Acceptance and Confidence**

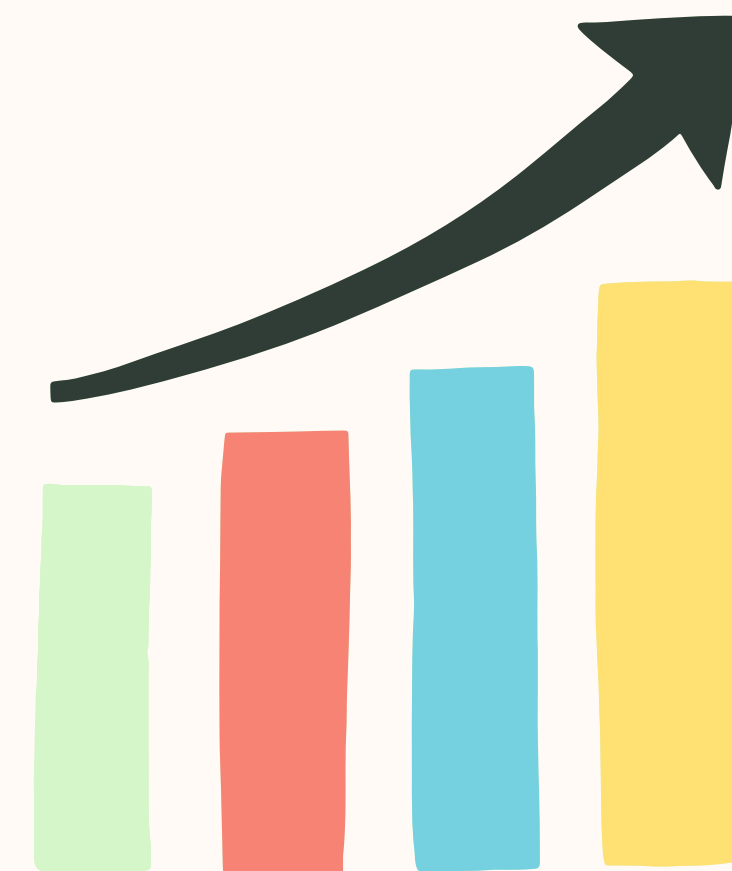
Inspire consumers to embrace their natural beauty, fostering a positive self-image and promoting self-love through personal stories that resonate with diverse audiences.

- **Strengthen Brand Leadership**

Reinforce Dove's position as a leader in promoting inclusivity, diversity, and empowerment within the beauty industry, ensuring the brand remains synonymous with authenticity.

- **Drive Consumer Engagement**

Encourage active participation in the campaign through social media activation (e.g., #RealVoicesRealStories), boosting brand interaction and creating a sense of community.



# Goals

- **Increase Visibility and Media Coverage**

Secure coverage in key beauty, lifestyle, and mainstream outlets to highlight Dove's commitment to diversity and its impact on the global conversation about beauty.

- **Build Long-term Brand Loyalty**

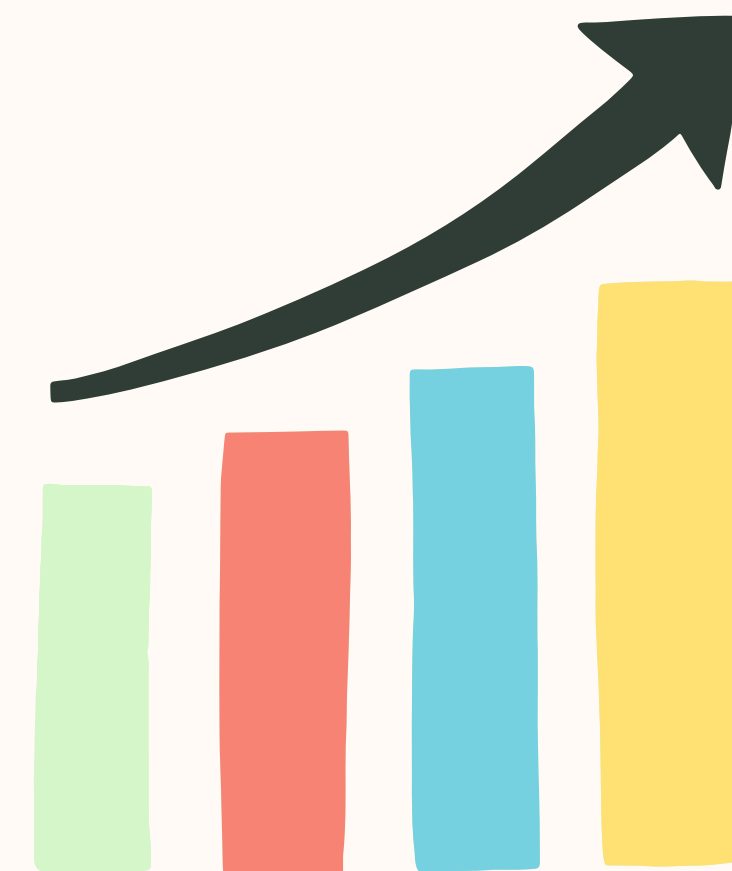
Cultivate trust and deeper connections with consumers by aligning Dove's values with their own, transforming them into lifelong advocates for the brand.

