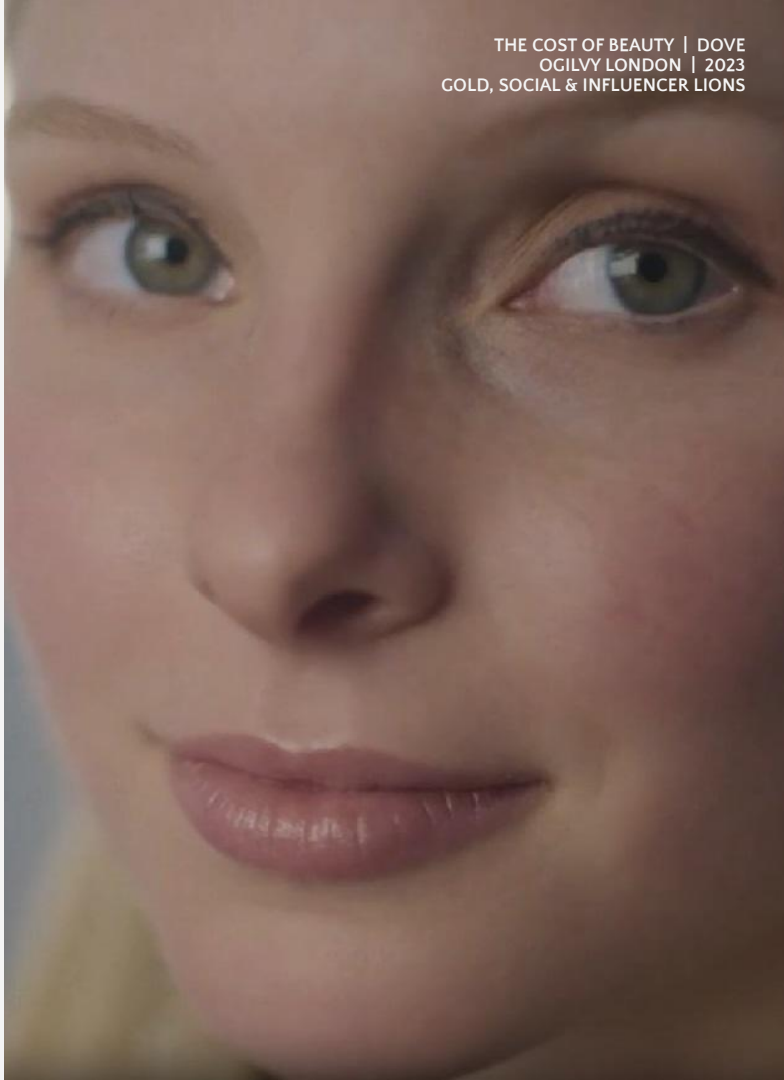
May 2024

Dove

The Creative Debrief

Learn from Dove's relentless focus on real beauty that's grown into a $7.3bn social movement over the last 20 years

LIONS | THE WORK





SIMON COOK

Chief Executive Officer | LIONS

Unilever: Cannes Lions Creative Marketer of the Year 2024

Unilever is the Cannes Lions 2024 Creative Marketer of the Year. This Award is about recognising brands delivering work that raises the bar for creative excellence across the global creative communications industry.

Unilever is consistently pushing the boundaries across a wide range of brands from different markets, in collaboration with a breadth of agency partners. The company clearly demonstrates a clear understanding and commitment to the power of creativity as a driver for progress and growth.

Dove's impressive portfolio of creative work on Real Beauty exemplifies Unilever's approach.

Over the last two decades, the Real Beauty platform has become a familiar touchstone for the industry on the importance of balancing consistency with flexibility. It has communicated one clear message and it has backed that up with action. It has embraced experimentation and yet never lost sight of its original vision.

It's an incredible achievement to sustain a brand platform, in the way Unilever have done, for 20 years.

Congratulations to everyone who has contributed to Dove's success since 2004.

Real Beauty: A $7.3bn social movement

COURAGE IS BEAUTIFUL | DOVE 2022



OGILVY LONDON GOLD, CREATIVE EFFECTIVENESS LIONS

"It was a remarkable moment in advertising [featuring] women showing their confidence. It was ahead of its time and [generated] tremendous sales. Society was more than ready for it." These were the words of Helen Calcraft, Founding Partner at Lucky Generals, describing the 2004 launch of The Dove Campaign For Real Beauty in the Channel 4 documentary *Mad Women*.

A trailblazer in showing how marketing could both deliver societal progress and drive impressive commercial results, this campaign is now 20 years old.

Over the last two decades, it has become a social movement worth $7.3bn. Dove's Self-Esteem Fund has become the largest provider of self-esteem education in the world. It has also led to legal change – including the passing of an act to help ban hair discrimination in 23 US states.

This report shows how to keep a core strategic positioning fresh, adapt it while maintaining relevance and take risks that will pay dividends.

“It felt like crawling over broken glass”



Daryl Fielding
CEO at The Marketing Academy Foundation
Non-Executive Director at ACCA
Author

Daryl Fielding, charity CEO, non-executive director and author – and the lead on Dove’s Campaign For Real Beauty in 2004 – looks back at its origins.

The intent was long-term. It was a very strategic piece of work. There was a commercial reason why we needed to make a shift with the brand: when we did global consumer research, it revealed that people were fond of the product but thought our testimonial ads were dull.

We also found that customers tended only to buy in one category, so if they bought a Dove deodorant, they didn’t buy Dove body wash. We had a big business opportunity to grow across the category, and there was a big push on brand growth because it was entering new geographical markets. At the same time, it entered new categories within toiletries and beauty, adding body lotions and shampoos and conditioners. The business imperative was to achieve more cross-category success.

We looked at Nike and Apple and what they were doing in standing for something bigger and we set out to write a manifesto. We looked at the competition and realised there were all these impeccable-looking airbrushed teenagers, and it made us feel like crap.

So we hit upon ‘beauty without artifice’ – honest beauty was our brand idea, and we realised that once we went out and did this, there was no going back.

It was scary to come out in the world with a big opinion about beauty. It sometimes felt like crawling over broken glass. Dove was nearly a third of Unilever's home and personal care business at the time – and worth about €2bn.

The strategic sell-in was a military operation. The women got it the minute we explained it and thought it was brilliant. But the men did not get it.

