

Dove



HAND & BODY

Business Challenge 2020



The Dove story...

Dove is Unilever's largest brand and the no.2 Health & Beauty brand globally.

(Kantar Worldpanel Brand Footprint report 2018, household penetration).

In the 1950s, Dove was a beauty bar offering women a revolutionary new cleansing product. Today, over 130 Dove products are bought every second across more than 171 countries – that's over eleven million Dove products sold every day. From beauty bars to shower gels, shampoos to styling products, deodorants to body moisturisers, Dove has won the hearts of millions of people globally with its unique point of view on beauty. Today, present in 410 million homes worldwide (over 1/3 of the households in the world), Dove recruits more buyers than any other health and beauty brand globally. So how did Dove grow from 1950s beauty bar to one of the most iconic beauty brands in the world?



From Beauty Bar to iconic Beauty Brand



After nearly 4 decades of being a beauty bar, the 1990s brought about significant change for Dove. By the end of the decade, Dove had launched into 80 countries with products spanning three beauty and personal care categories: Skin Cleansing, Deodorants and Skin Care. The start of the millennium saw even more significant changes for Dove. The brand expanded into the Hair category and launched a bold new campaign: Campaign for Real Beauty. Dove's relationship with 'Real Women' in its advertising and its reputation for superior care and objective proof meant that Dove couldn't and wouldn't behave like any other beauty brand. Despite the countless brands already in the beauty space, Dove focused on its own distinctive voice. The key was the type of beauty promoted by many of these other brands. Much of the advertising centred on a physical ideal that most normal people fall far short of. With this initial insight, Dove wanted to start a conversation about beauty to find out how real women around the world felt. And when it did, the answers were startling. In 2004 Dove commissioned the Real Truth About Beauty study, a global study of 3,200 women aged 18-64, to understand more about how women defined their own beauty and how they felt about the way in which female beauty is portrayed in society.



What the study revealed



Campaign for Real Beauty

"I grew up not being happy with my body shape and size at all. I hated being curvy. I hated having big breasts. And I hated having curly hair. In my 20's, I realized all those (ideas) were simply self-destructive. Once I started to develop an alternative definition of beauty, all of it started to fall into place."

Gina Crisanti, Real Woman from Campaign for Real Beauty



The Campaign for Real Beauty launched globally with Tick Box in September 2004. The Tick Box campaign included a series of billboard and print adverts that featured real women aged 22 to 96. Each advertisement asked people to choose from two adjectives – one complementary and one derogatory. Tick Box got everyone talking and consumers and the press loved it in equal measure. For a beauty brand to talk this way was unprecedented. In contrast to the narrow definition of beauty portrayed in the media, The Campaign For Real Beauty emphasized that beauty comes in all sorts of shapes, sizes and ages. Instead of selling 'hopein-a-jar', like many other cosmetic companies, Dove's campaign served as a starting point for a fundamental shift in society's attitudes. It offered a catalyst for widening the definition of beauty within the industry.



Dove Brand Purpose

To make a positive experience of beauty universally accessible to every woman

We do this by taking concrete actions towards beauty inclusiveness for all women and self-esteem for girls, and by making accessible products that deliver truthfully and delightfully on their Superior Care promises.

Care that goes further

Consumers know Dove and trust it for the care which our products give to their skin and hair - it's what we're here for, it's what we've always done, it's what we'll always do. But we believe in care that goes beyond what our products deliver. Caring about women and ensuring that beauty is a source of confidence, not anxiety. Caring for future generations and investing in the self-esteem of girls. Caring about what we put in our products, ensuring they are free from harmful ingredients. Caring about the impact we have on our planet and striving for a sustainable way of being. We call this "Care that goes further".



Dove Hand & Body

Dove's first body moisturiser was launched in Europe in 1999. The biggest early success came with the launch of Dove Body Silk, a pampering formula supported by a sensorial television commercial. This was followed by years of innovation and invention from 2002-2007, with the launch of Dove Firming Lotion, Dove Summer Glow selftanning lotion, and Dove Pro.Age, specially formulated for more mature skin. Today, Dove Hand & Body's focus is in developing Skin Care products that combine superior care with pleasurable experiences.



