

DOVE Company - #DetoxYourFeed Campaign

1. Company or Organizational Background

Dove was founded in 1957 by one of the world's leading consumer goods companies Unilever, launching its first-ever cleansing soap bar in the U.S. It is one of the best-selling and trusted brands in the global market. A number one dermatologist-recommended brand, Dove, has been consistently revolutionizing the perspective of beauty to date. The products are genuine with a gentle formula on the skin and are suitable for all skin types. Their range includes everything from hair care and body care to deodorants for both men and women. Dove has emerged as a visionary to nurture compassion, care, and self-worth in human beings. They also advocate for cruelty-free products and have been manufacturing them from as early as the 1980s.

2. Mission Statement

Dove's mission is to make beauty a "source of confidence and not anxiety." Since its inception, the company has been working to make people aware of how beauty is not just limited to how they look, but it is also vital to pay attention to how they feel and realize their capabilities. Dove has been relentlessly working towards building an environment to raise awareness towards body positivity and supporting every woman (binary and non-binary) to love themselves for who they are and redefine beauty in an authentic and realistic manner. The Dove Self-Esteem Project, launched in 2004, was a step forward to succeed in its mission to change the perspective towards beauty.

3. Brand Positioning

Dove has always been a women-centric brand, catering to all women identifying as binary or non-binary. The aim is to provide cruelty-free, quality beauty products to women of all ages.

The 2004 Dove Real Beauty Campaign focused on widening the horizons of the public regarding what is beautiful. Being realistic by featuring real women and banning Photoshop in their advertisements helped them differentiate from others as they advocated empowering women and demolishing the toxic beauty standards. This wholesome approach has helped them develop globally relatable content focusing on issues of concern such as skin complexion, body size, diminished self-esteem, and low confidence. Dove has emerged as a brand that understands women's hidden fears and helps them overcome them by featuring real people in sensitive, enlightening, impactful content in the form of short films, ads, articles, and workshops.

4. Statement of Problem or Opportunity

Women have often been subjected to ridicule for their body type and physical appearance. Dove questioned this unacceptable trend. It acted towards targeting and rectifying this demeaning situation. This deep-rooted stigma affects all women, irrespective of age and demographics. It is a serious issue affecting their emotional, mental, and physical well-being. Therefore, Dove addressed these problems consistently through numerous focused campaigns and workshops by featuring real women instead of models, be it the Real Beauty Campaign or the Real Beauty Pledge. Its 60th anniversary in 2017 celebrated remarkable positive changes in women, and the pursuit continues. In this digital world, with the advent of Tik Tok, Instagram, Facebook, and influencer culture, it is even more crucial to filter information that reaches the younger generation as it impacts their self-esteem more than ever.

5. Research

The research and global trends identified by Dove's research team established that insecurity related to looks has been a topic of concern in women globally. The Real Truth About Beauty research studies shows that appearance-related fear and anxiety in women begins at a young

age but worsens with aging, affecting their mental health. Consequently, they most often distance themselves from society and daily activities. The research outcomes are disheartening but true. About 80% of women see beauty in other women but not in themselves, while 72% young ladies are hugely obsessed with the feeling of looking good by any means. Almost half the women (54%) population reveals that they are highly critical about themselves, and a meager 11% thought they were beautiful but with apprehensions. Barely 4% of girls felt they were beautiful. It is a humongous task to revolutionize such opinions and perceptions about oneself. Dove has emerged as a game-changer. It believes in the omnipotence of beauty, and over the years, it has successfully developed self-love and self-respect in women, irrespective of their size, type, ethnicity, or age. Most of us crave social acceptance, inclusion, and acknowledgment, and our looks play an essential role in a section of society; thus, the pressure to look good no matter how to conform to unrealistic beauty standards. Dove has been successful in making women accept that imperfection is beautiful and not a matter of shame. It has prepared us to fight this trauma. The research establishes how such a massive sector of the population is struggling and facing an identity crisis in terms of considering themselves beautiful. Dove's initiative to encourage a no-filter culture is a bold and progressive decision. Putting thoughts into action has been and will always be detrimental to cultivating an attitude of body positivity, confidence, and self-love in women.

6. The SWOT Analysis

Strengths – Dove is an internationally leading brand in Beauty and Wellness with a history of dermatologically approved products that are trusted by millions of people. Their products are cruelty-free and easily available worldwide. Their innovative, women-centric, solution-oriented advertisements and campaigns featuring real women rather than models with no digital distortion have always been successful in catching the public eye. Dove's Real Beauty Campaign made people aware of inclusive beauty. They have a wide product range. Dove has brand value, providing its customers with reliable products for over 65 years. It has a large customer base,

and it is one of the best-selling brands of Unilever, giving it an advantage over its competitors. Dove manufactures quality products that are available both online and offline.