So we did video interviews with their wives and daughters.

We got the phone numbers of all the people we had to influence and interviewed their families. We stitched it together to the Joe Cocker track 'You Are So Beautiful'. That home-made film with Polaroids of little girls who hate their nose or wish they had straighter teeth hit home with the men.

Our first idea was to replicate iconic images of more curvy women, such as Venus in a shell. But photographers including David Bailey and Rankin said the idea was getting in the way, and it would be better if we just photographed real women. We had to write off the costs of the first photo shoot, and Unilever was generous about that. Then we briefed the PR agency as we wanted to frame the narrative about why we were doing it.

We got a phenomenal response. Sales of Dove firming cream rose by more than 700%.



Powerful emotional content

Persuasive product-focused communications

2004

Dove launches its **Real Beauty campaign**

2006

Dove creates a film that exposes the manipulation of women's image in the media. The objective is to encourage discussion around the subject of real beauty.

DOVE SELF ESTEEM FUND | DOVE 2007



OGILVY & MATHER, TORONTO GRAND PRIX, CYBER LIONS

At the same time, Dove drives its functional superiority across markets, including promoting its deodorant's main benefit: not leaving any white residues on black clothes.

2012

Dove launches 'The Ad Makeover', empowering women to displace negative ads on Facebook with positive messages.

Dove promotes its invisible deodorant, curly hair products and more.

2013

DOVE MASTERBRAND | UNILEVER 2013



OGILVY BRASIL, SÃO PAULO TITANIUM GRAND PRIX & INTEGRATED GOLD LIONS

'Real Beauty Sketches' takes the Titanium Grand Prix for interrogating women's perceptions of their own beauty vs those of strangers.

Dove promotes specific product features across markets – like products for hair loss to women in Malaysia.

2015

Dove repeats messaging on Instagram to young girls encouraging them to see that the only likes that matter are for themselves.

Dove launches 'Love Your Curls' as well as benefit messaging around many other product features.

LOVE YOUR CURLS' EMOJIS | DOVE 2016



OGILVY & MATHER, PARIS SHORTLISTED, SOCIAL & INFLUENCER LIONS

2016

Dove launches 'Change the Rhyme'. The campaign challenges audiences to rewrite definitions of beauty by penning alternative versions of a famous rhyme.

Dove installs a weather-sensitive digital billboard in Times Square, New York, in April to promote its body wash.

2020

'Dove juxtaposes the beauty of frontline healthcare workers' courageous acts against images of them at the end of their shifts, which would not traditionally be considered beautiful. In doing so, it redefines beauty as something you do and not how you look.

2021 COURAGE IS BEAUTIFUL | DOVE



OGILVY LONDON GRAND PRIX, INDUSTRY CRAFT LIONS

Product campaigns run across the world, including powerful communications around Afro hair care.

2022

'Reverse Selfie' highlights the damage of retouching apps. It shows the reversal of the toxic practices retouching apps use to manipulate the images of young people.

REVERSE SELFIE | DOVE 2022



OGILVY LONDON GOLD, PRINT & PUBLISHING LIONS

Unilever leans on strong brand equity as prices rise.

2023

'The Cost of Beauty' uses archival footage of 14-year-old Mary to highlight the harm caused by social media beauty standards.

THE COST OF BEAUTY | DOVE 2023



OGILVY LONDON GOLD, SOCIAL & INFLUENCER LIONS

2024

Unilever is Cannes Lions Creative Marketer of the Year

Source: LIONS Advisory & The Work

“Twenty years of proof that social impact can drive business acceleration”



Alessandro Manfredi
Global Chief Marketing Officer
Dove

Alessandro Manfredi, Global Chief Marketing Officer, Dove, reflects on why Real Beauty has endured and how it’s evolved over the past two decades.

Are you surprised that Real Beauty has lasted 20 years?
It’s 20 years of proof that social impact can drive business acceleration. A good value proposition and a solid business model is a healthy base. But being successful requires a few things. Firstly, find a purpose that is relevant to your industry. Secondly, be consistent, be authentic and be part of the solution. Thirdly, invest in it. Then you create a flywheel where people know the brand and buy more, enabling you to do more work on your social mission. That’s a much more sustainable way of doing good than charity.

What’s the secret to its success?
Consistency. Often, new leaders might come in and decide to change everything but everybody at Dove has been mature enough to stick with what this brand stands for. The strategy remains the same, but you also need the ability to evolve the narrative and the execution.

How do you revive a long-term brand platform like this when it’s flagging?
We always ask ourselves the same question: what are the threats on body confidence for young women? When you look at those threats, they offer new insights to inspire your campaigns. We’ve also learnt to lean on communities of influencers who aren’t just there for the transaction, but because they share our values. At that point, they also start coming to you with ideas. The idea for ‘#TurnYourBack’ came from when our influencer community called upon us to take action.

Have there been any particular challenges over the 20 years, and how have you overcome them?
There was a moment after the launch when we got carried away. In some product categories, we stopped talking as much about the product and more about our point of view. There have been moments where we've been light on product in certain categories and readjusted, and moments of readjustment when we didn't focus enough on emotional connections. It's a constant balancing exercise.

"We'll leverage AI – we're not against progress – but we're going to use real beauty to generate images. We have a responsibility to do that."

What's next for Real Beauty?
Throughout our 20 years, we've been doing a big piece of research about the state of beauty. We have a goldmine of learnings to generate insights for the next briefs. AI will remain very important. Ninety per cent of images will be AI-generated by 2025. That's very shocking. As a brand that stands for real beauty, we had to make a commitment. Yes, we'll leverage AI – we're not against progress – but we're going to use real beauty to generate images. We have a responsibility to do that.

Will you always focus on women or will you explore male beauty standards?
We've done research with Dove for Men, which is a brand that is close to €1bn. This brand is about helping men rediscover the transformative power of care. We've discovered that toxic masculinity is a huge threat to men's self-esteem. Our 'Care Makes a Man Stronger' platform is about caring for others as an antidote to toxic masculinity. It's still about self-esteem, but with a tweak, because we've seen that men face other types of pressures.

CHANGING PAPA CULTURE THROUGH POP CULTURE WITH DADS I DOVE 2021



UNILEVER, LONDON GOLD, ENTERTAINMENT LIONS

Lessons from Dove

Four takeaways from this report

1

Revel in real people, not stereotypes

Cast real people where possible, not actors. Real stories and experiences are more powerful and will be more relatable for audiences.