Heroes of Tomorrow: Regional round

Dove Hand & Body Portfolio

Body Lotion



Body Cream



Hand Cream



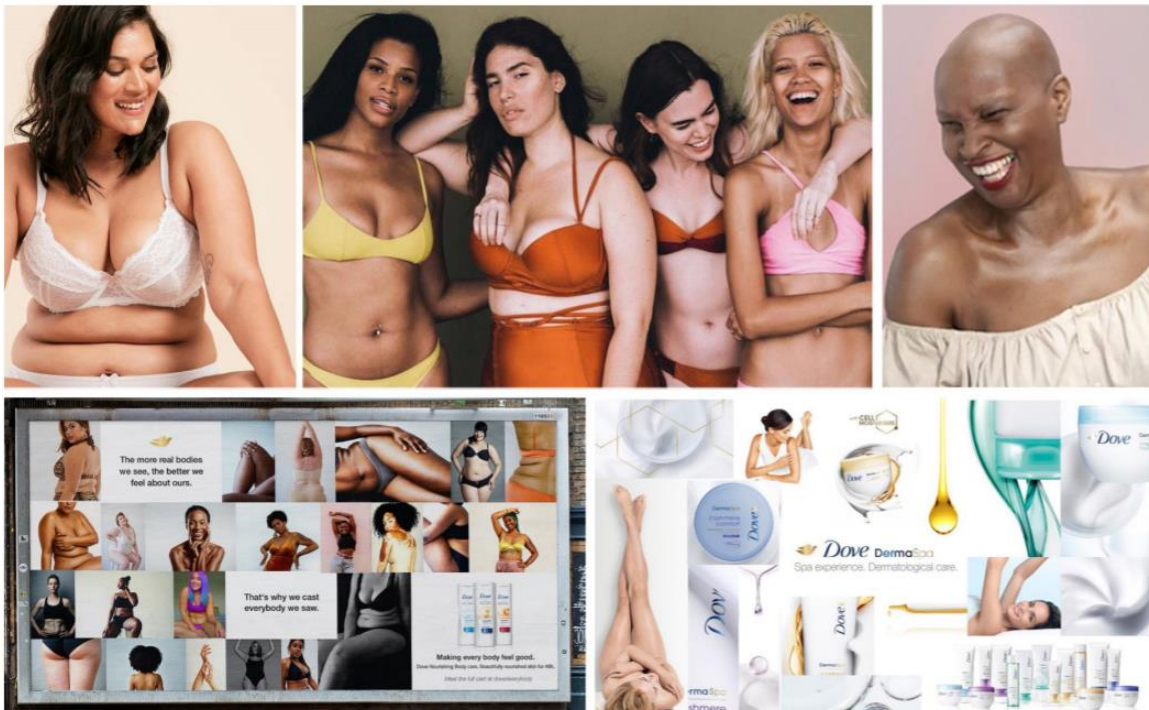
Other formats: Body sprays / oil, self tanning mousses / face creams, body & hair oil, foot sheet mask, lip care



Dove Hand & Body Purpose

Dove is a brand, that has always embraced purpose, especially with its iconic 'Campaign for real Beauty' which challenges narrow beauty stereotypes. Dove Hand & Body is uniquely placed to drive this even further because of its position within the Beauty segment and the connection the category and its products have with the body. Body care is a small but important act of self-care; the more you take care of your body, the more connected you feel to it and the more comfortable you feel in your skin. Dove Hand & Body wants to transform the sometimes-mundane process of body care, into an empowering act of body love.

