

Campaign Title: Dove Men+Care: Calls for Dad

Brand: Dove Men+Care

Company(s) Involved: Unilever, The Marketing Arm, Boston College Center for Work & Family, The Futures Co, Edelman, Meat, Greg Rowland Semiotics, Nielsen Bases

Category: Health & Personal Care

Summary

Masculinity is evolving. Men are evolving. The once clear and rigid borders that defined masculinity for generations are becoming more blurred. The “Modern Man” is big-hearted and embraces all sides of himself. He’s embraced a ton of responsibility beyond the traditional masculine roles – which he loves – but the balance can be tough.

This change is challenging and demanding. But there is little social or cultural empathy for him rising to the challenge. Hence recognition of the scale of the challenge/achievement involved for modern men is rare. And the images presented of men in society and communications continue to be stereotypical.

Dove Men+Care wanted to develop a vision of masculinity that boosts men’s confidence to help them undergo this change. Dove Men+Care stands for progress, not reinforcement of today’s beliefs and attitudes. In sum, our challenge was to 1) find a way to validate and celebrate modern masculinity through Fatherhood and 2) do it in a way that portrayed men as they really are; and 3) while ensuring that the Dove Men+Care brand would truly own a distinctive space.

In order to understand Men and how their roles have evolved, we conducted a multi phased approach that enabled us to understand Men’s lives holistically and the challenges they faced. We used multiple tools/lenses to insure that we not only had the understanding, but that we had developed a true gut on what would resonate including the language and tone to use in our creative.

The “Calls For Dad” :60 film showcases the caring moments of fatherhood that are often absent from typical depictions of dads in media and advertising. Calls for Dads helped elevate our sales and the social impact was very positive. **#3** Ad Age Viral Video of the Week
#1 YouTube's “Stories That'll Restore Your Faith in Humanity”

Marketing Challenge

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We wanted to help men feel understood and acknowledged in a world of changing definition of masculinity. Dove Men+Care celebrates real men by showing their many sides and helping to re-define what it means to be a man today authentic, a caregiver, a father. All of which open him up to care.

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Methodology

Multi stage process

Understanding Today’s Men and how their roles have changed/evolved

(1) Exploratory phase

- a. Semiotics on Masculinity and Fatherhood in partnership with Greg Rowland, a London based Semiotics expert.
- b. Mindscoping with MEAT, a company that helped us to build a language bank as we worked toward finding the right expression of our human truth about Men.
- c. A Male Grooming Counsel (NYC and London based experts from various fields), for the purpose of inspiring the team and serving as a sounding board for ideas.
- d. Partnership with Boston College Center for Work & Family to:
 1. generate hypotheses, and
 2. conduct Ethnographies with men/dads to understand societal impact of the stereotypical ‘dad portrayal’ and how it affects dads’ lives confidence as caregivers.
- e. Custom work around Men’s values in the US and how they have evolved over time. This includes tensions between values embedded from childhood vs. today’s manifestations of these values and implications

(2) Quantitative:

- a. Custom research with Men/Dads for further learning and to gain reactions to potential creative assets, visuals and messaging
- b. A BASES Meta-analysis looking at Male drivers across multiple personal care categories

Creative Execution

By understanding Real Men, we learned of the importance men place in caring for those in their lives, especially children. And, as a brand, we wanted to acknowledge that by caring for oneself you can better care for others. We learned throughout our research that men feel the media do not portray them as involved and responsible caregivers, the way they see themselves. By showing real men in real caring situations, Dove Men +Care realistically portrays fatherhood illustrating a plethora of moments, big and small, of dads caring for their children. Dove Men+Care set out to celebrate fatherhood, emotionally connecting to men while elevating brand equity and cementing the brand's reputation for authentic and relevant representations of masculinity.

Insights used to develop our campaign:

Dove Men+Care Research:

Three quarters of dads say they are responsible for their child's emotional well-being, while only 20% of dads see this role reflected in media. In other words, men are actively participating in the lives of their families but not getting the credit for doing so.

The "Calls For Dad" :60 film showcases the caring moments of fatherhood that are often absent from typical depictions of dads in media and advertising

It's time to acknowledge the caring moments of fatherhood that often go overlooked

Business Impact

Fastest growing brand in bar and body wash

Launch 6/9-7/22

>17MM views

>12K #RealDadMoments shares

>1 Billion PR impressions

Recognition

#3 Ad Age Viral Video of the Week

#1 YouTube's "Stories That'll Restore Your Faith in Humanity"

#5 YouTube Leaderboard (Top Ads in June)

#1 Most Viewed Father's Day Ad Ever (Visible Measures)