2

Combat toxicity on social media

Support young people and their parents by equipping them with practical, accessible tools to navigate social platforms. Show them how to take a stand against beauty 'ideals'.

3

Give a voice to those who need it

Consider how your brand can support a group that needs your help. Whether it's sleep-deprived new parents or healthcare workers during the pandemic, Dove steps up.

4

Use innovation to keep your message fresh

Find new ways to show product principles. At the heart of Dove's work is the perception gap between how people see themselves and how others see them. It uses innovative techniques to stop its messaging from getting stale.

1

Revel in real people, not stereotypes





Dan Fisher
Global Executive Creative Director (Unilever)
Ogilvy London

"Dove will always be championing the values of real. That is part of the brand promise, and it'll become even more prominent and noticeable as we enter a world where more stuff is artificially generated. People will always know that Dove is real. That is very valuable and a very clear position for Dove."

“We are always telling the stories of real women”

Twenty years ago, Dove made a decision to never use celebrities or models to promote its beauty products. That casting decision means it has widened the definition of beauty, challenging people to reconsider what beauty is.

Mary, the subject of ‘The Cost of Beauty’ (see page 13), typifies the Dove process. Dan Fisher, Executive Creative Director (Unilever) at Ogilvy London, says: “We had an idea for a story and Mary’s story shaped how we told it. We always start off with an idea for the story and that will be influenced by the reality of the person we find to tell it. There are real emotional stories at the heart of all the stories we tell, and portraying those authentically is not easy. It requires a great deal of trust between the people whose stories we are telling, and the agency and client.”

Dove brings in experts like Lizzie Knowles, Casting Producer at Real People Casting. It has also worked with Getty Images to allow other organisations to use images of real women.

In this section, learn more about ‘The Cost of Beauty’ and see how Dove has built up the self-esteem of women with its attention-grabbing out-of-home work.

THE COST OF BEAUTY | DOVE 2023



OGILVY LONDON GOLD, HEALTH & WELLNESS LIONS

Use firsthand stories: ‘The Cost of Beauty’

Dove told the true story of Mary, a young woman who is now in recovery from an eating disorder.

The brand used Mary’s own photos, home videos and journal entries, editing 14 years of her life into an emotive 115-second film. The result was a stark depiction of the effects of online toxic beauty content on young people’s mental health, showing the pressure many girls put on themselves to fit fashionable beauty ‘ideals’.

The film, which offered a call to action in inviting viewers to sign the Kids Online Safety Act, became Dove’s most shared film to date, amassing 2.8bn earned impressions in 10 days.

Dan Fisher, Global Executive Creative Director, Ogilvy London, said: “Social media poses a threat to the self-esteem of young girls. That's why we decided to evolve the line from ‘Real Beauty’ to ‘Let's Change Beauty’. Dove is actively trying to change things – like the Kids Online Safety Act which came off the back of ‘The Cost of Beauty’: we now try to change things for the better rather than just pointing them out.”

THE COST OF BEAUTY | DOVE 2023



OGILVY LONDON GOLD, SOCIAL & INFLUENCER LIONS

TAKEAWAY: Use firsthand accounts to make your messages more impactful. Mary’s videos and diaries made ‘The Cost of Beauty’ more relatable.

THE COST OF BEAUTY

Dove: The great outdoors

Four pieces of work show how the brand's outdoor work builds the self-esteem of women by bringing them front and centre.

2004



OGILVY & MATHER, LONDON
SHORTLISTED, OUTDOOR LIONS

'Skin-Firming Range'

The billboard and press ad that kicked off the Campaign for Real Beauty sparked debate but also proved highly effective: it helped double sales of Dove firming creams within a month, increased Dove's share of the firming lotion market from 1% to 6% and saw Dove extend into shower gels and body gels.

2015



EDELMAN, LONDON
SILVER, PR LIONS

'Choose Beautiful'

Only 4% of women would use the word 'beautiful' to describe themselves. So Dove labelled double doorways in cities like Shanghai and London 'beautiful' and 'average' and invited women to pick what they wanted to be. It then launched a campaign across 70 markets to empower women to recognise their beauty – and generated 4bn PR impressions.

2023



SOKO, SÃO PAULO
BRONZE, OUTDOOR LIONS

'A Seat in the Sun'

Dove created deckchairs for larger women on Brazil's beaches. It made the design and production assets an open-source file, available for any manufacturer. "Making the chair widely available was a wonderful way to celebrate and promote body positivity," said Outdoor Lions Juror Wendi Dunlap, EVP, Business Intelligence and Audience Science, Mediahub Worldwide.

2024



FILM PUDDING, DUBAI
BRONZE, FILM CRAFT LYNX

'Welcome to Womanhood'

Casting was central to this piece that challenged the beauty pressures on young girls reaching puberty in the UAE. The key requirement? The teens had never been on camera before. Dove held multiple callbacks to discuss the film's themes – prompting dropouts, but ensuring that the girls and their families were comfortable with this culturally sensitive topic.



Alessandro Manfredi
Global Chief Marketing Officer
Dove

"Dove is grounded in real beauty. We want to change beauty from a source of anxiety to a source of happiness. We wanted to widen the definition of beauty with our casting and message. We needed to change our boundaries... We don't leverage celebrities. We don't distort our images. Young girls don't feel confident to do sport or raise their hands in class if they don't feel good about their body. Not feeling good about their body prevents them from achieving things in life."

2

Combat toxicity on social media



Dan Fisher
Global Executive Creative Director (Unilever)
Ogilvy London

"Five years ago, we had conversations about the need to evolve the positioning. It felt like society had changed since the launch of the platform. Social media had arrived and it was much more potent and dangerous to the self-esteem of young girls than anything that was around in 2004. So we evolved the line from 'Real Beauty' to 'Let's Change Beauty'. That was all about making the brand more action-oriented."

“Be part of the solution”

Over the last few decade, Dove has evolved its message to tackle social media, a new threat to self-esteem.

Dove works with its community of influencers to hijack toxic online trends through work like ‘#TurnYourBack’ and ‘That’s Not My Name’ – and direct people towards real tools to curb their effect.

“When you talk about an issue, you need to provide the beginning of the solution. You might not be able to provide the whole solution on your own, but you need to be part of it.”