- **Expand Market Reach**

Broaden Dove's audience by appealing to a wide variety of demographics, ensuring that the message of real beauty reaches as many people as possible globally.

- **Generate Sales Through In-Store and Online Activations**

Drive product purchases through targeted retail activations and seamless integration of campaign content across digital and physical platforms.



# Strategy

## **Authentic Storytelling:**

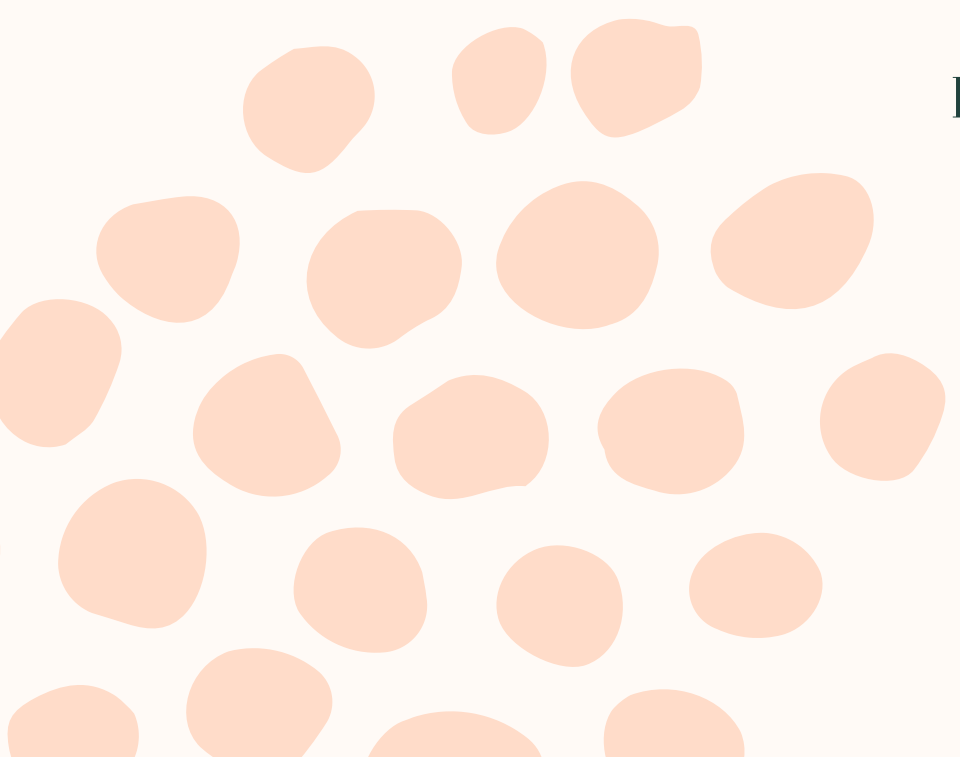
- **Employee Stories:** Share stories of diverse employees and their experiences working at Dove.
- **Ethical Sourcing:** Emphasize Dove's commitment to ethical sourcing and sustainability.

## **Social Media Engagement:**

- **Open communication:** Encourage open dialogue and feedback on social media platforms.
- **Community Building:** Create a supportive and inclusive online community for customers.
- **Authentic Content:** Share authentic and relatable content that resonates with the target audience.

## **Product Inclusivity:**

- **Diverse Range:** Ensure a wide range of products to cater to diverse skin types & skin colors.
- **Inclusive Marketing:** Feature diverse models in marketing campaigns to represent a broader range of customers.
- **Customization Options:** Offer customization options to allow customers to personalize their products to their skin needs.

