

The Brief:

- In 2004, Dove introduced 'Celebrate Real Curves', an innovative new advertising campaign featuring real women, of varying shapes and sizes, photographed in their underwear, to promote the brand's Firming Cream. The advertisement expressed the view that 'firming the thighs of size 8 supermodels wouldn't be much of a challenge' and in so doing, questioned the beauty industry's slavish devotion to the portrayal of unrealistic body types.
- The response to the campaign was positive – the approach had struck a chord with consumers and the resulting sales increases proved that challenging, provocative and responsible marketing was commercially viable.
- Following on from the success of 'Celebrate Real Curves', Dove developed the 'Campaign for Real Beauty', an initiative that was not linked to marketing one specific product but was designed to create a debate about society's attitudes to beauty. The stakes were considerably higher.
- Unilever retained WHPR in 2004 to launch all elements of the Campaign for Real Beauty in Ireland in early 2005. Our brief was to devise a local interpretation of the campaign, designed to resonate with the Irish consumer.
- The ultimate aim of the campaign was to generate a widespread debate on society's attitudes to beauty.
- It was important to position Dove as ground-breaking brand that is leading the debate on society's definition of beauty.
- We were also required to ensure that Dove's trade customers were aware of the campaign and its potential.
- The PR launch needed to take place before the advertising went live in order to build anticipation for the campaign and to share key messages about the campaign in advance of the advertising breaking.

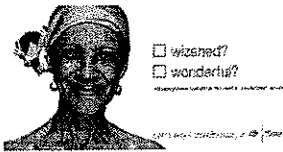
Statement of Objectives:

- Secure widespread media coverage for the launch and beyond.
- Reach a significant proportion of the population prior to the advertising breaking through intensive media activity and exposure.
- Extend the debate beyond the realm of marketing and product/ beauty pages in national press to involve consumers.
- Build awareness of the nationwide events and encourage consumers to visit their local polling station.

Programme Planning and Strategy:

- The Dove Campaign for Real Beauty incorporated the following elements:
 - Irish research on women's attitudes to beauty
 - An advertising campaign featuring striking 'real' women who each challenged a common beauty stereotype (see overleaf).
 - A website, www.campaignforrealbeauty.ie, where visitors could vote on the questions of beauty stereotypes and share their views on society's attitude to beauty.
 - The development of a cause-related Self Esteem Fund – in partnership with Bodywhys, the Irish eating disorders association.
 - A series of nationwide events, complete with 'polling stations' and 'ballot boxes' where visitors could cast their votes in the campaign.

The Beauty Stereotypes:



Wizened or wonderful? 96 year old Irene asks will society ever accept that old can be beautiful?



Grey or gorgeous? 45 year old Merlin asks why can't more women feel glad to be grey?



Fat or fit? 34 year old Tabatha asks whether does true beauty only squeeze into size 8?



Half empty or half full? 35 year old Esther asks does sexiness depend on how full your cups are?



Bald or Beautiful? 37 year old Sam asks if only men look sexy when they lose their hair?

Preparing for the Launch:

- Once the plan was finalised, our first job was to launch the campaign to the retail trade, sharing details of the planned approach and highlighting Dove's commitment to the project. Meetings were set up with key customers including Tesco, Dunnes Stores, Superquinn and Supervalu to present the plans.
- We also explored the possibility of placing a number of exclusive features to co-incide with the launch. Our first choice was Image Magazine who we approached in November 2004. The editor commissioned two writers to debate the premise: Women who are more beautiful have greater opportunities in life, with each writer adopting the opposite position. This feature appeared over two pages in the February issue of Image Magazine, which went on sale on 20 January.
- Given that the basis of the campaign was to truly challenge beauty stereotypes, we looked for a PR activity that would communicate this objective to best effect. We approached The Sunday World, a publication that regularly features images of conventionally beautiful women, and asked them to take the bold step of featuring one of the women from the Dove campaign on the cover of The Sunday World Magazine. A deal was struck. 34 year old Tabatha Roman from New York, who appeared in the campaign's 'Fat? Fit?' image would be the 'cover girl' on the magazine on Sunday, 16 January, two days after the official launch. We also negotiated an interview with Tabatha and the magazine, to be conducted remotely.
- We also identified the Gerry Ryan Show as a key target media and set about negotiating a feature there. Given the importance of debate in the campaign, we needed an interactive media – and we knew that radio, and the Gerry Ryan Show in particular with its listener participation, would be the starting point for a two-way communication.

The Launch:

- **The Real Truth About Beauty - A Global Report:** While the global research, undertaken in ten countries, had thrown up some interesting and newsworthy results, we believed that it was essential to explore Irish attitudes to beauty to drive maximum value from the campaign. We therefore commissioned Behaviour & Attitudes to undertake a survey of 300 Irish women. The results were analysed and a detailed comparison was drawn up between the attitudes of Irish women and their global counterparts – the decision to commission Irish research proved particularly sound, given the number of differences we identified between Irish and global attitudes. We discovered that just 1% of Irish women are comfortable describing themselves as beautiful and that a staggering 79% believe that the media should do more to represent a wider definition of beauty. The findings provided us with a news hook to launch the campaign.