Alessandro Manfredi
Global Chief Marketing Officer
Dove

THAT’S NOT MY NAME I DOVE 2023



OLIVER, SÃO PAULO SHORTLISTED, SOCIAL & INFLUENCER LIONS

Find out how Dove has provided young women and families with the tools they need to protect themselves from harm on social media. Because, as Jo Bacon, Global Lead, Ogilvy and WPP, says: “The only risk is not getting it right and not arming girls with the tools to build their self-esteem for today and tomorrow.”

WATCH THE TALK: How Did a Beauty Bar Become a Multi-Billion Dollar Superbrand?

Model good behaviour: ‘#TurnYourBack’

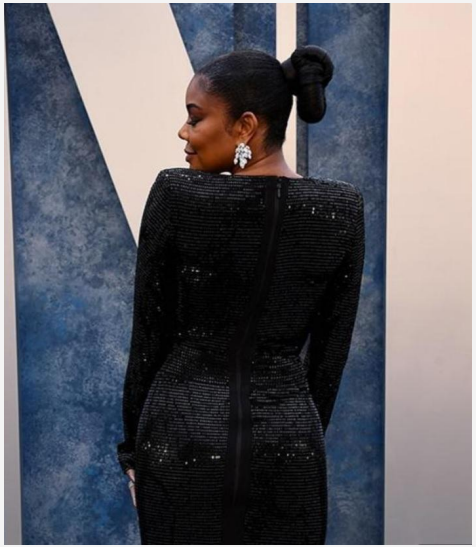
Dove took a stand against TikTok’s Bold Glamour filter. The filter uses generative AI to airbrush a user's face so dramatically that it distorts natural beauty. As the creator of the No Digital Distortion movement and Dove Self-Esteem Project, Dove urged users to #TurnYourBack on the filter.

Within 72 hours of Bold Glamour going viral, Dove used a network of 72 influencer partners and endorsements, including actor Gabrielle Union (pictured, right), who turned her back on the red carpet at the Vanity Fair Oscar Party.

#TurnYourBack generated more than 1bn impressions from 174 pieces of earned coverage. It cemented Dove’s real beauty mission and lifted brand consideration and purchase intent in the UK and US.

Isabel Massey, Diageo’s Global Head of Media and Content and 2023 Media Lions Juror, said: “It's focused on making social media the type of medium that we want it to be: a powerful connector and a place where our brands can make a difference.”

#TURNYOURBACK | DOVE 2023



OGILVY LONDON GRAND PRIX, MEDIA LIONS

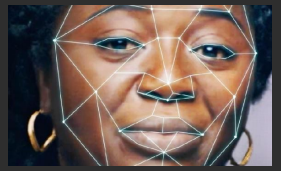
TAKEAWAY: Speak up and take action. Dove’s commitment to real beauty gave the brand permission to show Bold Glamour’s toxicity, revealing a different side to early users who saw the filter as fun and playful.

#TURNYOURBACK

Dove: Combine craft and tech to educate

Dove is the first beauty brand to pledge to never use AI to represent real women in its advertising. Instead, it uses technology to educate families and inspire new standards of beauty.

GOLD, ENTERTAINMENT LIONS 2022



OGILVY LONDON

'Toxic Influence'

Teenage girls were encouraged to avoid toxic beauty advice found online after being shown a deepfake of their mothers giving them the same advice.

TAKEAWAY: Find a new spin on social experiments to shock participants and audiences.

BRONZE, FILM EUROBEST 2023



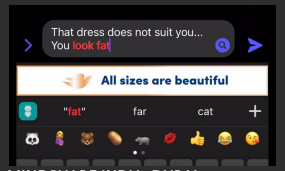
LOLA MULLENLOWE, MADRID

'Real Virtual Beauty'

Dove created more realistic 3D video game characters and made them available for free. It attracted 100% positive sentiment, and 85% of women surveyed expressed their preference for video games with more diverse representation.

TAKEAWAY: Avoid bias and stereotypes in design, not just in creative communications.

BRONZE, MEDIA LIONS 2023



MINDSHARE INDIA, DUBAI

'Thumbstopping Beauty Biases'

Dove used predictive AI technology to identify when online body shaming comments were typed and intervene before users pressed 'send'. The tool drove a 10-fold increase in traffic on Dove's Self-Esteem Project website.

TAKEAWAY: Introduce measures to make online interactions more humane.

How It Got Made

‘Toxic Influence’: “It's not enough to call out the problem, provide tools to help”



Helen Giles
Art Director at Ogilvy Canada

Phil Gull, Creative, and **Helen Giles**, Art Director, Ogilvy Canada, discuss how deepfaked mothers challenged toxic beauty.

What was the brief and how did you arrive at this idea?
HG: To show parents the extent of the problem of young girls’ self-esteem being affected by toxic influencers. We then wanted parents to use their own influence to help kids re-evaluate what they were seeing online.

Why did you choose to target young people and parents?
PG: Kids are so young when they get smartphones and don’t necessarily realise that some content is fake. We were talking to parents to help them talk to their kids. Also, we didn't want to shame young people for listening to influencers. Talking to parents allowed us to circumvent that and make it more collaborative. Parents and teenagers came together to build girls’ self-esteem and stand up to toxic beauty.

HG: Asking young girls to have a wider perspective on what they’re seeing is difficult. We did interviews with young girls and they all said the same thing: they knew that these influencers were fake, but they still consumed those messages. By involving parents, we gave girls people they trusted to guide how they interpreted this content.

How did you measure success?
PG: Dove’s metrics related to the Dove Self-Esteem Project, a suite of online tools to help parents and their kids. When we work on Dove, there’s always a two-part strategy: it's not enough to call out the problem, you have to provide tools to help combat it.

How important was casting?
HG: Very important. We needed the right people to get the right reactions, while being as real to the scenario as we could. We chose mums who were up to date with technology, but who didn't know the extent of the problem. Many mums we interviewed were friends with their daughters on social media and thought they knew what their daughters were seeing. We wanted modern mums who had great relationships with their daughters and were passionate about making sure they were successful and confident. It was about choosing women who could be spokeswomen for other mothers.

"Work with technology needs that human element to cut through and be relatable."

Why did you choose a deepfake?
PG: There were a lot of moving elements in the brief: mothers, daughters and toxic influencers. By using a deepfake, we could put two of them together. It also played into this insight that mothers would never let someone say something horrible to their daughters in public, but they let it happen online because they're unaware. If we put the words of toxic influencers into the mouths of mothers, it could be informative for both parties. Girls become desensitised to the sheer volume of toxic beauty on social media, so this was a wake-up call.

Were there any behind-the-scenes challenges you had to overcome to make this happen?
HG: Keeping the project secret was the biggest challenge. It was originally called 'Deepfake Mums'. We started to recruit the cast before realising that this title was at the top of all of these files and emails. It was about a month before the reveal and we had to change the name completely. We were nervous that the participants would realise what was going on.



Phil Gull
Creative at Ogilvy Canada

This is a dark subject, but Dove is a positive brand. How did you balance the tone?
PG: We tried to achieve balance through the film's structure. In the opening section, we show the gravity of the issue, but we end with the girls and their mothers coming together, having grown closer. We want mothers and daughters to experience a similar journey when they see the film: feelings of shock and sadness, but also resilience and empowerment to help their daughters.

What lessons have you learnt from this?
PG: Foreground human emotion. We initially thought the deepfake was going to be techie and futuristic and modern. We soon realised that it was there to create authentic emotional responses. When people remember the film, they remember the mother–daughter relationships. Work with technology needs that human element to cut through and be relatable.

TOXIC INFLUENCE I DOVE 2022



OGILVY LONDON EUROBEST GRAND PRIX, GLASS: THE AWARD FOR CHANGE

3

Give a voice to those who need it

“Community is becoming extremely powerful”

Dove has shown its allyship for a wide range of people – from frontline healthcare workers during the pandemic (see ‘Courage is Beautiful’, page 26) to parents (see page 28). More recently, it has untangled the politics of hair – and even got the CROWN Act passed in the US to end discrimination around hair.

And it’s built a circle of influencers to supercharge its impact.

“When you start to build allies around your value system, it has a noble effect in terms of how they contribute. Community is becoming extremely powerful, and we’re getting more sophisticated in how we manage it.”

Alessandro Manfredi
Global Chief Marketing Officer
Dove



BABY DOVE - BEAUTIFULLY REAL MOMS - WITCHING HOUR | DOVE
OGILVY TORONTO | 2018
BRONZE, INDUSTRY CRAFT LIONS

A timely tribute: ‘Courage is Beautiful’

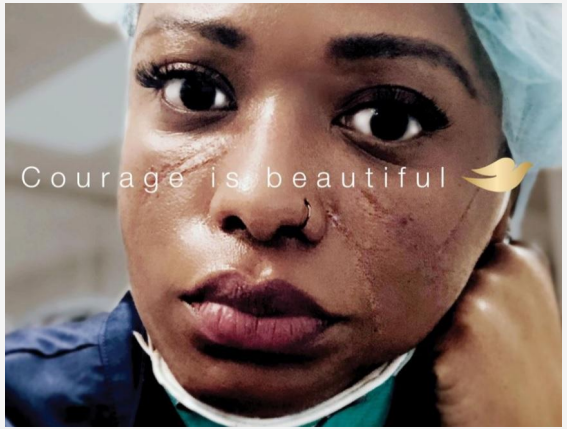
During the pandemic, Dove repurposed its Campaign for Real Beauty to honour the sacrifices made by healthcare workers. Featuring striking portraits of exhausted frontline carers, scarred from PPE, the creative ran on billboards near hospitals so that healthcare workers could recognise that they weren’t alone. Crucially, Dove backed this up with action, investing $7.5m to provide healthcare workers with soap, sanitiser and PPE.

The creative struck a chord in the 15 markets where it ran, achieving more than 2bn global impressions and prompting a 349% increase in Facebook engagement.

It won multiple Lions in 2020, including the Grand Prix in Print & Publishing and in Industry Craft, and returned in 2022 to take Gold in Creative Effectiveness.

TAKEAWAY: Move fast to make a difference. While many brands took a ‘wait and see’ response in the early days of the pandemic, Dove acted with agility: this was pitched to the client on Wednesday and ran four days later.

COURAGE IS BEAUTIFUL | DOVE 2020



OGILVY LONDON GRAND PRIX, PRINT & PUBLISHING LIONS

“It’s in line with Dove’s strategy about finding beauty: even in a terrible situation like a global pandemic, it found a way to see beauty. These frontline health workers are doing what they can to save lives, and you can feel through the execution how stressed they are. Thank you for inspiring us.”

Luiz Sanches
Partner/Chairman and Chief Creative Officer, AlmapBBDO
Jury President of the 2020–21 Outdoor Lions

COURAGE IS BEAUTIFUL

Dove: End hair discrimination

Four pieces of work show how Dove has pushed cultural conversations around hair, identity and inclusion.

2016



OGILVY & MATHER, PARIS
SHORTLISTED, SOCIAL & INFLUENCER LIONS

'Love Your Curls' Emojis'

Dove generated more than 1bn impressions and increased sales by 14% when it introduced curly-haired emojis. In a sea of straight-haired women, the emojis resonated with the one in three women who has curly hair. Some 209 emojis represented all types of curly-haired women, along with stickers and five different GIFs for them to express themselves.

2022



OGILVY LONDON
BRONZE, FILM LIONS

'As Early As Five'

A film based on true stories highlighted how race-based hair discrimination happens as early as when kids are five years old. Created on behalf of The CROWN Act – a law co-founded by Dove to make hair discrimination illegal across the US – it prompted 19 new states to introduce the legislation.

2023

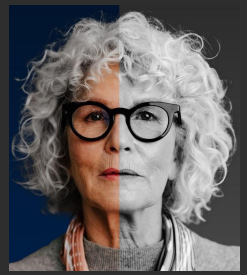


EDELMAN, BANGKOK
BRONZE, HEALTH & WELLNESS LIONS

'Let Her Grow'

Dove rallied the Thai population against mandated haircuts for schoolgirls, arguing that it was harming young girls' confidence. The obligatory bob hairstyle was adopted by influencers, newscasters and thought leaders, becoming a symbol for change across multiple platforms. This prompted the Thai government to abolish forced haircuts for good.

