






Dove



GROUP 3

GROUP MEMBERS



-  Akshay Victor – 220461356
-  Angel Maria-Philip – 220749115
-  Anmol Harjani – 220242004
-  Ashmeet Kaur – 220468328
-  Farzaneh Nourikhanshir – 220276549

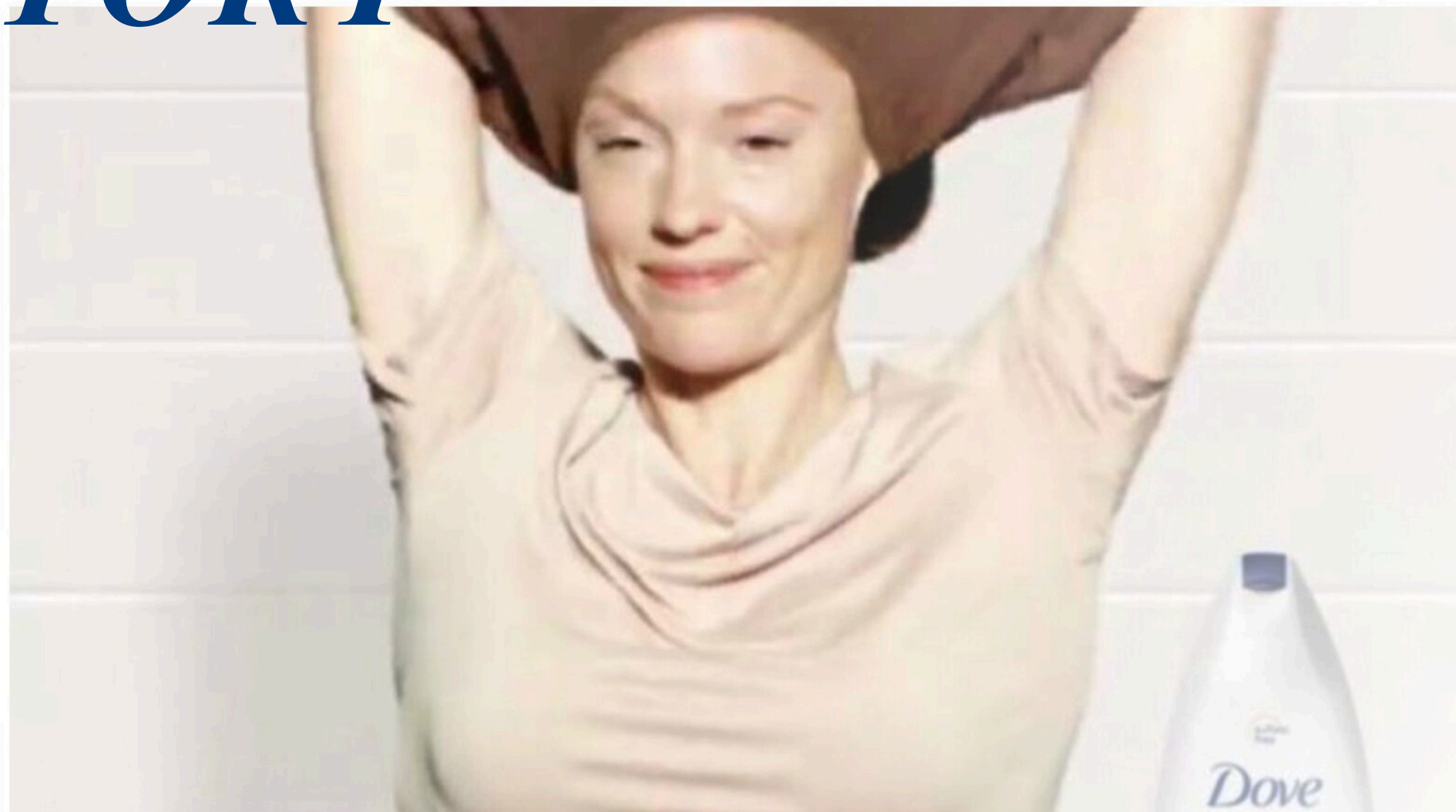
-  Jaismine Kaur – 220663423
-  Mercy Essien – 220811550
-  Mukesh Kandrao – 220024667
-  Reet Kaur Punjabi – 219993344
-  Ritika Tyagi – 219351014
-  Satyam Bhasin – 220524252





Dove
👉

THE STORY



WHAT EXACTLY HAPPENED !

