

Award Designation and Category:

Health & Personal Care

Campaign Title:

Dove "Skin Stories"

Year the campaign took place:

Brand: Unilever

Creative Agency:

Media Company/Agency:

Research Company:

Additional Affiliated Companies:

Ogilvy UK

Mindshare

Edelman

Research- Firefish, Kantar, MetrixLab, Jump Rope Innovation

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

Dove is the #1 body wash in the world and leading in 15 countries. However, we face vulnerability in our moisturization 'must win' attribute due in part to competitors' increased support and a perception from non-users that we don't moisturize enough. Additionally, Dove is challenged to incorporate the brand purpose into communications for our first purpose & product integrated campaign.

Therefore, the marketing challenge for 2020 is *"Get Dove Body Wash non-users to switch to Dove by convincing her that Dove delivers proven lasting superior care,"* while integrating the Dove skin cleansing category purpose, which is *"To encourage women to reconsider daily cleansing as an act of*

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care by which they can embrace their bare skin as a unique, beautiful declaration of their roots, choices and experiences."

To do this, a constant feedback loop (both qualitative and quantitative) with consumers was needed to unlock a strategy that struck the sweet spot—hero Dove, while heroing women.

After creating, testing and deploying **2,200 assets** across TV, digital, print, POS, PR and eComm, sentiment and sales grew within weeks of launching.

Consumer Insight

"The things I do and the choices I make impact my skin. My body wash should take care of it"

Marketing Challenge

Dove cannot rely on its heritage to continue to stay the #1 body wash. Mass brands improve their technology, up and coming brands fill niches and trends come and go.

Dove body wash had two main challenges to overcome with this campaign:

1. The current "think" from consumers is that all moisturizing body washes do the same. However, Dove's technology is different, and we don't communicate that enough. Dove not only moisturizes but works with your skin to hydrate for lasting care. This differentiator is unique to Dove and highlights Dove's ability to work with your skin no matter what you throw at it. From consumers, we heard that every woman's skin is unique to her and that it is an extension of herself and the many challenges and changes that life throws at her and her skin.

2. Dove has a heritage of supporting real women but how do we do this in a new and authentic way and how does that relate to skin cleansing?

Methodology

The voice of the consumer was necessary and extremely invited throughout all stages of the communications development process. *Skin Stories* could not have been a success without real women telling their own true stories and plenty of other women letting us know how we can communicate to them in a more relatable and appealing way. Both were imperative to this work.

To begin, we tapped into a Triggers & Barriers study lead by FireFish with consumers across non-user groups to give breadth & depth to understand why they do not currently use Dove. This unlocked the insight that many non-users do not believe that Dove moisturizers their body better than her current brand. If all body washes are similar, how can Dove stand out? For Dove, the superior formulation and decades of “Brand DO” were just what we needed to move the needle with non-users and inspire our loyalists. From there, we conducted IDIs with Jump Rope Innovation to let consumers teach us about their skin and what it means to them, leading to our key campaign insight that motivated and sparked the idea from Ogilvy behind the campaign.

With creative ideas circulating, we moved into F2F and online qualitative groups. In these groups, storyboards were used to make sure the stories made viewers feel uplifted and powerful and helped us understand where we may have confused some (“Is this a product for healing cuts or scars?”) We also questioned whether a purpose film could persuade consumers, especially competitive users. While the execution required optimization, the engagement with the purpose was enough to prompt reappraisal with the brand, and increased desire to buy Dove body wash. With multiple rounds of quals with consumers across all ages, races and geographies, we took to listening and re-working and listening again to refine.

Once the films were shot, we validated the advertising through Kantar’s Preview methodology to understand metrics against a quantifiable database.

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Unorthodox to prior campaigns, the same methodology was done with a key competitor to compare how each brand's communications might perform. We were able to learn how the use of real women benefits Dove and leads to a stronger connection with our audience. Consequentially, when new news fell flat, we were able to optimize and pivot the TV and digital asset rotation plan to include a mode of action film to compliment the campaign.

Digital assets were tested through MetrixLab AdLive to ensure the campaign had full funnel assets to communicate best with consumers throughout her online journey. Here we were able to assess not only if the assets would stand out against the database but also set Action Standards to ensure we were meeting her full funnel needs. *Skin Stories* was the first to go granular in the AdLive methodology to prove out how each individual asset contributes to the consumer journey.

The strategy has proven to be highly relevant for both consumers and the brand. For consumers, it makes her feel good about her choice of body wash and ultimately in supporting Dove. For the brand- we proved there is no tradeoff between product and purpose.