2023



EDELMAN, TORONTO
SILVER, SOCIAL & INFLUENCER LIONS

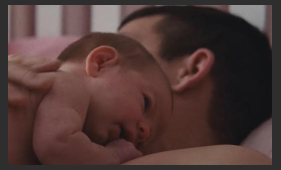
'#KeepTheGrey'

When grey hair played a role in the firing of a woman newsreader, Dove responded with a movement to end ageism against women at work. Within 48 hours, it rallied people and brands to share their stories, turned its logo from gold to grey and donated $100,000 to an NGO supporting workplace inclusivity. This led to 1bn impressions and an invitation to sit on Ontario's Human Rights advisory board.

Dove: Standing with parents

Dove empathises with parents and carers through a wide range of creative strategies and formats.

SHORTLISTED, FILM LIONS 2019



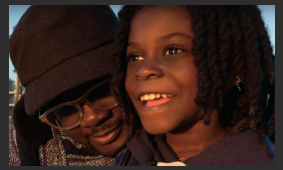
OGILVY CANADA, TORONTO

'#TakeTheTime'

To encourage more men to take paternity leave in Canada, Dove Men+Care shared candid imagery from five new dads spending time with their babies over five weeks of paternity leave. Its launch coincided with legislation that provided an additional five weeks of 'use-it-or-lose-it' paternity leave.

TAKEAWAY: Challenge stereotypes by showing the real-world benefits of a societal change.

GOLD, ENTERTAINMENT LIONS 2021



UNILEVER, LONDON

'Changing Papa Culture Through Pop Culture with Dads'

This 45 min documentary for Dove Men+Care explored fatherhood with celebrities like Will Smith, Judd Apatow and Ken Jeong. The movie, *Dads*, premiered on Apple TV+ on Father's Day.

TAKEAWAY: Embrace depicting fathers as vulnerable and human. This helps close the gender gap and shifts Dove away from being exclusively about women.

BRONZE, INDUSTRY CRAFT LIONS 2018



OGILVY TORONTO

'Baby Dove – Beautifully Real Moms – Witching Hour'

Rejecting stock imagery of pristine parents and beautifully behaved babies, Dove decided to show life as a mother in all its glory. Enter Pulitzer Prize-winning photojournalists who spent three days and nights with new mothers and their infants. *Be a good, not a perfect parent* was the message.

TAKEAWAY: You don't need the perfect shot to have an impact. Raw imagery can often be more effective.

4

Use innovation to keep your message fresh

“Kids shouldn’t be doing that to their faces”

Dove uses different craft techniques to highlight perception gaps – from women’s inner critics to the disparity between artificial beauty ideals and natural beauty.

‘Reverse Selfie’ (page 32) shone a light on digital distortion by rewinding the selfie-editing process in a provocative film.

“The shock factor was there in the choice to reverse the journey. It wouldn’t have landed had we played it the other way. It was about highlighting the levels and the degrees of digital distortion.”

Dan Fisher
Global Creative Director (Unilever)
Ogilvy London

REVERSE SELFIE I DOVE 2022



OGILVY LONDON GOLD, PRINT & PUBLISHING LIONS

This section shows how the beauty brand finds fresh ways to expose photo editing, filters and flawed self-image.

Expose inner critics: ‘Real Beauty Sketches’

Dove enlisted a forensic sketch artist to draw women based on descriptions of their own beauty vs through the eyes of strangers. The result? Two very different portraits, highlighting women’s negative self-perceptions.

An emotive film captured the participants’ reactions, becoming the fourth most shared ad to date on YouTube within two weeks. It attracted more than 73.4m views and 3.8bn global impressions.

The campaign won 18 Lions in 2013, including the Titanium Lions Grand Prix. It returned in 2014 to take two more, including Gold in the Creative Effectiveness Lions.

TAKEAWAY: Make your story simple and shareable. Weave your brand message into an emotional narrative that makes your audience reflect.

REAL BEAUTY SKETCHES

REAL BEAUTY SKETCHES | DOVE 2013



OGILVY BRASIL, SÃO PAULO GRAND PRIX, TITANIUM LIONS

“The brief was very simple. It was one line: Let’s make people feel more beautiful. In our first meeting, we presented three ideas. One of them was ‘Real Beauty Sketches’. Dove was asking us questions, and we didn’t have the answers. The only way to discover the results was to do it. Dove was brave enough to understand that.”

Anselmo Ramos, Co-Founder, GUT
Former Chief Creative Officer, Ogilvy Brasil
LIONS | *In The Making Podcast*, Episode 1

Dove: Closing the beauty perception gap

GRAND PRIX, FILM LIONS 2007



OGILVY & MATHER, TORONTO

‘Dove Self Esteem Fund’

A model’s face and hair is made up… then she’s Photoshopped for a billboard. Her face is unrecognisable in the final image.

TAKEAWAY: Use time-lapse photography to dramatise and raise awareness of an unseen practice.

GOLD, FILM LIONS 2013



OGILVY & MATHER LONDON

‘Dove Brand’

Comparing toddler-aged girls happily posing for the camera and women and teens hiding from it, this film asks women the question: ‘When did you stop wanting to be seen?’

TAKEAWAY: Use wit and a playful soundtrack to make a serious point.

GOLD, PRINT & PUBLISHING LIONS 2022



OGILVY LONDON

‘Reverse Selfie’