Dove's 'Real Beauty' campaign, launched by Unilever, aimed to redefine beauty standards by promoting inclusivity and diversity. However, a 2017 ad sparked backlash due to perceived racial insensitivity. This incident underscored the importance of cultural sensitivity in marketing, prompting industry-wide discussions about aligning campaigns with inclusive values. As part of Dove's Communications team, our focus is addressing the fallout from this controversy, acknowledging the impact on public trust and our brand's reputation



SMART GOALS



-  Apology & Reconciliation
-  Industry Leadership
-  Surveys& Feedbacks
-  Cultural Sensitivity Training
-  Policy Enhancement

TO DO LIST



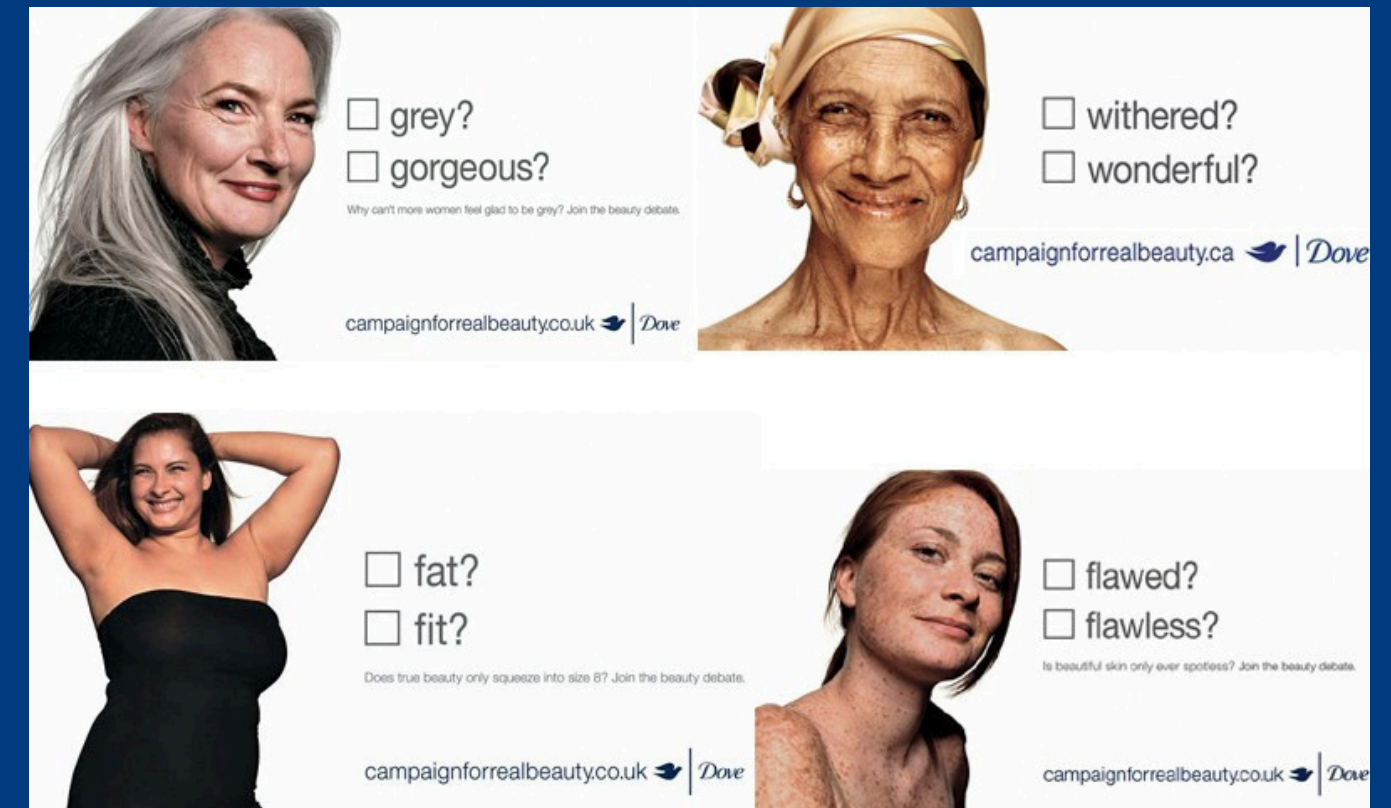
AUDIENCE ANALYSIS



AUDIENCE	CATEGORY	GEOGRAPHY	PURPOSE	VALUES	METHODS
Affected Communities	External	USA/N. America	To maintain the brand image and regain trust.	Inclusivity Equality Cultural Sensitivity	Social Media News Release Surveys
Women	External	Worldwide	Since women are our primary consumer base, we ought to maintain their connection with ‘The Real Beauty’ campaign and align with our values of empowering women.	Empowerment Reassurance	Q and As Social Media
