



# Digital activity for Dove HairMinimising for 2010

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Brand: DoveHairMinimising  
Sector:  
Country:

Category: Above The Line : Internet; Design : Web  
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Budget: \$5 600  
Status: Closed  
Language of Solutions: English

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

This Brief is for the Dove deodorant brand -leader of the skin care segment worldwide- and specifically for the deodorant range. Dove deodorant is the best possible care for the look and feel of underarm skin. Dove brings underarm skin care to a higher emotional ground, made of real beauty.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

The objective is to develop a campaign able to convince “aware non-trialists” to buy Dove HairMinimising anti-perspirant, a new route for more beautiful underarms (product launched globally in 2009).

!!! Update as of July 14, 2009 !!!

Please make sure the focus is on this target only as we are not looking to do awareness but convert aware women to buy Dove HairMinimising.

!!! The end of update !!!

Regarding the type of campaign, please refer to step 7.

## 3 Step Target Audience

[ who should you influence ? ]

The core target is represented by women 20 to 30 years' old.

!!! Update as of July 14, 2009 !!!

Our target is interested in Dove HairMinimising deodorant but their interest hasn't been converted yet into purchase.

Reason why:

- ∞ Our target is dubious about the credibility of the product results
- ∞ They are likely to have been burnt by products that have promised benefits they want and then failed to deliver.

!!! The end of update !!!

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

!!! Update as of July 14, 2009 !!!

Dove HairMinimising worked for your friends who tried it and they are telling you it is working.

!!! The end of update !!!

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Why should they believe us?

- ∞ Because of the formula: It contains Pro-Epil complex with natural extracts, combined with the ¼ cream moisturising from Dove.

- ∞ HairMinimising is not magical and it doesn't work overnight; the product builds overtime (like tanning lotions) to make you feel stubble free for longer. In fact:

- From first use: it cares for your underarm skin
- Within weeks: underarm hair feels noticeably finer and easier to remove
- With continued use: your underarms look and feel hair free for longer

- ∞ Women tried it loved it all across the world:

- 74% said the product left their underarm feeling hair/stubble free for longer
- 88% of the women who tried it loved it and would recommend it to a friend
- Real experiences with the product and women's own words explain how it worked for them (i.e. YouTube consumers' uploaded video, PR ambassadors around the world, etc)

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Dove's personality is:

- ∞ Uncompromising about its beauty philosophy
- ∞ Witty, wise and welcoming
- ∞ Rooted in the real and therefore keeper of its promises
- ∞ Spirited
- ∞ Caring

## 7 Step Media Plan / Placement

[ where will your work appear? ]

!!! Update as of July 14, 2009 !!!

Convince "aware non trialists" to buy Dove HairMinimising in the first 3 months of 2010 via a "Friend recommendation".

We are looking for an digital initiative that will make women, who have already tried Dove Hair Minimising, want to recommend it to their friends and invite them to try it.

We will need to be clear on the why (the hook or reward) that will convince them to "pass it on".

!!! The end of update !!!

Digital/online channels options:

- ∞ web
- ∞ social media
- ∞ mobile
- ∞ our Dove websites.

Secondary, we are available to consider also offline activities such as:

- ