

We Fit Together.
Dove



Today's Agenda

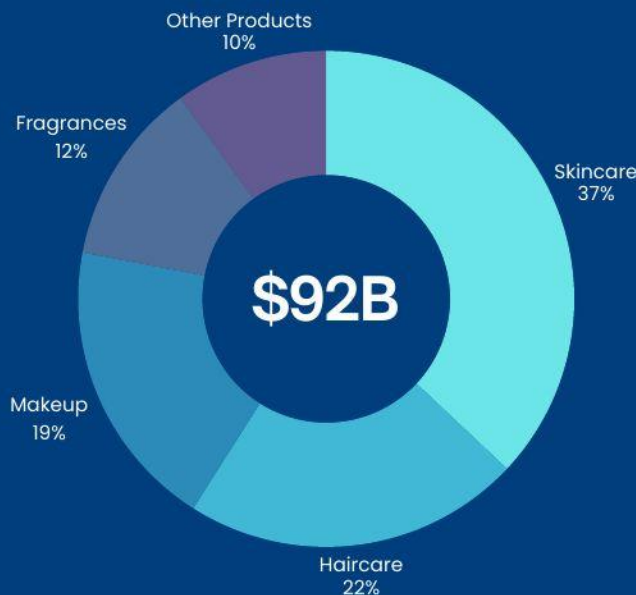
- 01** Industry and Company Overview
- 02** Original Campaign
- 03** New Campaign
- 04** Marketing Plan
- 05** Rollout

2017 Industry Overview

Audience Attitude

- Rise of **authenticity**, transparency, body positivity
- Brand trust became harder to maintain

71% women say brands need to represent “realistic portrayals of women” not perfection



67% women consciously avoid brands that promote unrealistic beauty or “perfect” bodies”

Competitive Shift

- Niche brands started disrupting (Fenty)
- Consumers wanted to personally feel seen

Overview

Old Campaign

New Campaign

Marketing Plan

Rollout

Company Overview

- Owned by Unilever
- Affordable-priced, eco-friendly
- Hair care, soaps, & care products
- Target: Women ages 18-50
- **Changing the standards of beauty and building self-esteem**

Dove 

*“Let’s change
beauty.”*

Overview

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Competitive Landscape

Brand	Focus	Key Strength
OLAY	Skincare, Body Care	Advanced anti-aging
NIVEA	Moisturizers, Lotions, Creams	Trusted heritage
<i>Aveeno</i>	Skincare, Body Care	Natural ingredients & formula
LANCÔME	Premium Skincare, Cosmetics	Luxury branding

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Original Campaign Analysis

Problem 1

Reducing Body Shapes into Bottles

- Turned body types into **7 bottle shapes**
- Objectified instead of empowered
- Implied bodies fit into a small set of categories



Problem 2

Forced Women Into A Specific Body Shape

- **6800** consumers – bottle that “matched” their body
- Created pressure and discomfort
- Shoppers felt labeled + compared

“Beauty comes in all shapes and sizes”

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Context of Campaign Era

aerie

(2014)



- #AerieREAL
- Compete for the same consumer attention + loyalty around VALUES
- Showed models with diverse body types and real, unfiltered beauty

FENTY BEAUTY
BY RIHANNA

(2017)



- Encouraged belonging without comparison
- Over 40 foundation shades at launch, built around inclusivity from day one
- Inclusion was functional and more than just symbolic

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New Campaign Strategy

New Product

- **3 pack set:** Inclusivity & convenience – Peppermint & Vanilla Chai winter scents
- **Puzzle formation:** Single DOVE symbol shows unity
- **Packaging:** Sustainable 100% recycled plastic



Advantages

- **Eliminates pressure:** Don't have to “pick” a body type
- **Inclusive messaging:** Beauty is a community
- **Aligns with mission:** Develops a positive relationship with image

We Fit Together

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Product Vision



Overview

Old Campaign

New Campaign

Marketing Plan

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Product Vision



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Pop-Up Event



- **LA & NYC** - Big beauty hubs
- Free drinks previewing winter scent launch
- Sample of Dove shaped product and packaging
- Incentivized to shop in store
- Share photos on social media