Current and Potential Customers	External	Worldwide	To maintain a reasonable customer retention rate and loyalty while furthering brand advocacy and inspiring customer confidence. It exhibits transparency, accountability, and credibility.	Trustworthiness Credibility Assurance	Social Media Survey
Internal Teams and Employees	Internal	USA/N. America	Facilitating a safe work environment where the employees feel heard, seen, satisfied, and secure at their workplace. Sensitization training and policies can ensure the avoidance of workplace discrimination and more inclusivity.	Inclusivity Safety Assurance	CEO Blog Corporate Email Survey Town Hall
Advocacy Groups and Organisations	External	USA/N. America	Ensuring that we are listening and showing that we are mindful of diverse cultural backgrounds and experiences. We further provide cultural sensitivity and respect by avoiding reinforcing stereotypes and inadvertently causing offense.	Assurance Diversity	Press Release Q and As

STRATEGIC CONSIDERATIONS

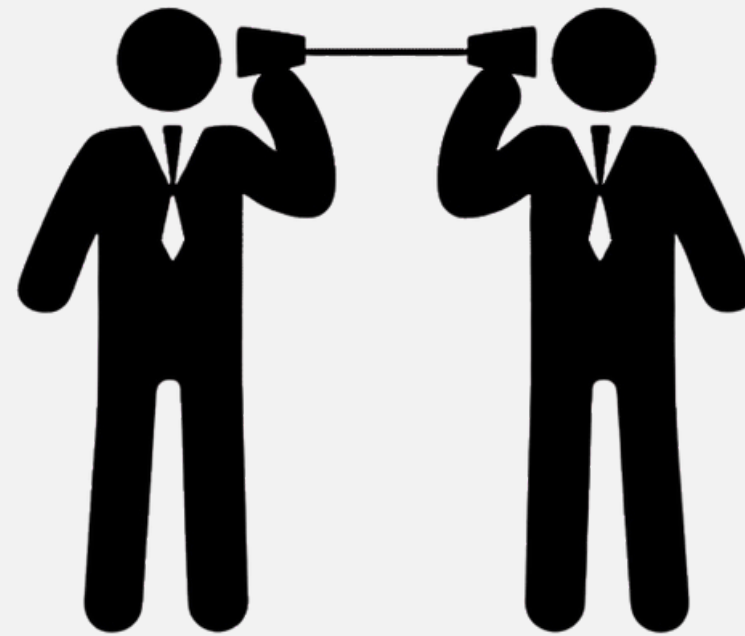
-  Constant Social Media Monitoring
-  Cultural Sensitivity
-  Advocacy Group Collaborations
-  Media Relations
-  Consumer Feedback Channels
-  Employee Involvement
-  Corporate Social Responsibility
-  Long Term Impact



