



# DOVE MEN+CARE

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# EXECUTIVE SUMMARY

- Dove is one of many brands owned by Unilever. The personal care brand was launched in the United States in 1957, selling only a beauty bar that was clinically proven to be milder for dry, sensitive skin. In 1987, the brand was launched in Europe, and Dove products are now sold in over 80 countries worldwide. In 2002, Dove became a master brand of Unilever and evolved from a beauty bar to a beauty brand. The company has since expanded to offer a wide range of products, including soaps, body wash, hand wash, face care, hair care, deodorant, and body lotion.



# EXECUTIVE SUMMARY

CONTINUED

- For the greater part of Dove's existence, the company has served women exclusively. However, Dove recently began targeting men with a newly launched Men+Care line of personal care products. The line currently includes body and face wash, body and face bars, and a dual sided shower tool.



# THE MISSION



- The mission of Dove is to provide quality products that make a genuine difference in the condition and feel of one's skin and hair, to encourage inner beauty and self-esteem, and to maintain its position as the world's top cleansing brand. With the Men+Care line, Dove wants to celebrate the journey men take to become comfortable with themselves.

# SITUATION ANALYSIS

- Dove launched the Men+Care line on Feb. 7, 2010 with the 45-second Super Bowl commercial, “Manthem.”



TalkingRetail.com, a retail news Web site, calls it Unilever’s biggest launch of 2010, which is supported by an \$18 million marketing investment. In addition to the advertisements, Dove is engaging fans in conversation on its Twitter and Facebook pages. The campaign focuses on the “Unsung Moments” when a man realizes he’s truly comfortable in his own skin. According to Unilever’s Web site, Dove is already the world’s number one cleansing brand for women.

# SITUATION ANALYSIS

CONTINUED

- However, *BrandChannel* and many other blogs are already questioning Dove's latest conquest. The author claims that men in America do not buy beauty products affiliated with women. This is why we want to help encourage men, specifically men at Indiana University, to use Dove products and celebrate being comfortable in their own skin.
  - The strength of the brand is that Dove is already a well-respected personal care brand, and there is a growing market for male grooming products.
  - The weakness is that there is a stubborn male demographic that needs to be won over.



# CAMPAIGN GOALS

- Increase notoriety of the Dove Men+Care brand among male Indiana University college students
- Establish a notable and permanent position in the men's care market





# TARGET AUDIENCE

- We want to reach male college students ages 18 to 22. Paul Connell, Unilever brand manager, said that the Dove Men+Care range is set to fill the gap in the market for toiletry brands catered for older men, and specifically addresses the grooming repertoire of men older than 40. However, we believe that the younger male market would also be a beneficial target because most of these young men have never had to buy personal care products before moving away from home.



# RESPONSIBILITIES

- **Emily Beck - Art Director**
  - Emily is in charge of designing the flyers that will be handed out around the Indiana University campus, along with posters and advertisements in the *Indiana Daily Student*.
- **Liz Fernandez - Account Executive**
  - Liz is the correspondent between Dove Men+Care and Indiana University. Her duties are to oversee the advertising and budget of the entire campaign.
- **Alicia Frost - Web Manager**
  - Alicia will update and control all of the social media outlets, which includes the Facebook fan page, Twitter page, and the IU Dove Men+Care Web site.
- **Sarah Johnson - Event Coordinator**
  - Sarah is responsible for managing the street campaign. This includes overseeing the distribution of Dove Men+Care samples and supervising the filming and production.

# STRATEGIES & TACTICS

- **Social Media Networking**
  - ▣ We will create a Facebook fan page and a Twitter specifically for Dove Men+Care at Indiana University.



twitter



Find us on  
**Facebook**

# STRATEGIES & TACTICS

## □ **Unsung Moments**

- Based off of Dove's prior advertising campaigns, we will create a Web site for men at IU to share their Unsung Moments with each other. These are moments where they have felt masculine or comfortable in their own skin. We are hoping to duplicate the success of recently popular male-oriented Web sites like [broslikethissite.com](http://broslikethissite.com) and [brosgettingbig.com](http://brosgettingbig.com). As an incentive for students who might initially be reluctant to post, we want to offer a grand prize for the most popular entry and the entire Dove Men+Care product line for the runners-up.