To encourage all women to joyfully inhabit their own bodies



We celebrate women of all body shapes and sizes, portraying them in a way that promotes body diversity, and encourage women to accept and feel beautiful in their own body

Provide hand and body products that deliver the best possible care for skin, which leads to self-appreciation, which in turn contributes to our ability to experience the world fully

Our Ambition

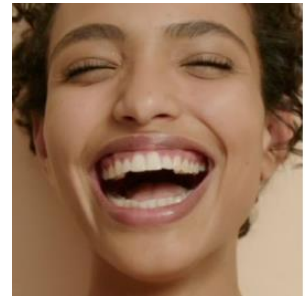
Today, Dove's Hand & Body range reaches a range of consumers to address different skin needs such as: dry skin, very dry skin, sensitive skin etc. We want to elevate our brand to the next level in our consumers minds and differentiate our products. A potentially powerful way in which Dove Hand & Body is able to be distinctive in the category is to build on the emotional connection that Dove as a brand already has with women. The Dove brand purpose is to **"make a positive experience of beauty universally accessible to all women"**. Building on this, Dove Hand & Body's mission is to alleviate beauty anxiety in order **"to encourage all women to joyfully inhabit their own bodies"**.



CHALLENGE

How can Dove Hand & Body increase body care penetration and make it as much of a daily habit as face care?

Compared to other beauty and personal care categories such as Skin Cleansing, Hair Care or Face Care where the effect of not using the product can be seen or felt, the absence of body care for some, does not offer the same evidence. In addition, the key reasons for women not using body lotion globally is because it doesn't occur to them, they don't have the time, or it feels like a chore. And yet, many women believe the look of their body skin shows how well they care for and respect themselves.



From a skincare perspective, most consumer's routines focus on a small but more visible part of their body: their face. However, in the same way our facial skin needs to be taken care of to address the changes it meets (acne, irritation, redness, dryness, environmental stressors etc), our body skin also goes through the same changes but most consumers don't address it, unless taught from a young age to integrate it in their essential beauty routine or as they get much older and find their body skin feels increasingly dry and uncomfortable when it is not well nourished.



Currently, we are seeing people turn to self-care and pampering (incl. hair, face, body treatments) to improve their overall wellbeing. With this change, Body Care is becoming increasingly part of people's regime both in terms of physically making their skin look good, but also enjoying the emotional benefit of caring for & connecting with their body

What we need from you:

We would like you to think about how Dove Hand & Body can increase body care penetration by making body care as essential in consumers' daily routines as taking a shower or washing their hair:



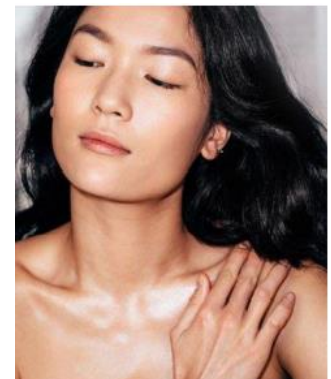
1. HOW can we educate women that taking care of their body skin is essential?

- How can we raise awareness of body skin changes and needs over time (e.g. through different life stages from puberty through to menopause)?
- What parallels can we draw from face care products & their use to inform the way we develop body care products?
- What product ideas could help to encourage a daily body care habit??



2. WHAT potential communication and/or activation ideas could we develop to make body care as attractive and interesting as face care?

- How can we encourage consumers to integrate the use of body care into their daily routine?
- How can using body care be seen as a self-care wellbeing moment, and not a functional "problem-solution" need to address



3. HOW can we do all of this in a positive way that is in keeping our Dove brand purpose – to "make a positive experience of beauty universally accessible to all women"?

Important Instructions

Please form a group of *three* to solve the case.

Create the solution and email to your respective Unilever Talent Advisor by **22nd feb 2021**. Depending on the country you are from, the name of the Talent advisor you need to submit you case is given below:

During the event you will have 12 min to present your solution/ Presentation that you have submitted.