COMMUNICATION APPROACH - REACTIVE



Immediate Response

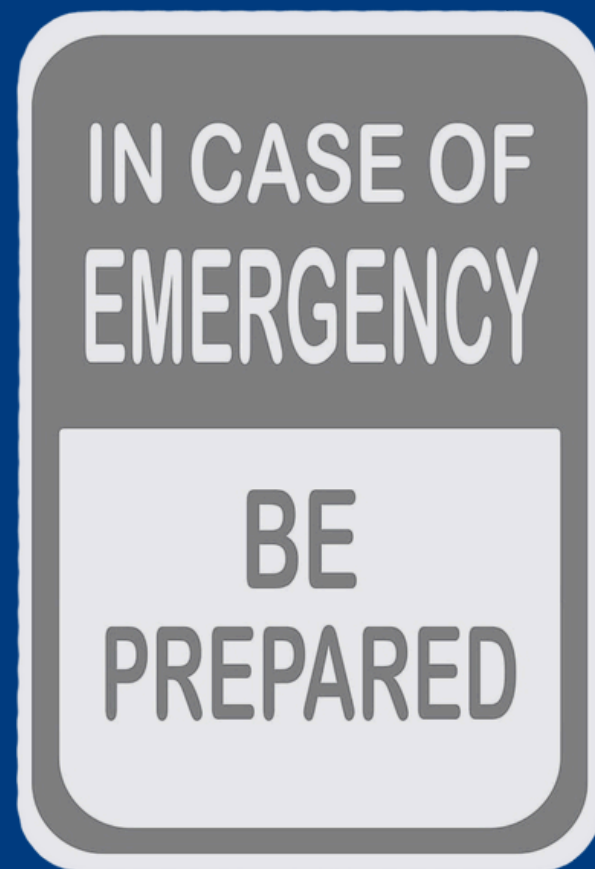


Transparent Communication



Corrective Actions

COMMUNICATION APPROACH - PROACTIVE



Preparedness






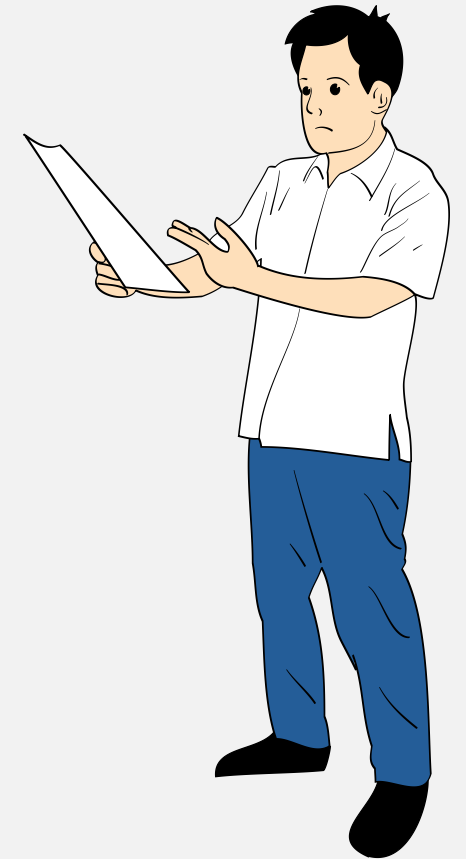
Consistent Messaging



Engagement & Feedback

KEY MESSAGES

-  We are committed to promoting inclusivity and diversity, as it has been throughout the years.
-  We value feedback and strive to listen, learn, and grow as a community continuously.
-  We will continue to lead conversations and advocate for more responsible advertising practices within the industry.



