

Creative Brief

1. **Project Name** - Conversations That Matter

2. **Company Background** - Dove was founded in 1957 by one of the world's leading consumer goods companies Unilever, launching its first-ever cleansing soap bar in the U.S. It is one of the best-selling and trusted brands in the global market. A number one dermatologist-recommended brand, Dove, has been consistently revolutionizing the perspective of beauty to date. The products are genuine with a gentle formula for the skin and are suitable for all skin types. Their range includes everything from hair and body care to deodorants for both men and women. Dove has emerged as a visionary to nurture compassion, care, and self-worth in human beings. They also advocate for cruelty-free products and have been manufacturing them from as early as the 1980s.

3. **Project Objective** - Raise awareness regarding mental issues and struggles teenage boys face daily. We are creating a campaign to start a dialogue where boys can express their emotions, break stereotypes about male beauty and let men talk about their emotional health. The campaign would also offer a platform for men and young boys to discuss their concerns and solutions to deal with the pressures of society and competition that demands men to behave in a certain way.

4. **Target Audience**- Teenage men (male and male-identifying) from ages 10 – 18 years old.

5. **Competitors**- Blu Atlas, Kiehl's, Bevel, Aesop, Drunk Elephant, Jaxon Lane, and CeraVe.

6. **Key Message**— It is OK for boys to be interested and positively inclined towards their looks and practice self-care. We need to help them to come out of their shells, build self-confidence and start a dialogue about the impact of healthy skin on boys' mental health.

7. **Key Consumer Benefit** – Raising self-esteem in boys and making them have healthy conversations about their mental health.

8. **Attitude** – The tone will be humble, empathetic, optimistic, thoughtful, and vibrant.

9. **Call to Action** – Trying to make boys feel comfortable in their skin and have conversations about their mental health with ease.

- Subscribe to Dove's Teenage Emotional Care Workshop, which starts conversations about their mental health and is free of cost to reach out to those in need
- Sign up and attend events organized by the company to build a community with a one-time yearly fee. Here you can tell your own story without hesitation, listen to expert speakers, participate in and enjoy concerts and cultural events, meet new people and learn about different cultures to see how mental health is addressed in their countries.
- Follow Dove's social media accounts for further guidance and regular updates about the events.

10. **Distribution** (social media, buses, OOO) – Social media, including YouTube, Instagram, Twitter, and Dove's website. Billboards, hoardings, and digital screen promotions in public places such as highways and malls.

News Release

Dove is breaking stereotypes about mental health for teenage boys as it launches its 'Conversations That Matter' campaign.

Los Angeles--Dove launched an initiative called 'Conversations That Matter' to raise awareness about self-care for teenage boys and how it affects their emotional health.

A torchbearer for self-esteem projects, Dove has been at the forefront of crafting compelling projects that help break taboos for the good of society. Conversations That Matter is a campaign with a toolkit that provides space to initiate a dialogue for teenage boys (male and male-identifying) from ages 10 – 18 years old. The goal is to encourage conversation between parents or guardians and their children where they can help the boys to express their emotions and guide them to do away with any content which makes them unhappy. This is an effort to destigmatize the bias for male beauty and have meaningful conversations about an often-ignored topic of boys' emotional health.

Providing enough resources such as educational kits, articles, workshops, and ads for people to educate themselves on beauty perceptions is part of the campaign. The vision is to spread to more countries and produce engaging content for the audience worldwide, resulting in a socially more responsible, liberated, happy, and confident generation. Teach young boys to trust and follow their hearts and deal fearlessly with the pressures of society that force men to behave in a certain way.

"They cry, they connect, they listen, they care, they sleep when they need to, they are brave enough to walk off the field when they are hurt. We need to find ways to make all those qualities the ones we all agree our sons (and daughters) need," says Dr. Gary Barker, CEO and Founder of Promundo. A recent study reveals that only 13.2% of young men between 16-24 years old will consult a health expert if they experience a mental health issue. Dove beauty campaigns have helped the brand create a one-to-one relationship

with its consumers as they identify with the customers' problems and provide them with solutions. They continue to be a brand with a cause with this much-needed campaign.

About

Dove was founded in 1957 by one of the world's leading consumer goods companies Unilever, launching its first-ever cleansing soap bar in the U.S. It is one of the best-selling and trusted brands in the global market. A leading dermatologist-recommended brand, Dove, has been consistently revolutionizing the perspective of beauty to date. The products are genuine with a gentle formula for the skin and are suitable for all skin types. Their range includes everything from hair and body care to deodorants for both men and women. Dove has emerged as a visionary to nurture compassion, care, and self-worth in human beings. They also advocate for cruelty-free products and have been manufacturing them from as early as the 1980s.

