



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MINDSHARE GLOBAL
UNILEVER - DOVE | TICK BOX CAMPAIGN

INSIGHT

Global research, commissioned by Dove, revealed startling evidence that women are deeply unhappy with their physical appearance. The Tick-box campaign, which is a part of the overall Campaign For Real Beauty (CFRB) strategy, sought to demonstrate that Dove believes ordinary women are beautiful and should feel gorgeous and proud of themselves.

IDEA

Hard-hitting creative featuring 'real women' that included a box for the consumer to tick, with options such as 'fit' or 'fat' when the model was large. This engaged women by asking them to think about definitions of beauty and to express their views.

ACTIVATION

Launched in 17 countries with a massive 360° plan to build visibility and spark debate; outdoor, print, and online being key channels. Emphasis was placed on large-scale outdoor locations to create impact and talkability. Two or more sites next to each other with different creatives demonstrated the diversity of beauty. Table mats and free cards placed in cafes sparked debate among people during their leisure time.

Interactive banners using the same tick box format allowed women to vote by ticking the box women wished to select. The ads also directed women to join the debate on the CFRB website. PR was used to encourage key influencers to join the debate and add credibility to the campaign

RESULTS

- 65% net recognition for print & outdoor (average 15-24%)
- Unaided awareness of Dove products soared at a time when there were no other product campaigns (Source: Millward Brown UK)
- 1.5 million+ visits to the CFRB were generated in 2005
- 1.7 million voted on the CFRB site across Europe in 2005

THE TEAM

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