Weakness – In the present era, we prefer organic beauty products, free of sulfates and parabens, but Dove lags here. It uses ingredients that are mild and suitable for all skin and hair types, yet they are chemical based. Thus, it has lost the environment-friendly clientele. Another aspect is that Dove is known to be a women-centric brand and, therefore, not very popular amongst men, though it has a range of products for men too. The first image that comes to mind when discussing Dove is a female-identifying brand.

Opportunity- Awareness about body positivity is all over social media, and other companies with inclusive culture will help Dove in its mission as it is now a socially accepted norm. The awareness for LGBTQ rights and gender inclusiveness is also a vast area where they can expand to reach their audience and have faithful clients from different demographics all over the world. They are the pioneers who started this movement much ahead of any other brand, so they have an advantage of experience in bringing about a change to create many more campaigns in their favor. With the emergence and spread of social media, the younger generations have immense exposure, which is both good and bad. It has created unrealistic beauty standards, especially for younger generations, an opportunity to work on for Dove's mission for Real Beauty.

Threats- As competition increases, the audience has a wide variety of brands to choose from. It increases the risk of people choosing other brands over Dove. People have also recently started to prefer local brands to global brands. Post-pandemic there is also the risk of changing economic policies around the world due to which the brand might suffer in terms of workforce as well as the buying trends of the consumers have changed dynamically.

7. Strategic Insights

The SWOT analysis reveals that the younger audience struggles to deal with unrealistic beauty standards set through social media. To address this, Dove's Self Esteem Project crafts a new campaign known as #DetoxYourFeed, to raise awareness among parents, guardians, and teenage children against toxic media. Launched In 2004, Dove's Self Esteem Project reached over 82 million young people, raising awareness of being comfortable in their skin. As the company's strengths outweigh its weaknesses, they have high chance of the campaign being successful in its mission. It is crucial now more than ever, to educate younger generations about social media pitfalls so that they can analyze trends and think critically about their influence.

8. Communication Goals

- Raise awareness about toxic social media influence that is limiting the teenage females and female-identifying generation from discovering their full potential
- Helping the younger generation in having a holistic approach towards beauty and promoting discretion, realizing that social media can be misleading in setting beauty standards
- Encouraging conversations between parents and their children regarding their topics of interest and guiding them to do away with any content which makes them unhappy
- Providing enough resources such as educational kits, articles, workshops, and ads for people to educate themselves on beauty perceptions

9. Communication Objectives

- Aiming to raise awareness and build a culture of body positivity in ¼ billion of the younger population by the year 2030

- Aiming to spread to more countries and produce engaging content for the audience worldwide are the next steps. This will result in a generation that is socially more responsible, liberated, happy, and confident in following and trusting content that is inclusive of all body types
- Break the taboos and stereotypes the young generation is dealing with and motivate them to become body positive and empowered. The Dove Self Esteem project has been leading in providing self-esteem education to millions of people for over a decade, and it aims to continue to do so

10. Target Audiences

The teenage girls aged between 10-17 who are active social media users and at an age where they are sensitive to the content they are accessing as they are discovering beauty through self-analysis and opinions of people around them

Parents, guardians, or mentors who are concerned about their children accessing social media trends that are not suitable for kids. Helping them have conversations with their kids to read their minds, understand their curiosities and fears

11. Current Audience Brand Perception

Dove is often seen as a heritage beauty brand since it has ruled the beauty world for 65 years. Dove consistently delivering high-quality and affordable beauty products across 80 countries worldwide puts them at the top of the list, being one of the favorite brands amongst customers. Dove beauty campaigns have helped the brand create a one-to-one relationship with its customers as they identify with the customers' problems and provide them with solutions. They are a brand with a cause. Their logo creates a sense of peace and sensitivity toward beauty, assuring the public that this brand would take care of their skin like no other.

Dove has been able to win over the trust and faith of customers by being on the list of PETA's Cruelty – free company that has been permitted to use the logo of Beauty Without Bunnies .

12. Desired Audience Brand Perception

The #DetoxYourFeed campaign is created to identify the struggles of teenage girls facing dilemmas in their formative years to accept their bodies, hair, skin color or any imperfections as normal and not shy away from considering themselves beautiful for who they are. They are presented with self-doubt due to unrealistic social media trends for beauty. The brand aims to help parents to have these difficult conversations with their children and inspire them to refrain from any content that makes them feel uncomfortable.