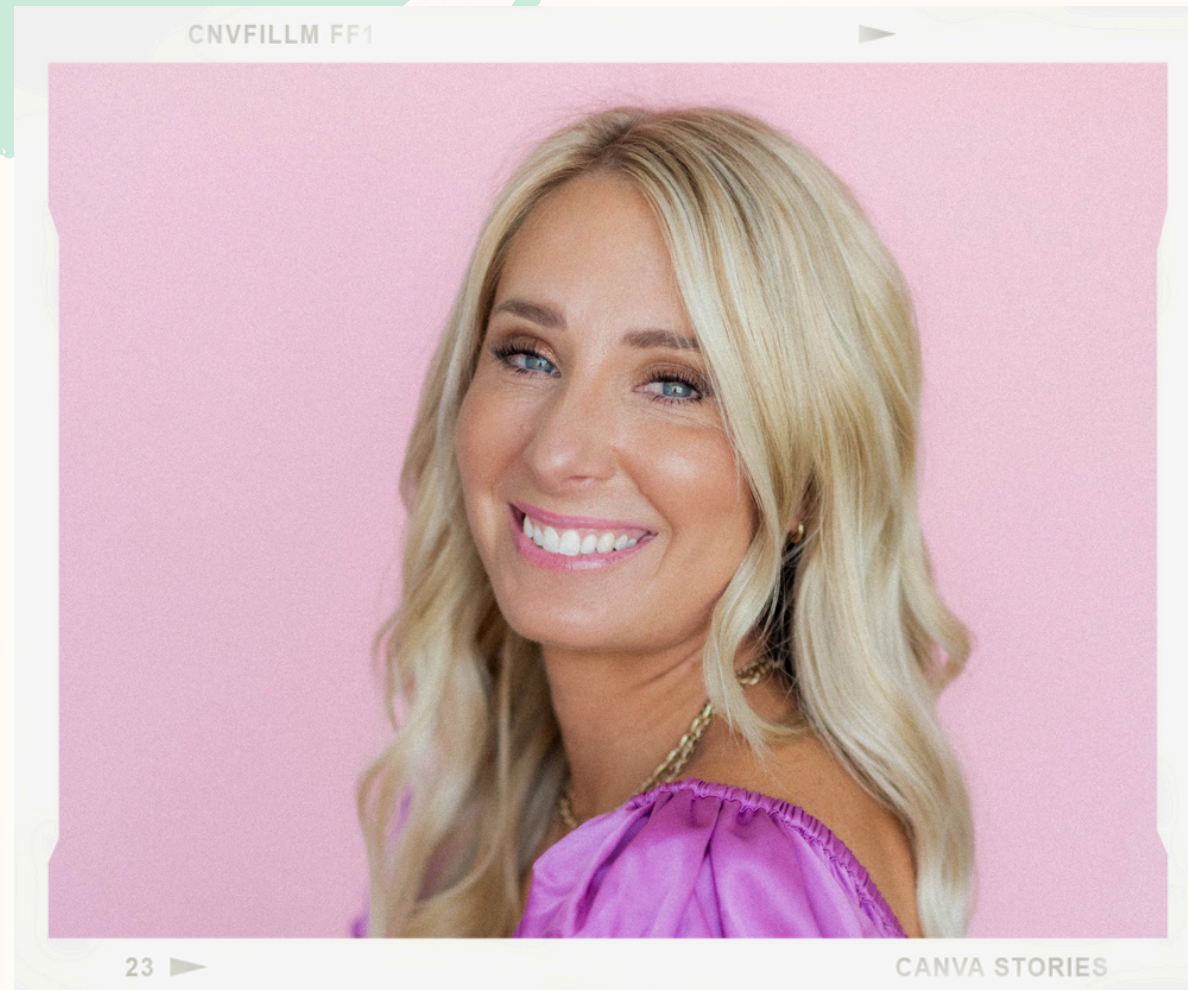


# Tactics

- Media Relations - Press releases, targeted media outreach, press kits, and interviews with Dove executives and experts.
- Social Media Engagement - Instagram, TikTok, Twitter, and LinkedIn campaigns featuring impact stories, interactive posts, and educational content.
- Hashtags & Influencer Partnerships - Leverage #DearYoungerMe, #DoveSelfEsteem, and collaborate with body-positive influencers.
- Fundraising & Community Events - Host live-streamed charity events, virtual challenges, and awareness campaigns.
- Webinars & Panel Discussions - Expert-led talks on body positivity, mental health, and youth empowerment.
- Corporate & Educational Partnerships - Collaborate with ethical brands and schools to integrate self-esteem programs.