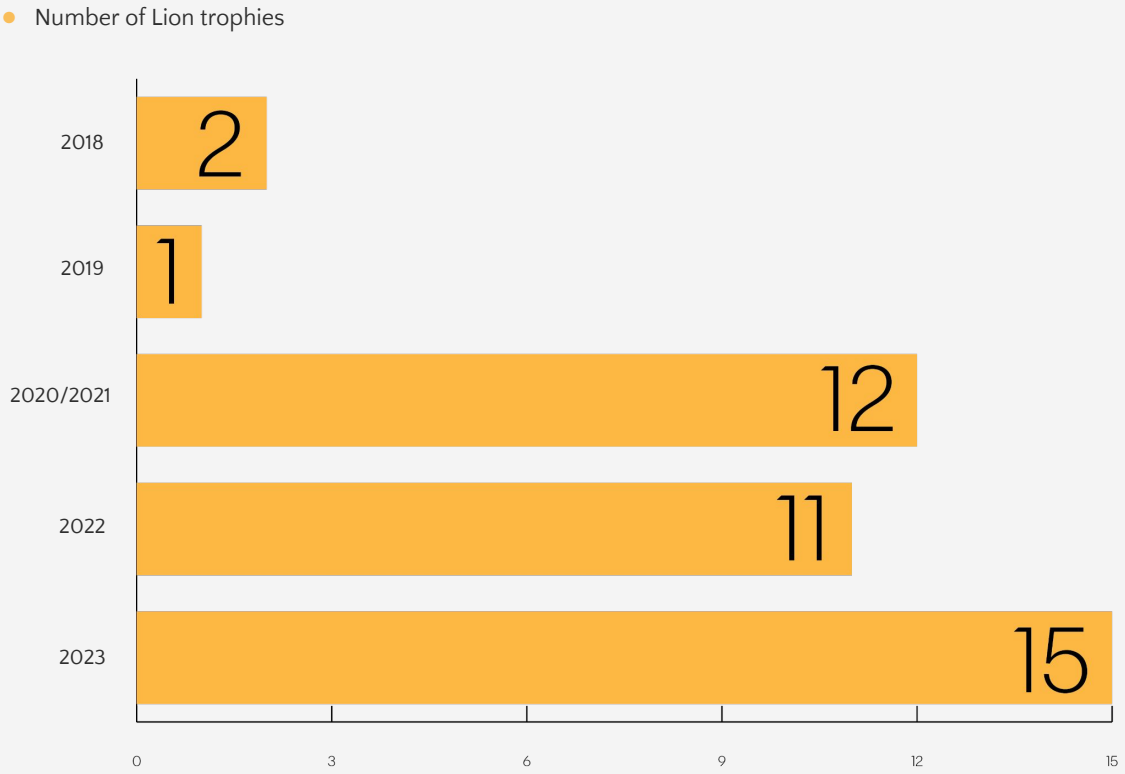
The selfie-taking behaviour of real girls is at the centre of this work highlighting the addictive nature of retouching apps vs real beauty.

TAKEAWAY: Like ‘Dove Self Esteem Fund’, this used a a before-and-after technique, allowing natural beauty to shine.

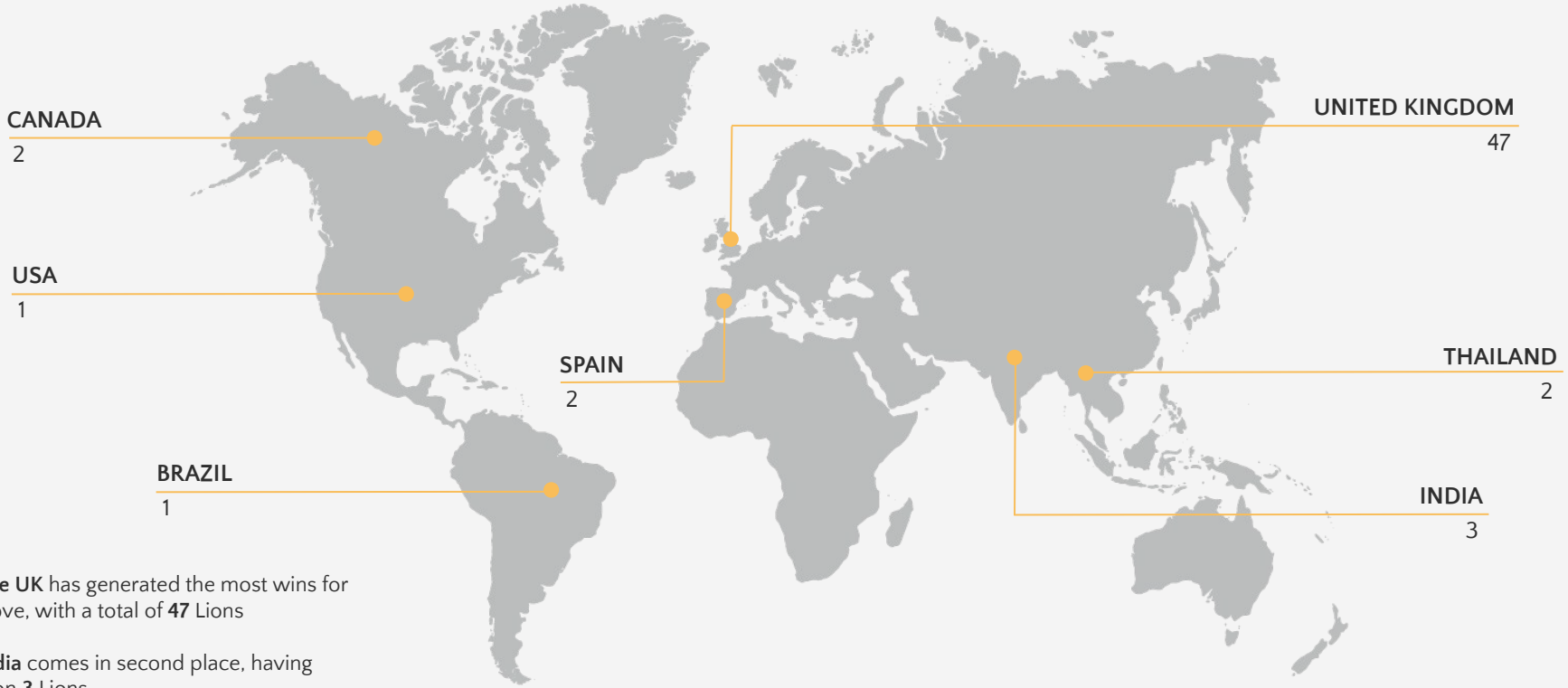
5
Data:
Dove's Lion wins

Dove: Lion wins by year, 2018–2023

- **2023** was Dove's highest-awarded year. It won 15 Lions – a **650%** increase compared with 2018.
- Dove was also highly awarded in **2020/2021** (12 Lions) and **2022** (11 Lions).