# STRATEGIES & TACTICS

## □ Street Campaign

- Men will be asked questions inquiring what is important to them in personal care products, what they're looking for in the products, if they're satisfied with their current personal care products, and how comfortable they are in their skin. Then they will be given a free sample of a product to try. This street campaign will be filmed and put on the Web site, where everyone will be able to see Dove's commitment to real people and its effort to give them confidence through its products.



# STRATEGIES & TACTICS

## □ Advertising

- We will create flyers to be posted around campus. This includes posting on standing outdoor bulletin boards and in academic buildings and dormitories. Because these are cleared weekly, we will have to continually post. We will also place advertisements in the *Indiana Daily Student* and on Facebook.





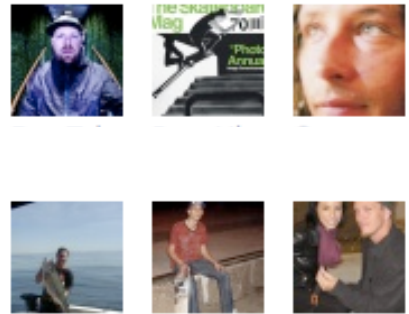
# EXPENSES

| Expense                          | Cost per Unit          | Total Cost        | Source        |
|----------------------------------|------------------------|-------------------|---------------|
| Flyers                           | \$0.10 (\$30 discount) | \$70              | FedEx Office  |
| <i>Indiana Daily Student ads</i> | \$295.65/15 c.i.       | \$1,773.90        | IDS Rate Card |
| Facebook ads                     | \$15 daily             | \$675             | facebook.com  |
| Domain name                      | \$10.69                | \$10.69           | godaddy.com   |
| Web site builder                 | \$49.99/month          | \$310.63          | godaddy.com   |
| iPad Grand Prize                 | \$499                  | \$499             | Apple         |
| Free samples                     | --                     | \$1000            | --            |
| Employees (6)                    | \$10/hour              | \$360             | --            |
| Camera rental                    | \$58                   | \$116             | ATS Rentals   |
|                                  | <b>Grand Total</b>     | <b>\$4,815.22</b> |               |

# EVALUATION

- We will evaluate the success of the campaign by the number of fans or followers on Facebook and Twitter, as well as the number of entries and hits on the Web site.
  - ▣ We aim to have 1000 fans on Facebook and 1000 followers on Twitter.
- We will ultimately know if we have been successful if local grocery stores report an increase in sales of Dove Men+Care products.

1,569 People Like This



# FACEBOOK ADVERTISEMENT

## Share Your Manly Moments



Submit a story of a moment you felt comfortable in your own skin and enter to WIN an iPad!!

 Like

Clicking anywhere on the advertisement directs you to the official Dove Men+Care contest Web site, while clicking on “Like” makes you a fan of the products via the Dove Men+Care IU Facebook page.

# NEWSPAPER ADVERTISEMENT

Share your **MANLY  
MOMENTS**  
& win an  
**iPad!**



Go to [dovemen+care.us.com](http://dovemen+care.us.com) and  
share a moment where you felt  
comfortable in your skin for a  
chance to win!



**NEW DOVE® MEN+CARE**

**COMFORT HAS ARRIVED.**



Introducing a new line of cleansing products designed to deliver the clean that real men want.

CHECK US OUT AT [www.dovemencareiu.com](http://www.dovemencareiu.com)

# FLYER

HE'S COMFORTABLE  
IN HIS SKIN.  
ARE  
YOU?

PROVE IT:  
[dovemencareiu.com](http://dovemencareiu.com)





# FLYER



**HE'S COMFORTABLE  
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