



INTEGRATED MARKETING CAMPAIGN FOR DOVE

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Company History

- Owned by Unilever (NYSE: UN, UL)
- Headquartered in London
- Products sold in more than 80 countries – both men and women
- The Dove brand, founded by Lever Brothers, began in 1957. When the brand first began, they sold beauty soap bars.
- They have since expanded to produce a wide range of personal care products including “body wash, deodorants, body lotions, facial cleansers and shampoos and conditioners



Executive Summary

Dove started its journey in 1957 as a soap bar and personal care brand including some hair care products owned by Unilever. Over the last few years, Dove has focused on delivering products that inspire women to enjoy their own beauty and individuality. Dove, the much-loved brand from Unilever UK, sparked a global conversation about real beauty and has raised awareness of self-love for women. Avoiding the plastic, super skinny model image of most beauty brands, Dove has set themselves as a leader in “real beauty”.



Product History

The Dove Beauty Bar, the original product of Dove which has been around since 1957. The brand has a strong focus on “purity, moisture, cleanliness, natural beauty, and touchable skin”. The brand promises softness and improvement of the skin and advertises confidence as the consumer benefit.



Product Characteristics

Dove bar is positioned as a “beauty bar”, it has one-fourth cleansing cream and moisturizes the skin while also washing it. It is primarily made from synthetic surfactants and vegetable oil based soap ingredients. The bar is formulated to be pH neutral.

Bar forms in the U.S. include cool moisture, exfoliating, sensitive skin unscented, nutrium nourishing, white, pink, calming night, pro-age, and energy glow versions.



Existing Consumer Analysis

- Dove focuses on women of all age groups.
- Women that buy Dove soap have a high purchasing power and are in a middle to upper class level. They care about their skin and personal hygiene.



Target Market

Targets girls and women of all ages, shapes and sizes. Especially targets the working women as they have busy schedules and cannot take out time for themselves so by using one soap they can get the benefits of a soap as well as a moisturizer. Targets on the higher income groups because they are the only people who can afford a soap which is priced at a premium rate. Dove uses the market specialization concept.



Competitive Analysis

Neutrogena (Johnson & Johnson's)

Segmentation: focuses on both men and women.

Targeting: targeted as all skin care product.

Positioning: A product which is best for the skin as it is recommended by Dermatologists.



Competitive Analysis

Nivea (Beiersdorf's)

Segmentation: Nivea focuses on both men and women premium class and upper middle class.

Targeting: targeted as all skin care product.

Positioning: positioned itself as a “gentle care product”.



SWOT Analysis

Strengths:

- High market share
- Competitive prices
- International brand recognition
- Dove belongs to Unilever
- Variety of beauty products
- Strong brand awareness/image
- Moisturizing feature



SWOT Analysis

Weakness:

- Tough Competition
- Brand image and its limitations
- Critics of the “Real Beauty Campaign”
- Products of Unilever
- Negative Publicity



SWOT Analysis

Opportunity:

- New product line
- Market expansion
- Collaborate with other industries
- Growing market for moisturizing products



SWOT Analysis

Threats:

- Not coherent with industry prevailing idea of beauty
- The “fat or fabulous” campaign
- Unilever products pose a threat competition



Brand Positioning Statement

Dove bar soap is positioned as the mildest soap. Dove's stand as pH neutral makes it soft on all skin types. It is globally recognized as a brand that celebrates "real beauty". Dove defines real beauty as "beauty is not about how you look but about how you feel".



Marketing Communications Goals and Objectives

“Dove wants to target all ages, shapes, and sizes of women to let them believe through the use of their products that beauty doesn’t depend on these factors, rather beauty lies in you. Dove tries to help all women through its marketing tactics to believe the real beauty present in them.”

Dove has focused the past ten years of their ad campaigns on helping give women a higher self-esteem and boost their confidence. They must shift away from only sending a message to marketing their products into ads to help women feel beautiful in their own skin through the use of Dove products.



Overall Objective

- Elevate sales of Dove bar.
- Make exchange of ideas, debates, and conversation about the factual sense of natural beauty.
- To be a focus for nationwide TV and print media reporting.
- Increase restricted press concentration in the hometowns of model featured all through the movement.
- Drive users to the Dove web site to spread their opinions and views about the campaign and natural beauty typecasts.
- Make a call to action for customers to link the group through website that make active contribution by Dove for self-worth consciousness program.



Business Objective

- Increase sales by 20 percent in upcoming 6 months.
- Increase brand awareness among non-existing clients.
- Increase the ROE ratio of the company by 5 % in next 6 months.
- Increasing the retailers and brand outlets in targeted markets for at least 20 new stations.



Media Strategy

Print Advertising

Dove print ads will be placed in female magazines such as Cosmopolitan, Women's Health, Glamour, Marie Claire, Seventeen, Lucky , SELF, and Elle. These ads will target women reading magazines that care about their own personal appearance and beauty.

Incorporate CTAs into printed materials that encourage consumers to visit social media page or website for more info or maybe the prospect of exclusive offers. Special promotional codes can be used to increase traffic.



Media Strategy

TV Marketing

TV advertising is one of Dove's biggest portals of advertising. The focus of real women and real beauty has been a huge success for Dove since the start. Instead of only having these commercials showcase real women, they should also include the benefits of Dove's soap. Making the connection between Dove's bar and the message Dove sends to women is vital for their growth and attracting more women.



Media Strategy

Email/SMS Marketing

Emails marketing is both effective, direct, and cost efficient. Dove bar ads will be sent to current customers which also can include online coupons. These emails can be supplemented with SMS ads. Dove currently has ads like these with their “Real Beauty Campaign” yet the focus of these ads should be on the beauty bar.



Media Strategy

Social Media Marketing

Although social media marketing is not as crucial to the success of Dove's beauty bar, it is important to have it as a supplement to print and TV ads. Medias such as YouTube, Snapchat, Facebook, Instagram, and the Dove website all need to be connected and easily accessible. From the print ad, to the online ad, to the TV ad, it must all flow together and complement each other while improving user and customer performance.



Timeline

Start of the Campaign January 2016

TV ads highlighting the features of Dove beauty bar.

Start up complementing online media such as Youtube videos and website to complement the TV ads.

Pop up shops to hand out samples to women that have never tried Dove soap.

February 2016

Continue to run TV ads and engage users through online media.

Include print ads in magazines and newspapers.



March 2016-June 2016

Continue to have print ads in magazines and newspapers.

Keep on pushing online media and website involvement to generate consumer awareness.

Use SMS and email marketing to reach consumers and offer special Spring promotions.

July 2016- October 2016

Emphasize TV ads regarding being clean and fresh during the summer.

Continue to use print ads through magazine and newspapers.

Use social media to engage consumers that have used Dove products and encourage them to share their experience.

Offer discount coupons to users that share their personal reviews on social media.



October 2016- January 2017

Use holiday season to promote more TV ads. Showcase Dove beauty bar as a way for women to feel confident in their own skin.

Provide coupons in magazines and in store.

Offer in-store samples during holiday season, which is the busiest time for most stores.

Continue to develop engagement in social media and online presence.



Evaluation

Success of implementation of the integrated marketing campaign can be measured through the number in sales, raise in brand awareness, and whether purchases increase or decrease due to the ads.



Conclusion

Dove beauty bar is a classic item in the skincare and beauty product field. It has managed to stay relevant through the use of successful advertising campaigns. In the mass of soap and competitors that are in the industry today, it is important for Dove to use their wide spread recognition and years of experience to their advantage. They must also reach out to younger generations in order to keep the brand young and appealing.



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Thank You!