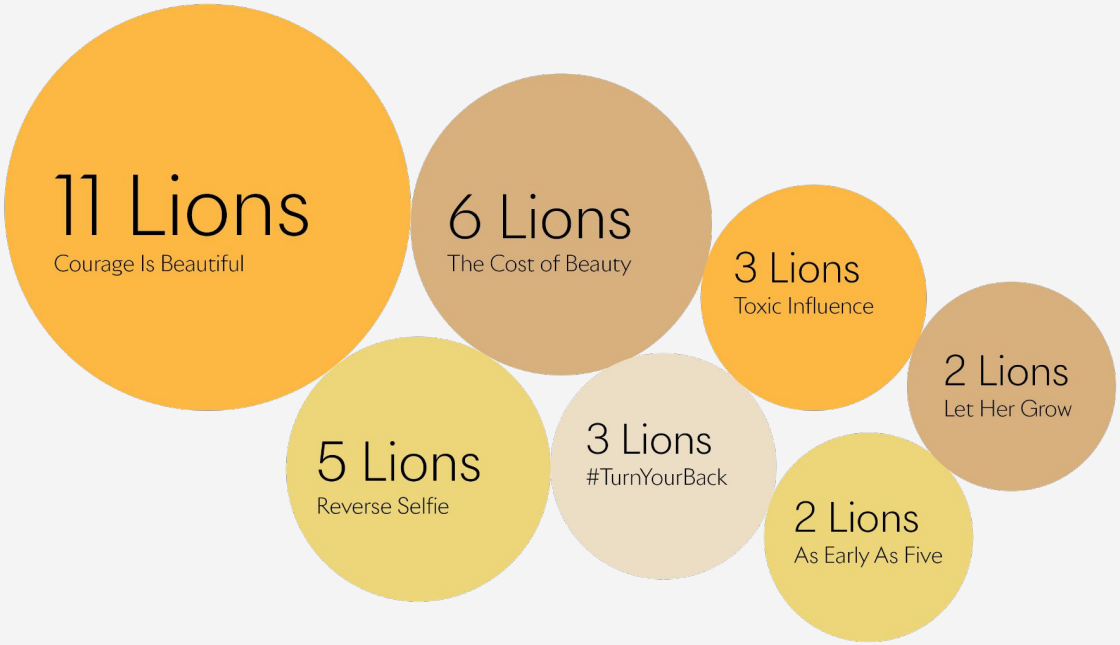


Dove: Lions (2018–2023)



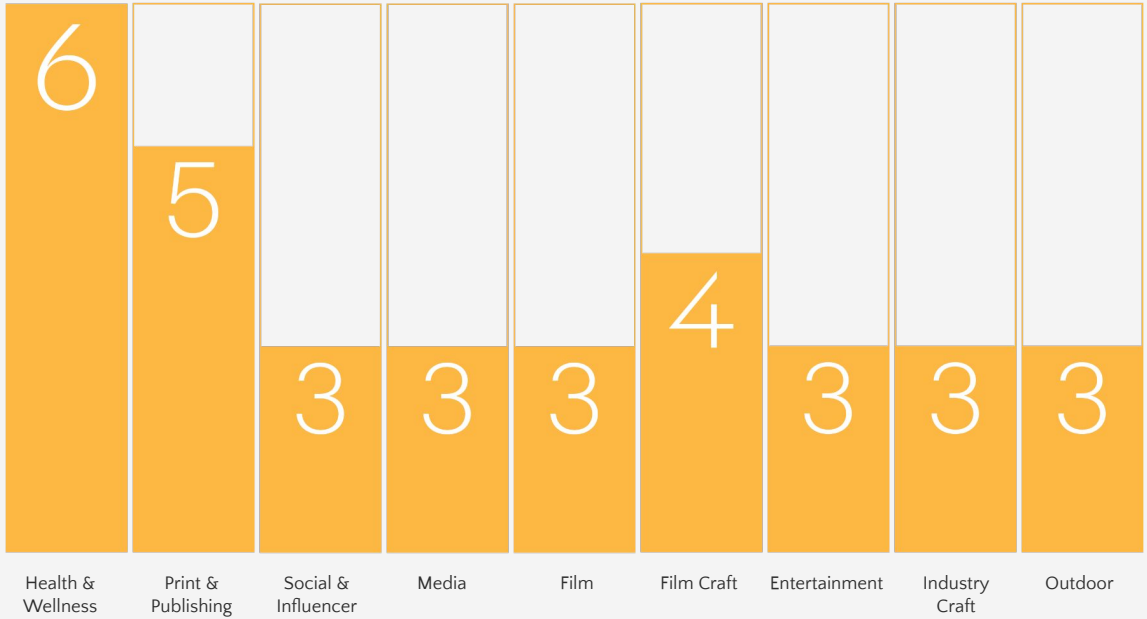
- **The UK** has generated the most wins for Dove, with a total of **47** Lions
- **India** comes in second place, having won **3** Lions

Dove: Most awarded work 2018–2023



- Winners featured won two Lions or more.
- 'Courage is Beautiful' has won the most Lions (11).
- 'The Cost of Beauty' is Dove's second most awarded piece of work (6 Lions), followed by 'Reverse Selfie' (5 Lions).
- '#TurnYourBack' and 'Toxic Influence' have won three Lions each.

Dove: Wins by Lion 2018–2023



This shows the Lions in which Dove has won three or more Awards since 2018.

- The **Health & Wellness Lions** are particularly strong for Dove (six Awards).
- Dove is also highly awarded in the **Print & Publishing Lions** (five Awards).
- Dove's work in film has performed particularly well, winning the brand four Lions in **Film Craft** and three Lions in **Film**.

Final thought



Dan Fisher
Global Executive Creative Director (Unilever)
Ogilvy London

"When Dove launched the Real Beauty campaign and platform, advertising was genuinely in the news. Oprah Winfrey did a big TV show about it. It was global news because no one was casting like that: it was the size zero age. If you look around now, you can see better representation and a lot more diversity in casting. Dove leads the way there. It's part of the brand story. Dove talks about the values of real beauty on the brand level, then puts it into practice in the asset. Many other brands now follow similar casting processes and have similar sorts of policies. Dove can take some of the credit for that. It has genuinely influenced society, culture and other advertisers."

LIONS | THE WORK

Subscribe to The Work today

Create Better with The Work.

From better concepts to better pitches and better results – The Work is home to everything you need to produce culture-shaping creative success and measurable business growth. Learn from the world's most extensive collection of Lion-winning work. Go deeper with reports, Festival Talks and video studies on the industry's hot topics. Find inspiration for your own work in creative debriefs on leading global brands and agencies. And celebrate excellence with creative peers from around the world in digital events and competitions.

Whatever your creativity looks like – explore insight, strategy, executions and outcomes…and Create Better.