

Dove: Real Beauty

Goal

We are launching a trust motif to our audience about why we are not using AI to change women's images. What we are trying to accomplish is showing our audience that we portray women with honesty, diversity, and respect. This means on our ads we show women with different ages, sizes, ethnicities, hair color, type and style. We respect our individuals with zero digital distortion with images being approved by the women they feature. This means never using AI to alter or distort real people in our marketing and advertising campaigns.

Primarily Audience

Our primary audience is women ages 16-25 who are more active on social media and are more exposed to filtered and AI altered beauty content. This group has to deal with body image concerns and self esteemed issues from digital media.

Key Message

Dove shows real beauty, no AI, no distortion, just real women.

Supporting talking points:

- Our campaigns, such as Evolution and Sketches, aimed to start crucial conversations about media driven beauty standards.
- We have featured, and will continue to feature, real women rather than professional models in our campaign.
- Through the Dove Self Esteem Project, we provide tools to help young women build confidence.

How'll measure success

Success will be measured through social media engagement by tracking the rates through likes, shares, and comments on campaigns hashtags like #RealBeauty and #LetsChangeBeauty, these help out by measuring building and conversation quality. Data analytics will also be used by using Google Analytics to monitor spikes in web traffic to the Self Esteem project by tracking the brand search after the campaigns. These matter because they show both audience engagement and whether the campaign is driving meaningful action and awareness.