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Strategic Message Planner: Dove

1. Dove's Body Love Gentle Facial Cleanser

The Lever Brothers created Dove in 1957 in the US. The company Unilever owns Dove as well as many other brands and products. The first product Dove launched was a beauty cleansing bar that moisturized and nourished skin. Now, the brand has grown to produce a variety of skincare products. The brand's vision is to promote confidence and prevent anxiety for women who use Dove's products. Dove is cruelty-free and has worked since the 1980's toward putting an end to products tested on animals. In 2004, Dove launched the Dove Self-Esteem Project (DESP), which is an educational program in schools to raise confidence levels in kids through interactive lessons and workshops. Dove advertises the use of real women who use the products and not models to promote body positivity (Unilever, 2023).

Dove has designed a new line of face wash intended to give its users fresh, clean and clear skin. It is a gentle cleanser designed to cleanse the pores of different skin types to prevent acne. The continuous use of this gentle cleanser results in clearer-looking skin. The cleanser has a gentle formula that foams when applied to the skin. This product is available in three formulas for varying skin types including dry, normal/combination and oily skin. This foaming cleanser has a specialized formula accurately tailored to make every user's skin feel beautiful.

The cleanser should be used twice a day. For best results, it can also be paired with other facial care products such as Dove's rich nourishment cream to help enhance the skin's appearance. Dove's acne prevention facial cleanser also helps remove makeup, dirt, oil and other

acne-causing factors to deep clean the pores of the skin. This product boosts the hydration of the skin and contains no chemical exfoliants which are harmful to the skin barrier. This specially formulated acne prevention cleanser contains retinol, salicylic acid and vitamin C to help enhance the natural glow of the skin.

2. Target Audience

Dove's current audience is mostly women aged 25-34 (30.65%). Its second highest segment is women aged 18-24 (23.18%), which will be the primary target of our product (Similarweb, 2023). Dove's branding is all about self-love, and acne can be a negative factor in the self-image of women in that younger demographic. Providing a clean, ethically sourced, acne-preventing face wash will bring in more younger customers.

Our buyer persona is Elizabeth, your typical college woman looking for a way to keep her skin healthy. She is always on the go and likes to sleep in, which makes her morning routine shorter. Elizabeth has a low-income job and is also paying for an apartment off-campus with her best friend. She wants a product that won't break the bank and will help keep her skin fresh.

Elizabeth hasn't struggled with acne in the past, but the stress of college sometimes causes her stress acne. The stress acne doesn't last long, but is still irritating and can take a few days to diminish. Her current face care routine doesn't include any kind of ingredients to prevent acne-causing oils. This product will be perfect for Elizabeth, providing her with a simple product that won't cost a fortune and works to prevent acne. Elizabeth can rest easy knowing that this product will keep her skin healthy and clean, and she'll never have to worry about acne impacting her self-esteem.

3. Product Benefits

- Acne prevention: This product alleviates anxiety by stopping acne before it happens.
- Easy: Young women who may not have a lot of time to devote to an intricate skincare routine will appreciate this product's one-step process. There are several benefits contained within a single face wash.
- Affordable: Most college students are working with a tight budget. This product allows them to take care of their face without emptying their wallet.

4. Current Brand Image

Dove's current brand is all about self-love. The Dove Self-Esteem Project aims to help young people overcome low body confidence and appearance-related anxiety. Dove has been helping "parents, mentors, teachers, and youth leaders deliver self-esteem education" for over 15 years (Dove, 2020). It has several articles on its website about body image, self-esteem, stereotypes, feminism, positivity and more. The Dove Self-Esteem Project is largely successful, having reached over 60 million children across the country. In 2021, Grammy-winning artist Lizzo was named a brand ambassador for Dove's "The Selfie Talk" campaign (Ilchi, 2020). This campaign, which falls under the Self-Esteem project, aimed to make social media a more welcoming place for young women.

However, Dove's campaigns haven't always been successful. The Dove Campaign for Real Beauty, which launched alongside the Self-Esteem Project in 2004, was met with some backlash. Some argued the campaign, which emphasized "real women" with all sorts of body types, called more attention to body image and encouraged comparison (Celebre & Denton, 2014). The public also noted how this campaign directly opposed the images of other brands

under Dove's parent company Unilever, including Axe and Fair & Lovely.

Dove has since recovered its image of positivity and self-love, which stands apart from its competitors. CeraVe is all focused on the science of skincare (CeraVe, n.d.). Olay's image is a blend of diversity and scientifically proven safe ingredients (Olay, 2023). Proactiv also brands itself as innovative and science-driven (Taro Pharmaceuticals USA Inc., n.d.). Overall, Dove does more brand image work than its competitors and is known as the self-love beauty brand.

5. Desired Brand Image

Dove's desired brand image is to be a company that makes every consumer feel confident in their skin and redefines the current standards of what beauty is advertised to be in society. To do this, those at Dove want to create products that help future generations of consumers feel positive about their skin. Dove's mission statement states that it "wants to redefine beauty standards and help everyone experience beauty and body image positively" despite the world's toxic beauty standards (Unilever PLC, 2023).

6. Direct Competitors and Brand Images

- CeraVe is a moisturizing body care brand that focuses on hydrating your skin even after you are done cleansing it. Dermatologists have recommended CeraVe products. This brand is focused on providing products for all skin types "sensitive, oily, acne-prone, combination or normal skin" (CeraVe, n.d.). CeraVe products are not tested on animals. Its acne control line of products is the main competitor.
- Olay's mission involves believing in the power of everyone to face everything. "We believe in a diverse and inclusive standard of beauty in which every person has the

freedom to set their definition of ‘beauty’ based on personal preferences, not societal expectations or bias.” (Olay, n.d.). Olay is another cruelty-free company that does not test its products on animals. Olay has various cleansers that target acne problems in its product line.

- Proactiv has “three unique acne treatment systems, each with three synergistic steps” (Taro Pharmaceuticals USA Inc., n.d.). Proactiv focuses on taking care of your skin before problems start, like brushing your teeth to prevent cavities. Its goal is to have every customer feel happy with their clear skin. It works to find an individualized care regimen for each customer to find their path to clear skin because everyone’s skin type is different. Proactiv cannot guarantee its products were not in some way tested on animals.

7. Indirect Competitors and Brand Images

- Bath & Body Works focuses on fragrance in its body care and skin care products. Candles, body wash, body creams and lotions are top selling along with the company's perfumes. Since this company is more fragrance focused, it doesn't focus on the benefits for the skin other than cleansing and hydrating. Its goal is to make “the world a bright place through the power of fragrance” (Bath & Body Works, Inc., n.d.).
- Lush is a body care and skincare brand that started in the United Kingdom. It uses fresh and organic products to create its own scents and handmade vegetarian products that are never tested on animals (Lush USA, n.d.). Lush is focused on sustainability in its product packaging. Its products are handmade with timestamps on the packages noting when they were made. Lush has various products made for taking care of the skin but nothing directly labeled ‘acne preventative.’
- Ulta is a store that carries makeup, haircare and skincare products all in one place. Ulta

also has its lines of skincare and body care that compete with Dove products. Its goal is to provide “all things beauty, all in one place” (Ulta Beauty, Inc., n.d.). Ulta provides various skincare and body care products that compete with Dove’s products, along with its line of body and face care.

8. Advertising Goal

“This ad will increase confidence and boost positive self-image in women by encouraging them to love and take care of the skin they are born into.”

This ad campaign will focus on loving your skin and taking care of it. It will also encourage young women to use this product to alleviate the anxiety of a possible acne breakout. The imagery will be clean and simple to reflect the product’s effects. The ads will include “women, never models” to keep in line with Dove’s brand image (Unilever PLC, 2023).

9. Strategic Message

“You should buy Dove's Body Love Gentle Facial Cleanser to bring out your skin’s natural beauty.”

10. Selling Points

- Our product produces results that reduce the causes of acne.
- Our product can be used on all skin types in one step.
- Our product is affordable and available at retailers like Walmart and Target.

Print Magazine Ad

Title: Radiate You

Client: Dove

Air Dates: 04/19/23 to 5/14/23



Radiate You
Bring out your skin's natural beauty

say goodbye to
acne & hello to the
confidence within

Don't change your skin, change your routine in just one simple step. Dove's new Body Love Gentle Facial Cleanser made for all skin types is available for purchase at your local Walmart, Target, Walgreens & CVS.



Radio

Title: "Radiating Real Beauty"

Client/Sponsor: Dove

Length: 30 seconds

Air Dates: 04/19/23 to 5/14/23

Do you constantly struggle with acne? Do you feel less confident with your blemishes in a world full of Photoshop? Well, say goodbye to acne and hello to confidence with Dove's Body Love Gentle Facial Cleanser. Dove's new cleanser works on all skin types in just ONE SIMPLE STEP! This product reduces the causes of acne with a gentle, foaming formula to bring out your skin's natural beauty. This carefully-tested cleanser is proven to boost hydration in the skin's barrier. You can find this cleanser at your local drug or grocery store. Radiate you and bring out your skin's natural beauty with Dove's Body Love Gentle Facial Cleanser!

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Social Media Advertisement Production Script

Title: Radiate You

Client: Dove

Length: 15 seconds

Air Dates: 04/19/23 to 5/14/23

	Music:(Scars to Your Beautiful by Alessia Cara beginning at 0:42)
CU—Phone screen with Alessia Cara’s “Scars to Your Beautiful” displayed; woman’s finger presses play (:01)	SFX: Fingernail tap against the screen MUSIC: “Scars to Your Beautiful” starts at the lyric “you should know”
CU— Woman’s hand turning sink on (:01)	SFX: Running water MUSIC: “you’re beautiful”
CU—Woman’s hand dispensing product Text— “Acne Preventing” text banner in the lower screen (:02)	SFX: Facial cleanser pump MUSIC: “just the way you are”
CU—Woman’s hands lathering the cleanser Text—”Affordable” text banner in the lower screen (:02)	SFX: Hands rubbing together MUSIC: “You don’t have to change a thing”
CU—Woman applying cleanser to her face; her skin is imperfect and real Text— “For All Skin Types” text banner in lower screen (:02)	SFX: Foam bubbling on skin MUSIC: “the world can change its heart”
MS—Woman rinsing her face in the sink before standing up straight and looking in the mirror (:02)	SFX: Faucet running, then off with a squeak MUSIC: “no scars to your beautiful”
MS—Camera slowly moves back as the woman smiles Text—Fade in “Radiate You in One Step with Dove’s Body Love Gentle Facial Cleanser.” text banner in the lower screen (:05)	MUSIC: “We’re stars and we’re beautiful” then fade

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