Creative Execution

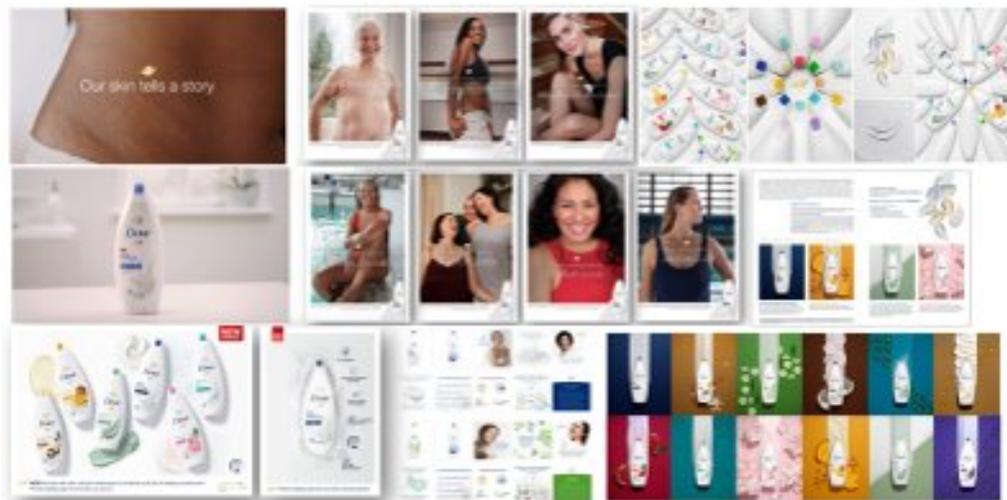
Dove set out to encourage women to reconsider daily cleansing as an act of care by which they can embrace their bare skin as a unique, beautiful declaration of their roots, choices and experiences. As we heard from consumers, "You only get one. It's no different than taking care of your teeth or bones. I need this to live in! If I discover someone doesn't take care of their skin it's pretty much the equivalent of hearing they've never brushed their teeth. Taking care of the body is important." *Skin Stories* campaign aimed to make this declaration heard by being celebratory, disruptive and real.

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With an understanding through vigorous research of how consumers feel about their body, tattoos, scars and marks and how her skin is an extension of her, Ogilvy casted real women that shared their unique skin stories with us and how Dove plays a role in supporting her skin. There would be no boxes to tick, simply women with compelling stories that used Dove to care for their bodies, so their skin could continue telling those stories beautifully. As a team, we are incredibly inspired from these women. Some of the few courageous women are Sandra, a mother who finds pride and love in her stretch marks and Juliet, a cancer survivor who bravely wanted to share her double-mastectomy story with the world, as she and many other women have never seen a women that looked like her after forgoing reconstructive surgery. Juliet's footage of disrobing and showing her scars did receive some negativity in testing; however, Juliet was adamant of sharing her story and as always, Dove believes representation on-screen matters.

In addition to our lead films, a full set of assets was updated to ensure Dove's modern beauty legacy and a range of skus individual to her could shine.

Skin Stories was launched in February 2020 with a full 360 suite of assets, with over **2,200** developed! Assets span across TV, digital, print, eComm, PR and POS.



Business Results/Lessons Learned

By tapping into an insight that worked on both an emotional and functional level, Dove was able to create thousands of assets to compliment the campaign.

Prior to the COVID outbreak in the US, Dove body wash grew at +6.7% in the first month of support (Feb '20) and 17% YTD. At the 100-day mark, Dove has been winning unit share nationally up +107 bps and growing unit share faster YTD against all competitors. Penetration is up +270 bps in Q1, the highest growth in the category (sources: IRI, Numerator.) With COVID causing pantry loading, business grew at an even faster pace, which we believe is growing from both the product need and the relevant and relatable communications that we have continued to support during the lockdown. We can conclude the campaign played an important role as Dove Body Wash sentiment went up 8% since pre-launch in January (Brandwatch.)

More than business results, the campaign was a success because Dove created work that integrated purpose & product seamlessly. Dove took a stand behind real women's true stories even with the known expectation of backlash. The research uncovered watch outs and red flags around Juliet, a woman disrobed showing her double mastectomy and yet, Dove took a stance and chose to run and honor her anyway. Dove works to live its purpose each and every day.

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Unilever:

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Avi Levine- Sr. CMI Manager Global Skin Cleansing
Jamie Brodtkin- Associate CMI Manager, Global Dove Skin Cleansing
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Marcela Melero- Global Brand Vice President, Dove Skin Cleansing
Margaret Merritt- Global Brand Manager, Dove Skin Cleansing

Ogilvy:

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Noel Hamilton- Global Creative Director

FireFish:

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Mindshare:

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