13. Key Message Mapping

Detox Your Feed campaign's mission is to promote awareness regarding harmful social media influence on teenage girls. Their key message states that they want to encourage the youth to "detoxify their social media feeds," which inspires the audience to look at this campaign as something that will help them declutter and improve their social media experience for their own good. It also creates a positive feeling and sense of relief in parents and guardians trying to save their kids from the negative side of the digital world.

14. Strategies

- Collaborate with social media influencers who work towards body positivity and empower their audience to be true to themselves. They should be fun, interactive, and educative to be a trustworthy source of inspiration
- Consult with medical experts to gather resources to understand human psychology that can help in identifying patterns of human behavior and areas that need to be addressed to build a better campaign

- Partner with organizations, government, and various media outlets that work towards the same goal to deliver the message in an effective way across the world
- Research the social media accounts and websites that teens follow and identify how they are affecting them and their families

15. Tactics

- Launch a hashtag known as #DetoxYourFeed that is relatable and easy to understand for the audience
- Owned Media - Develop a guide called Confidence Kit, which is a four-step guide including activities to enhance confidence and guides to help kids navigate their issues and find solutions.
- Create a series of six episodes called Girls Room that covers topics such as comparing ourselves with others, social media, and body image issues. The other would be a short film known as Reverse Selfie Film that sheds light on digital techniques used to create false posts
- Launch Detox Your Feed: The Parents' Guide short film that is produced with the help of Dr. Phillippa Diedrichs, a self-esteem expert. This film is a guide for parents that helps them to have a conversation with their kids about beauty by using these four steps: Prepare, Chat, Detox, and Repeat
- Toxic Influence – A Dove film made in association with Ogilvy that shows real mother-daughter talk to raise awareness about the campaign
- Shared Media with social media influencers who post the content on their handles to promote Dove's content
- Partnering with Gabrielle Union, actor and activist, along with her step-daughter, Zaya Wade, who is a LGBTQ+ activist, to support Dove's cause and advocate for it

16. KPIs—Measurement and Evaluation

- Cannes Lions International Festival of Creativity awarded a Gold Lion to Dove's Toxic Influence campaign in the Entertainment category
- More than 82 million youngsters have been educated about self-esteem and empowered to feel confident through Dove's Self-Esteem Project since 2004. The numbers are increasing every single day

17. Timeline

2004 – Dove's Self-Esteem Project was launched in U.K. and Canada

2006 – Girl Scouts of the USA partners with Dove to create a mother-and-daughter activity guide. Education programs to spread awareness about the issue launched in six different languages

2009 – Dove's educational program reaches around 5 million young population

2012- The project reached over 10 million young people, and a teacher's guide also published in eight languages

2013 – Dove's Self-Esteem Project partners with the World Association of Girl Guides and Girl Scouts (WAGGGS) to increase their reach

2014 – The selfesteem.dove.com website reaches 250,000 people. World Association of Girl Guides and Girl Scouts (WAGGGS) partnership spreads in the teenage population across 85 countries

2016 – The tools created by Self – Esteem Project are now being used in 139 countries by 20 million children. Dove represents the project at the U.N. Commission on the Women (CSW) in association with WAGGGS

2017 – A 'Free Being Me' badge is launched by WAGGGS to inspire girls to earn this on completing a body confidence program successfully

2018 – Animations and e-books are the new tools produced by Dove in association with Cartoon Network's Steven Universe to connect to a broader audience

2019 – Since its inception, the Dove's Self Esteem Project is now accessed by over 60 million people

2020 – A new mission is underway to reach ¼ billion of the younger population worldwide by 2030. Young Leaders Advisory Council is established to make this a success

2022 – Detoxify your feed, a campaign to fight social media toxicity and promote healthy digital experiences to increase self-esteem in young girls, is launched

2022 – 60% of girls start playing video games before they are ten years old. Dove is the first ever beauty brand to have made the Roblox Super U story - a video game for young girls to disregard fake beauty standards and nurture their self-esteem

18. Budget

Social stigma around appearance and the negative attitudes of people towards a certain skin type or body size has been declared as a public health crisis. Discriminating against people based on beauty standards has been measured and the research reveals that in the U.S. it costs over \$500 billion per year. A campaign to combat this would be highly expensive. The maximum budget would go towards producing content such as short films, creating educational content , researching the trends and collaborating with famous personalities to support the cause.

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