- It was important to convey Dove's commitment to the project and the company's firm conviction that commercial objectives and socially responsible marketing were not mutually exclusive. While encouraging a wide spectrum of views on the debate, we were determined to ensure that the campaign was not dismissed as a cynical marketing ploy.
- We decided to launch the campaign and the findings of the research at a press event in Dublin in January. To highlight the credibility of the campaign and to add weight to the launch, we assembled a panel of experts to participate.
- The first was Dr Susie Orbach of the London School of Economics, an expert in body image and self-esteem and author of a number of relevant books including 'Fat is a Feminist Issue'. Dr Orbach had collaborated in the original global study and we supplied her with the findings of the Irish research.
- Simon Marshall, chairman, Lever Fabergé Ireland, represented Dove on the panel. We believed that the inclusion of such a senior figure reflected the importance of the campaign within Unilever.
- To bring a 'real life' dimension to the launch and to support the media relations effort, we arranged for Tabatha Roman, who appeared in the 'Fat? Fit?' image to be flown in from New York to sit on the panel and share her experience of the campaign.
- The panel also included Des Byrne, partner, Behaviour & Attitudes who conducted the Irish research.
- We gave a great deal of consideration to choosing a chairperson for the panel. We chose RTE's Mary Kennedy, an experienced broadcaster who we knew would not only manage the conference and debate with characteristic warmth and efficiency, but would also be prepared to share her own experiences of attitudes to beauty as a woman, a mother and a person in the public eye.
- Bodywhys, the Irish Eating Disorders Association was chosen as a charity partner for the campaign. Chief Executive Jennie O'Reilly attended the launch and shared her insights into attitudes to beauty and the potential repercussions in a society where beauty is so narrowly defined.
- Because the launch of Campaign for Real Beauty was so much more than a media relations exercise, we gave careful consideration to the launch invitees.
- Members of the media across news, features, opinion, women's issues, health, beauty and marketing were invited. In addition, the attendees included academics, community health providers, model agents and representatives from groups including Action Age, Older Women's Network, Bodywhys & National Women's Council of Ireland.
- The launch event took place in Dublin's Merrion Hotel. In the room, we erected life size banners of the women featured in the campaign and set up laptop computers with access to the campaignforrealbeauty.ie website.

- On the morning of the launch, Dr Susie Orbach and Tabatha Roman were interviewed by Gerry Ryan on 2FM for more than 40 minutes, discussing the findings of the research and the Dove campaign and fielding calls from listeners.
- We compiled an information pack for distribution at and after the launch which included the findings of the research, press releases on all of the elements of the campaign, postcards and a CD featuring all of the campaign images and information about Bodywhys.
- The press pack was issued to selected media several days in advance and to all media on the morning of the launch with a 12 noon embargo.
- A series of TV, radio and press interviews were conducted by the panel.
- A photocall was held on the morning of the launch and photographers from national daily and Sunday newspapers and agencies attended. Tabatha Roman was photographed against a backdrop of the life size banners featuring the other women from the campaign.
- Following the launch, the nationwide roadshow events began, each with a trailer set up as a Campaign for Real Beauty Polling Station, where visitors could learn more about the campaign and cast their votes on a specially printed ballot card featuring all of the women from the campaign. Visitors to the polling stations also had the opportunity to learn more about the work of Bodywhys and to make a contribution to the charity.
- Our brief was to drive awareness of the local events and encourage visitors to the 'polling stations'. WHPR drafted 'election' styled press releases and issued these to regional media, encouraging people in the locality to head to the polls and make their votes count.
- In all of our communications and in the resulting media coverage, the campaign website was highlighted.

The Measurement Stage:

- The best measure of the success of the campaign was the extent to which it exercised members of the public and generated word of mouth. The campaign succeeded in sparking a debate and we received feedback from all over the country.
- Media coverage was extensive with repeated features in all of the national press and most of the regional press (see list of media coverage in appendices)
- Radio coverage included discussions on Morning Ireland, Marian Finucane and 5-7 Live on RTE; the aforementioned debate on the Gerry Ryan Show, 2FM; Ray D'Arcy Show and The Breakfast Show on Today FM; several features on Dublin stations Newstalk 106FM; 98FM; FM104 and Q102FM and a series of interviews on more than 15 local radio stations across Ireland. In addition, the findings of the research were covered on news bulletins

- on most radio stations on the day of the launch. The story also featured on the TV3 evening news with interviews from members of the launch panel.
- The Sunday following the launch saw features in a series of Sunday newspapers. The Tabatha Roman cover story appeared in the Sunday World, along with four full pages covering Tabatha's interview, the research findings and the Dove campaign.
- Over the following days and weeks, the story was extensively covered in regional newspapers and national magazines.
- **To date, media coverage has achieved a PR value of over €1 M**
- Dove was credited fully in all mentions of the campaign – the brand and Campaign for Real Beauty were inextricably linked in the minds of both media and consumers.
- During the campaign, Unilever recorded a remarkable 40% increase in sales of Dove products compared to the same period the previous year. This was a particularly interesting result given that the campaign did not focus specifically on any products.
- Ultimately, the success of the campaign can be measured against its core objective – to create a debate about society's attitudes to beauty. What is most notable is the extent to which Irish people participated in the debate. The media coverage was not passive, static or simply one-way. The website visitors and radio listeners responded to the debate by sharing their views on-air and on-line in significant numbers.
- Incidentally, globally to date, women have voted more than 3 to 1 in favour of descriptions such as Fat over Fit; Wonderful over Wizened; Gorgeous over Grey and Half Full over Half Empty. Something is getting through...

Budget:

The total budget for the campaign was in the region of €80,000. Fees for the project from September to February were €25,000.