You can bring creative materials for the jury to showcase your idea (banners, posters, Point-of-sale material)

Poland & Baltics: Marika.Hartwich@unilever.com

Czech & Slovakia: Zuzana.Kutkova@unilever.com

Hungary: Greta.Harmati@unilever.com

Romania, Bulgaria, Serbia: Teodora.Manole@unilever.com

Greece & Cyprus: Dafni.Goudi@unilever.com

Additional data

Dove Hand & Body Category Insights _

Women told us that certain attributes
can reinforce their trust and belief



Ingredients
Active, Natural, Traditional



Brand ethics
Animal rights, Social cause



Sustainability & provenance
Packaging, Ingredients



Value for money
Price, packaging design


Dove Hand & Body Triggers & Barriers


"In the UK, face care still outweighs body care, but women are becoming more interested in body skin." - **Dr Kwoma, UK Dermatologist** 


"The conversation about body care is shifting because for the past 5 years it has been very obsessed with facial skincare, and body care has been ignored... Body care is next and won't JUST be about clean and moisturised." - **Kate Foster, US Beauty Journalist** 

"People care for the body less and more for the face...and even though it's still more about face, people are caring more for their body skin because of 'environment obligation'. They want SPF, protection against the environment... going outside is not what it used to be." - **Regina, Beauty Journalist, Mexico** 


While hand and body skincare will always come second to facial skincare, experts say its importance is growing

"For intimate purposes, I wouldn't want to have rough dry skin, lying next to my boyfriend. I want to have soft skin that feels hydrated. I also have a 5 year old son and I don't want him to say, 'Mommy, your skin feels like sandpaper!'" - **US** 

"My skin no longer peels and it is smoother and more delicate." - **China** 

"I feel safer in soft skin, if I feel like I, as far as I'm concerned, could have a date and know if I am touched that my skin is soft and delicate. And that gives me security." - **Germany** 

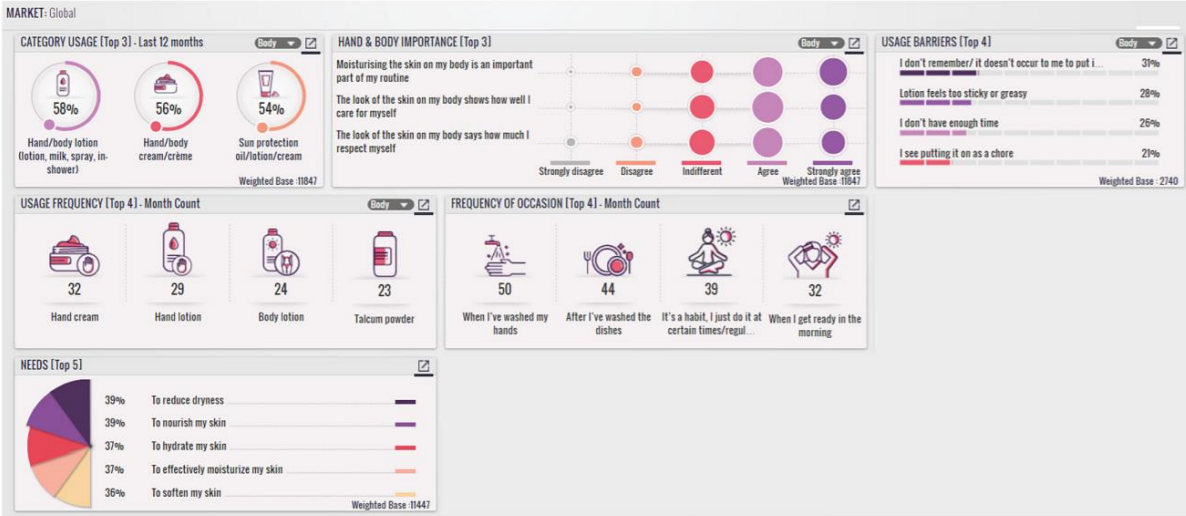
"Of course it is nice when you have soft skin ...not itchy, not tense, rather that you are moisturized and feel good in your skin." - **Antje, Germany** 

"There is no value for perfume or colour if the lotion does not nourish my skin." - **Naglaa, KSA** 

Providing the skin with moisture is the primary reason for entering the category



Source: Butterfly study March 2020



Source: Analytics Quotient – Accessed May 2020