PITCH TO NEWS OUTLET

I want to pitch this to international news channels such as the CNN, BBC, Al Jazeera, and NDTV India to reach the global space. The other news outlets would be The New York Times, as a significant portion of the public is familiar with this newspaper, and Los Angeles Times for the local public to access the news.

Paid Social Element:

A sponsored post on Instagram with a 30 second trailer of a normal day in the life of a happy-go-lucky young boy who wakes up in the morning with a smile on his face and looks in the mirror. In an instance, his smile is replaced by a daunting expression, with his thoughts overwhelming him about his problem skin condition and how he is getting ready not to live but to fight through that day. This trailer ends with a line that says - Stay tuned to witness Alex's story of surviving the day by visiting the link in bio. This leads them to a five min short film on Youtube about a teenage boy struggling to get through a typical day and face his friends and family; few of them understand his dilemma, while some of them either mock him or think he is overreacting.

Advertising Tagline: Embrace Your True Self

Digital Screen Promotion: This will be a 15-second volume-agnostic video.

This will be a 15-second video without audio or any background sound. It will feature teenage boys of color with different skin conditions in different scenarios embracing themselves and being happy in their skin. The video concludes with the tagline "Embrace Your True Self." This will stream in public places such as malls, elevators, airports, and parks. The idea is to play this promotion in busy, noisy places, and even then, this Ad, devoid of audio, grabs everyone's attention.

Billboard: A billboard featuring a phrase that says: Tearing the Toxic Masculinity Apart. This will show a young boy tearing the billboard with both his hands. The place where the tear is seen will be an actual billboard hole showing the beautiful scenery behind the board. The billboards will be placed strategically with beautiful scenery in the background. An example

would be that if this is placed around Central Park in New York City, then the placement would be such that whoever sees the advertisement will see a beautiful view of the scenic park through the hole of the board. The idea suggests that you must break through the mundane mindset and unlearn the patterns that society has set in to see the real beauty. The tense expression of the young boy tearing the billboard will also showcase that, yet it is difficult to conquer your fears and change your habits. Nevertheless, a genuine effort leads you to dismantle a flawed and fearful mental space only to discover you are worth it, after all!

Thought Leadership Piece

Beauty is for everyone, and so are emotions. Sexual orientation has nothing to do with self-care. Since times immemorial, Men are supposed to conceal their emotional selves under the garb of being strong, stern, aggressive selves who cannot laugh their hearts out or shed a tear or feel pain or crave for beauty, so on and so forth. If we give it a thought how and why this ever happened, we are clueless. Thus, men have been burdened with this protocol, and they have followed it blindly ever since. Until very recently, when Dove and some other brands started talking about Men-centric products to take care of themselves, it seemed as if something is amiss. The worst part being men themselves feel awkward about it.

Normalizing beauty for men is interlinked with their mental health. Many teenage boys who struggle with skin issues have lower self-esteem and are subjected to emotional trauma, since they cannot emote due to the stereotypical perception of male definition and how men should conduct themselves. If men express their emotions, they are ridiculed and not considered "MAN "enough, while the non-expressive ones are equated as MACHO! As a result, we are dealing with increased mental health issues for the boys.

This must change! Mental health is just as important as physical health. World Health Organization says, "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." With the emergence and spread of social

media, the younger generations have immense exposure, which is both good and bad. It has created unrealistic beauty standards, which is where Dove's stand for male beauty is an essential step to break the ongoing trends of society. It is crucial to raise awareness about toxic social media influence that limits the teenage males and male-identifying generation from discovering their full potential. The younger generation needs to develop a holistic approach toward beauty to generate and boost their self-esteem, confidence, and discretion. They must realize that social media can be misleading in setting beauty standards. A powerful way to address this is to encourage conversations between parents and their children regarding their topics of interest and guide them to do away with any content which makes them unhappy. Hats off to those who created a ripple in the waters and started this revolution, making men understand and address their concerns of all types. This is just the beginning, and I would be proud and happy to join the game-changers and lead such campaigns.

Dove Fact Sheet

Mission

Dove's mission is to make beauty a "source of confidence and not anxiety." Since its inception in 1957, the company has been working to make people aware of how beauty is not just limited to how they look, but it is also vital to pay attention to how they feel and realize their capabilities. Dove has been relentlessly working towards building an environment to raise awareness towards body positivity and supporting women and men to love themselves for who they are and redefine beauty authentically and realistically. Dove Men+ Care, launched in 2010, was a step forward to succeed in its mission to change the perspective towards beauty.

