

Overall purpose of the campaign: The Dove Real Beauty campaign is rooted in listening to women. The campaign is geared towards redefining the word “beautiful” and lifting the self-esteem of women of all ages.

Campaign objectives (consider informational, attitudinal and behavioral objectives):

In 2011, Dove released the findings of its largest global study to date on women’s relationship with beauty—*The Real Truth About Beauty: Revisited*. The study revealed that only 4% of women around the world consider themselves beautiful, and that anxiety about looks begins at an early age. In a study of over 1,200 10-to-17-year-olds, a majority of girls, 72%, said they felt tremendous pressure to be beautiful.

Campaign’s strategy: The Campaign for Real Beauty launched in September 2004 with a much talked-about ad campaign featuring real women whose appearances are outside the stereotypical norms of beauty. The ads asked viewers to judge the women’s looks (oversized or outstanding? and wrinkled or wonderful?), and invited them to cast their votes at campaignforrealbeauty.com.

Campaign’s tactics: Aside from the Real Beauty Sketches, the Real Beauty campaign has a variety of tactics- the most recent is a social media campaign that has twitter and Instagram users use the hashtag #beautyis to describe what their definition of real beauty is. The responses included things like “#beautyis being proud of your natural shape, your skin color, height, and hips”

Website: <http://www.dove.us/Our-Mission/Real-Beauty/default.aspx>

The Real Beauty Campaign website features a timeline of the past ten years and the progress that the campaign has made. Our favorite points on the timeline include the “Real Women in the Spotlight,” “Evolution of a Model,” and “Real Beauty Sketches.”

1. In 2005, Real Women in the Spotlight included a collection of images of “real women with real bodies” and thrived on the idea that one beautiful image says a thousand words. This aspect of the Real Beauty campaign set out to debunk the stereotypes that only thin women are beautiful women.



2. In 2006, Dove created a short film titled “Evolution” which set out to expose the unrealistic expectations of beauty perpetuated in the media all around us. The video shows a pretty, but ordinary woman turned into a “strikingly beautiful billboard model” after layers of makeup and a series of photoshopping adjustments that alter her appearance even further. Her neck was lengthened, the curve of her shoulders was adjusted, her skin and hair was altered, her eyes were enlarged, and her lips were also changed. She was hardly recognizable after the work was done- this is meant to show us how distorted this model was and how distorted our perception of beauty has become.



3. Our absolute favorite aspect of the campaign is the “Real Beauty Sketches” video. Here it is so you can see it for yourself-
Video: <http://realbeautysketches.dove.us/>

Measures they likely used to evaluate the success of the campaign: views on the YouTube video, responses to their social media interactive campaigns like the “#beautyis” campaign, as well as the awards the campaign has received since it began ten years ago. Evolution won two Cannes Lions Grand Prix awards.