COMMUNICATION TACTICS & CHANNELS

INTERNAL



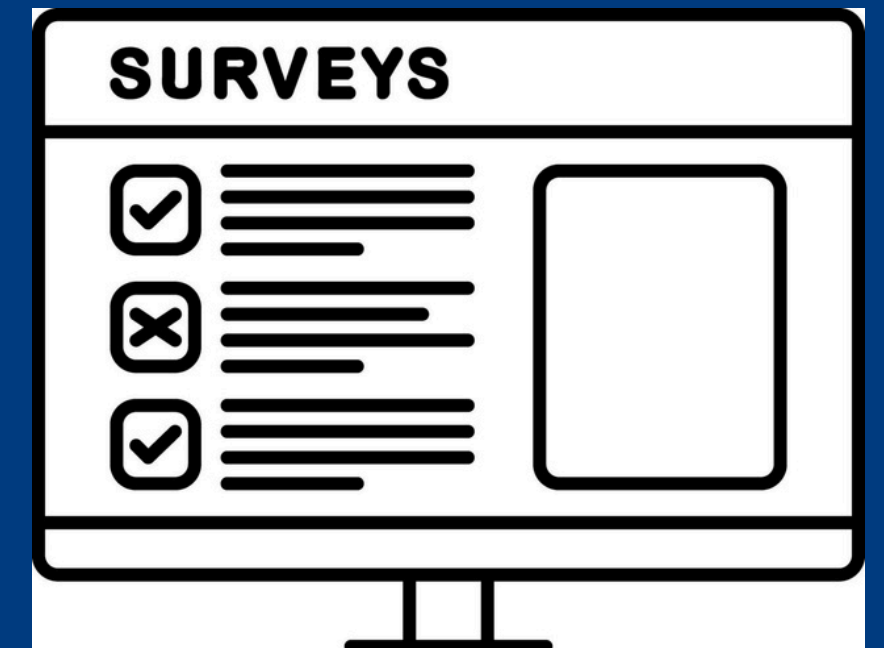
CEO Blog



Corporate Email



Townhall
Meetings



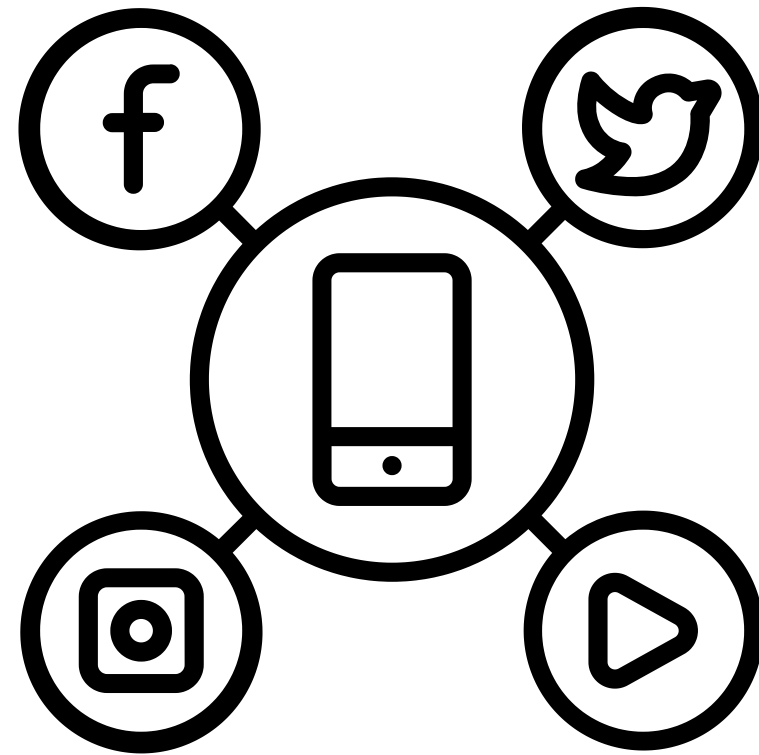
Employee
Surveys

COMMUNICATION TACTICS & CHANNELS

EXTERNAL



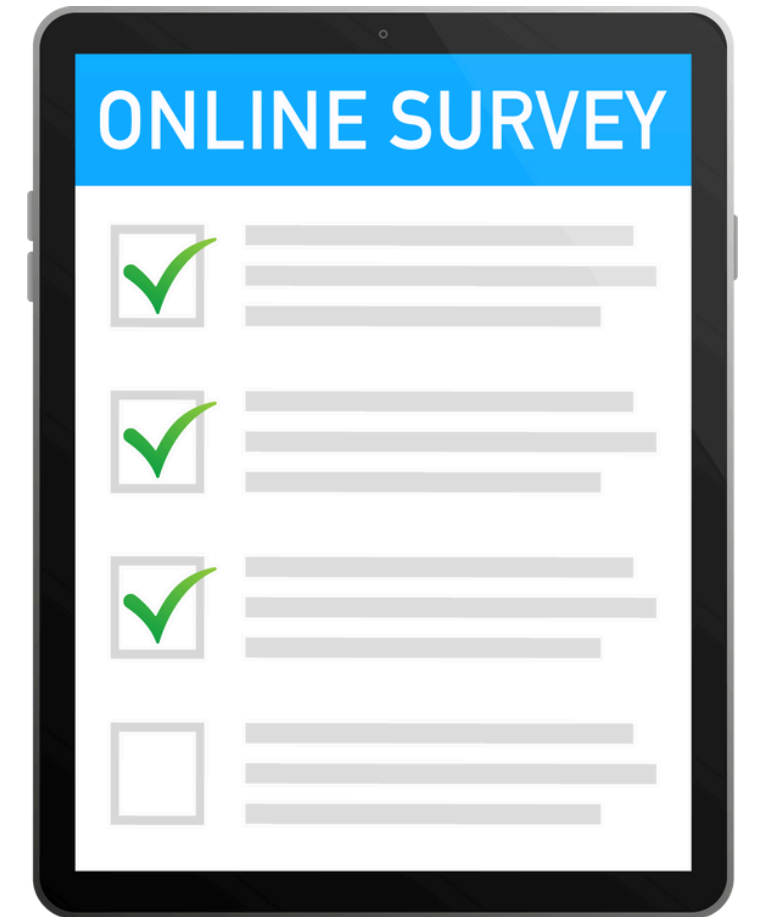
News Release



Social Media



Q&A



Existing & Potential
Consumer Surveys

CAMPAIGN TIMELINE



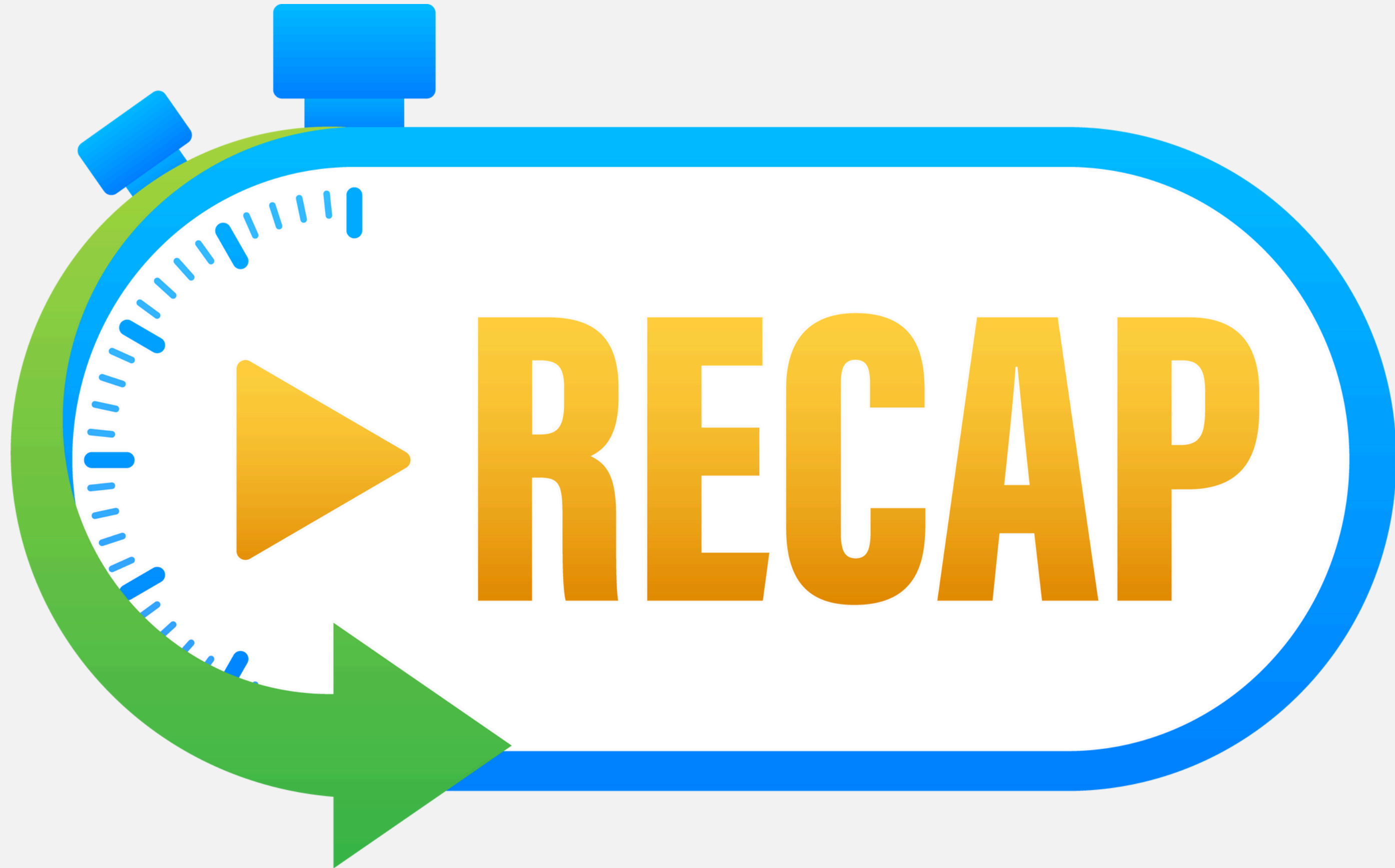
<u>Date</u>	<u>Internal/External Activity</u>	<u>Target Audience</u>
Oct 7th, 2017	Facebook Ad Deleted	Consumers/Potential Customers