Vision

The aim is to focus on widening the public's horizons regarding boys' mental health and breaking male beauty stereotypes. Being realistic by featuring real-life stories and banning Photoshop in the advertisements has helped Dove to stand out as a pioneer amongst their competitors because they advocate empowering people and demolishing toxic beauty standards. Since the beginning, this wholesome approach has helped the company develop globally relatable content focusing on issues of concern such as skin complexion, body size, diminished self-esteem, and low confidence. Dove has emerged as a brand that understands its customers' hidden fears and helps them address their dilemmas by creating impactful, sensitive, and enlightening content in the form of short films, ads, and articles featuring real people we can relate to. Their workshops, too, are solution-based and helpful.

Findings

According to the research conducted by Promundo and Unilever, it suggests that 14% of men who believe in stereotypes are ignorant of their social and emotional needs, which negatively affects their health.

Next Steps

Provide cruelty-free, quality self-care products and craft mental-health awareness resources for teenage boys aged 10-18.

Product Categories

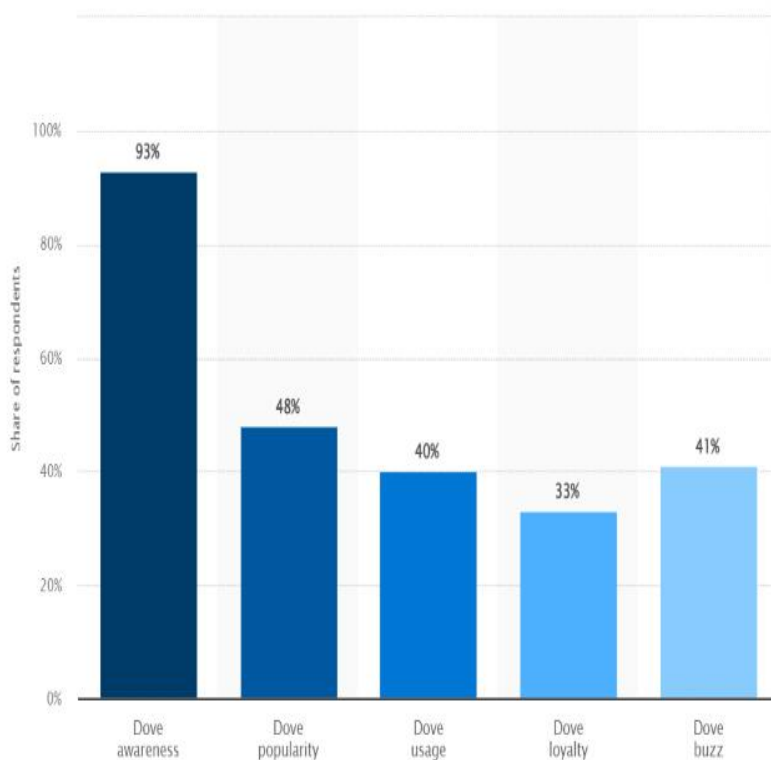
The dermatologist recommended Body Wash, Bars, Antiperspirants, and Hair Care.

Statistics

Dove's Global Brand Value In 2022 is 5.1 billion U.S. dollars.

Dove in 2022

United States in 2022



Details: United States; 06 September 2022 to 13 September 2022; 1,159 respondents; 18-64 years; respondents who use hair care

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Frequently Asked Questions:

1. Social media is one of the major concerns for negative influence. Can we find any resources to help our children in that area?

Answer- Dove's Self-Esteem Project, launched in 2004, recently crafted a new #DetoxYourFeed campaign to raise awareness among parents, guardians, and teenage children against toxic media. Our team is working towards creating a similar program for teenage boys and will launch it soon.

2. Can we trust Dove with the resources provided to help our children fight against negative emotions?

Answer- We consult with medical experts to gather resources to understand human psychology that can help identify patterns of human behavior and areas that need to be addressed to build a better campaign. We recently produced, Detox Your Feed: The Parents' Guide short film with the help of Dr. Phillippa Diedrichs, a self-esteem expert.

3. Do you also work with the LGBTQ community?

Answer- Dove is proud to be gender inclusive. We believe in diversity, inclusivity, and equality! We were honored to get a chance to partner with Gabrielle Union, an actor and activist, along with her stepdaughter, Zaya Wade, who is an LGBTQ+ activist, to support Dove's cause and advocate for it.

4. Which editing software do you use for your models?

Answer - Dove has banned Photoshop or any editing software to stay authentic to our audience. We feature real people, which has helped us differentiate from others by staying true to our mission to empower the public and demolish toxic beauty standards.

5. Is there a future goal regarding body positivity?

Answer- Dove aims to raise awareness and build a culture of body positivity in ¼ billion of the younger population by 2030.

6. Where can we find the resources for mental health for young boys?

Answer- The resources and workshops are free on Dove's website. You are also encouraged to sign-up for our monthly newsletter to receive materials right in your inbox. For more information, you can contact our customer service.

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