

Unilever Marketing Campaign Brief

Brand: Dove Body Wash

Campaign Objective:

Drive trial of Dove's new eco-friendly body wash line by making women feel they can make a meaningful environmental impact without sacrificing personal care quality.

Target Audience:

Urban women, 28-40, who actively practice sustainability in their daily lives and see their personal care choices as an extension of their environmental values. They follow eco-conscious influencers, have above-average household income, and have already integrated at least three sustainable products into their regular routines in the past year.

Key Message:

"Feel beautiful knowing your daily ritual now helps protect the planet you love."

Campaign Timing:

Spring launch to coincide with Earth Month initiatives.

Additional Notes:

Our target leads sustainability conversations within their friend groups on Instagram. They already feel good about making eco-conscious choices but experience guilt when using beauty products with excessive packaging. This campaign will relieve that tension by showing how their daily self-care routine can now align perfectly with their environmental values.