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**Dove "Real Beauty" 2016 Creative Brief for "Beauty Has No Beholder"**

**5/5/15**

When did you stop  
thinking you're beautiful?

*Dove*



Be your beautiful self.

**Brand Challenge**

More than 10 years into Dove’s “Campaign for Real Beauty”, the campaign is still highly effective at generating awareness, comprehension, and conviction among women in the beauty products industry. However, it is also facing increased scrutiny from (primarily online) media channels that have called into question the ads’ methods and sincerity. Concerns regarding the truthfulness of these ads - specifically the use of actresses as “real women” and the amount of knowledge given to participants about the intended purpose of the ad before it is filmed– threaten to dampen the enthusiasm that has surrounded this campaign since its inception.

Nonetheless, as we enter 2016, Dove’s “Campaign for Real Beauty” should be continued with “Beauty Has No Beholder.” This leg of the campaign will leverage the increased scrutiny that Dove’s campaign has faced in recent months in the hopes of actually turning it into an opportunity by incorporating it into the ad to emphasize the unrealistic standards associated with “female beauty” on a more interactive level with out target audience.

**Ad Objective:**

The objective of this ad is to increase conviction to the Dove brand among a target audience that can be converted into brand loyalists. Women are aware of the Dove brand and have a largely positive impression of it in comparison to other brands in the beauty product category. In fact, 96.7% of respondents in a survey – which was taken by 92.3% women – stated they had seen a Dove “Real Beauty” ad before, and 50% said they were more influential than ads for similar products.

However, many women have also become increasingly skeptical of certain aspects of Dove’s Real Beauty campaign. With this in mind, creative work for this ad should be based around reinforcing the credibility of Dove’s Real Beauty campaign and the positive – and popular - messages it conveys.

**Target Audience**

Utilizing MRI data, the target audience for this ad is determined to be women between the ages of 18-34. This audience consists predominantly of African American, Asian, and Hispanic women. It is common for Spanish to be spoken in their home. They most likely live in a Top 5 media market, almost certainly in one of the Top 10. The average household income is under \$60,000.

The women of this demographic may be engaged, but are not yet married and may very likely be single. They do not carry the responsibility of purchasing for a family unit, and therefore they primarily purchase only for themselves. They are passive buyers and not brand loyal with beauty products, often basing their decision on what is on sale or what their family uses at home.

In their free time they don’t read the newspaper, but they love reading bridal magazines, Black Enterprise and Ebony. On TV they prefer E!, BET, Lifetime, NBA TV, and ESPN. When it comes the specific shows they watch, they prefer morning news programs, game shows, daytime talk shows, and late night talk programs. Online, they get their news on iVillage.com, ABC.com and CBS.com. A large Spanish-speaking segment of this demographic visits Univision.com and Yahoo en Espanol as well.

Utilizing VALS segmentation, this demographic is comprised primarily of Experiencers and

secondarily of Thinkers. Much of this audience’s income is spent on “cool” items and brands that can be used to amplify one’s self-expression, particularly on social networks. They can become enthusiastic about a product or cause very quickly, but brands have difficulty to maintaining that enthusiasm unless they develop a deep connection with the consumer. This audience is also very in-tune with current events and stresses the importance of social responsibility. They respect the social structures that have been put in place, but are also ready and willing to question the ideals that have been “force fed” to them and redefine social norms that have become outdated or incorrect.

**Creative Strategy:****A. Key Thought:**

Beauty has no Beholder. You are your own form of beautiful, and there should never be any type of qualification.

**B. Support Points:**

Dove’s “Real Beauty” has a long and established history of re-writing the social norms regarding what it means to be “beautiful.” According to a survey I conducted through Survey Monkey, this campaign is still effective, relevant, and attracting positive attention. Asked their opinion on the campaign – with 1 representing “dislike it” and 10 representing “love it”, 23.08% of respondents rated it a 10, 11.54% rated it a 9, and 26.92% rated it an 8. Half of all respondents also said that they believed the ads influenced them more than ads for other personal care/beauty products. When given the choice to either continue the campaign or phase it out in 2016, 76% said to continue.

Additionally, MRI data found that women between the ages of 18 and 44 were the most likely to spend more than \$500 health and beauty aids. When you compare MRI data regarding purchasers of Dove in 2005 and 2013, the most sales in both years came from the female 18-34 demographic. In fact, more sales trended younger in 2013. This suggests that the “Real Beauty” campaign is still attracting the right demographics to spur sales while also raising important social issues.

By shifting the next leg of this campaign to focus on “the beholder,” Dove can take its “Real Beauty” campaign one step beyond simply offering that beauty is subjective. By utilizing the past work that the brand has done establishing a higher self-esteem among women when it comes to their appearance, and use that to address the backhanded nature of the comment that “beauty is in the eye of the beholder.” This concept will catch the attention of our demographic, which is open to redefining outdated social norms.

**Brand Personality:**

When someone says “Beauty is in the eye of the beholder,” it usually is meant to signify that beauty is subjective. However, it is also usually infers that the person/object being discussed is not “beautiful” in the eyes of the speaker, and is often said with disdain towards the “beholder” who does think the person/object is “beautiful.” The tone of this ad will question the motivations behind this idea, and convey that there is no right or wrong when it comes to the definition of beauty. It should not differ in tone from other “Real Beauty” ads and be positive and reassuring, but also bold enough that key thought is conveyed convincingly and authoritatively.

**Executional Requirements:**

Media details for this ad require TV, online video, and web pages that will be build on Dove's "Real Beauty" web page. The first wave of the ad will consist of a TV commercial and longer online video in which seemingly random women are picked for a "casting call" while in a mall. Once they are all looked at by a "casting director" for a "lead roll" it will be revealed that they're all "beautiful" and it doesn't matter what the "casting director" said because "beauty has no beholder."

The second leg of this ad will occur when bloggers and other websites inevitably do research and – much like they did with the "Choose Beautiful" door ads - realize that all of the "random women" are in fact actresses hired by Dove. When this realization is made, and it momentarily looks like Dove has been caught misleading the audience with one it ads, Dove will then launch the web pages, each of which consist of testimonials of the actresses talking about times they were told they were 'not leading girl material.' This will be the defining moment of the campaign, when they declare that, unlike what real-life casting directors (the "beholders") had told them, they are beautiful and "beauty has no beholder." These testimonials would run along with the initial ads for a two-month period, and then remain online to be shared to create additional brand awareness.

In addition to TV and web components, necessities for this ad would require 6 younger female actresses, a male actor to pose as the casting director, and a mall for a location shoot.