#letsfittogether #letschangebeauty #dovewintercollection

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Video Campaign

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Video Campaign

- **Match cuts** of a student, a mom, and a teacher doing the same small actions (walking, opening doors, getting ready)
- Parallel shots highlight different lives but **shared routines**
- Dove = brand that **fits into everyone's day**, not the other way around



Marketing Plan Timeline

May-June

- Finalize 3-pack puzzle design + scents
- Test bottles, packaging
- Confirm launch: US / North America, women 18-45

July-August

- Teaser posts: “We Fit Together”
- Shoot video + short-form edits
- Secure retail/endcap placements

October-December

- Holiday launch across TikTok, IG, YouTube, Meta
- 3-pack on gift shelves + endcaps
- Pop-up trucks

January-March

- Track sales, repeat purchase
- Analyze successes and areas of improvement

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Campaign Costs

Product Development	Packaging, testing, compliance work	\$250k
Manufacturing	Materials, tooling, first run	\$300k
Creative Development	Messaging, visual identity rebuild	\$150k
Marketing	Ads, popup cart, nationwide push	\$800k

Total

\$1.5M
USD

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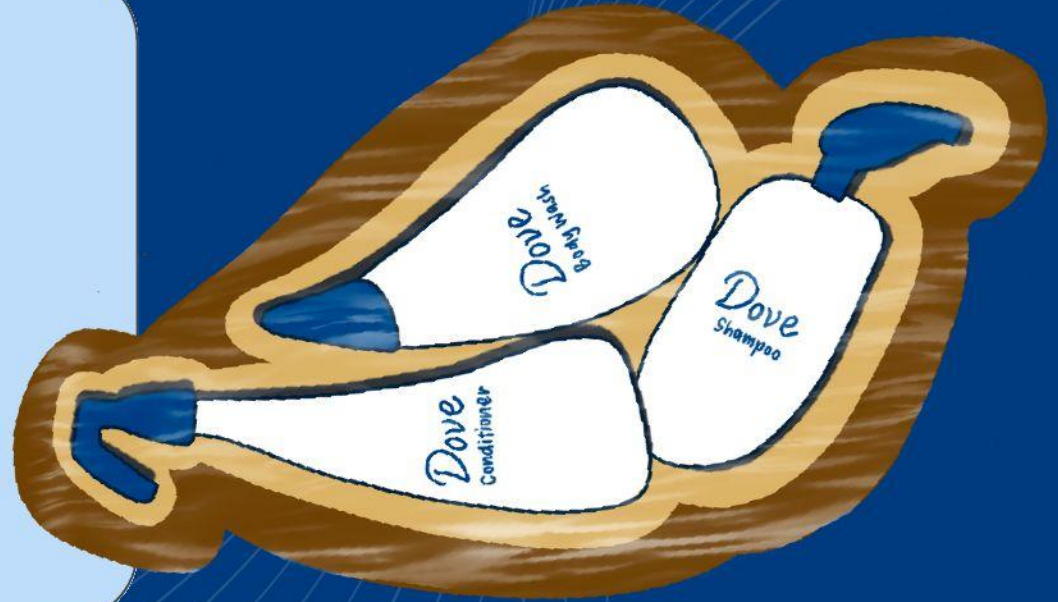
Marketing Plan

Rollout

Pricing

\$14.99

- Competitive vs. similar haircare bundles (2017)
- Maintains Dove's *premium* feel at an *affordable* price
- Minimize price resistance for holiday shoppers



Risks & Mitigation



Manufacturing Complexity

- New puzzle-shaped bottles may be harder to produce at scale
- Higher chance of defects / leaks
- Could slow production + increase unit cost



Marketing Execution

- Limited time to train in-store staff on our product
- Pop-up turnout may be unpredictable
- Social content might not gain traction

Risks & Mitigation



Consumer Understanding

- Puzzle-pack concept may confuse shoppers
- Risk that message gets lost → seen as gimmicky
- Requires clear packaging + marketing to explain



Retail Fit

- Unique shapes may not sit well on standard shelves
- Stores may hesitate to carry unusual formats
- Could limit distribution or require redesign

Thank You!

Any questions?