# Influencers

**LAUREN HALE**

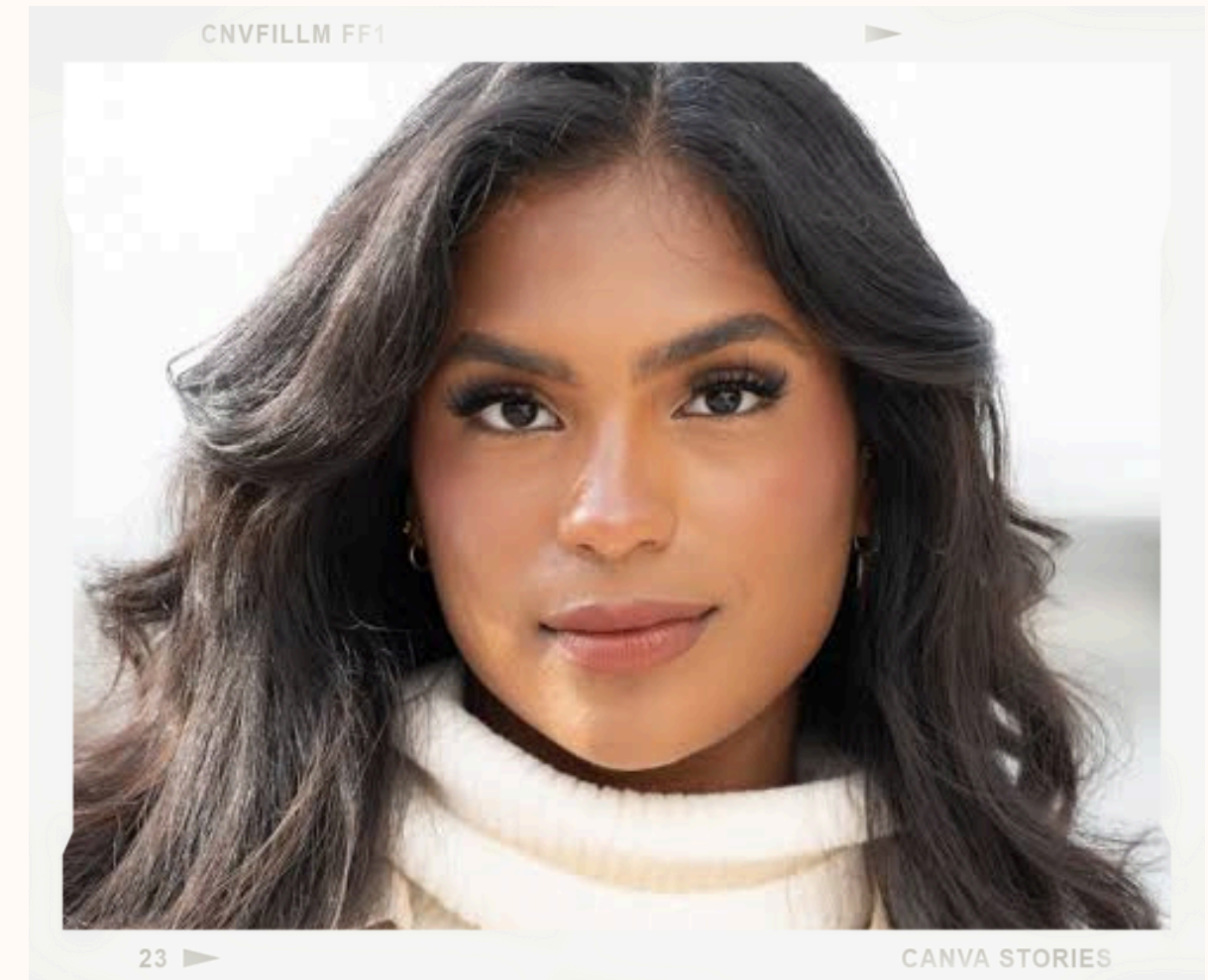


**METRICS:**

**INSTAGRAM-536K**

**TIK TOK-73.1K**

**MONET MCMICHAEL**



**METRICS:**

**INSTAGRAM-1M**

**TIK TOK-3.8M**

# Quantitative Metrics

## **Media Monitoring**

Meltwater: Track media coverage, sentiment, and reach.

Cision: Measure PR effectiveness and identify influencers.

Google Alerts: Real-time updates on news mentions.

## **Social Media Analytics**

Hootsuite: Monitor engagement, hashtags, and sentiment.

Sprout Social: Track shares, likes, and comments.

Brandwatch: Advanced sentiment analysis and hashtag tracking.

## **Website Analytics**

Google Analytics: Analyze traffic, user behavior, and conversions.

Hotjar: Heatmaps and session recordings for user insights.

## **Survey Tools**

SurveyMonkey/Google Forms: Measure awareness and sentiment shifts.

Qualtrics: Gather detailed brand perception data.





# Conclusion

The Dove Dear Younger Me campaign aims to raise awareness of Dove's commitment to challenging beauty standards and promoting body positivity. By highlighting the Real Voices and Self-Esteem Project, it encourages self-love and confidence through user-generated content, social media challenges like #DearYoungerMeChallenge, and influencer partnerships. The campaign will boost Dove's brand visibility via targeted media outreach and social media engagement, fostering emotional connections with consumers. Fundraising efforts will expand the Dove Self-Esteem Project's global impact. Overall, the campaign reinforces Dove's mission to redefine beauty and drive both social good and brand success.



*Thank  
you*