Oct 8th, 2017	Press Release	Media/Journalists
Oct 8th, 2017	Corporate Email	Employees
Oct 10th, 2017	CEO Blog	Employees
Oct 12th, 2017	QnA (Media Interview)	Consumers/Potential Customers
Oct 12th, 2017	Town Hall Invitation	Employees/Stakeholders
October 14th, 2017	Start-Off Sensitisation Training	Marketing Team
October 20th, 2017	Internal & External Surveys	Employees/Consumers
October 20th, 2017	Social Media Post	Consumers/Potential Customers

<u>Expenses</u>	<u>Budgeted</u>	<u>Actual</u>
Sensitization session (over 6 months)	\$40,000	\$50,000
Survey forums (internal and external)	\$7,000	\$8,000
Town Hall	\$10,000	\$10,500
Social Media Content	\$25,000	\$22,000
News Releases & Media Relations	\$18,000	\$20,500
Meetings with advocacy groups and organisations	\$17,500	\$15,000
Social Media and Survey Monitoring	\$15,000	\$20,000
Total Expenditure	\$132,500	\$146,500

EVALUATION

- 🕊 Social Media and Industry Engagement
- 🕊 Surveys & Feedbacks
- 🕊 Cultural Sensitivity Training
- 🕊 Brand Perception & Trust







OMG THANKS!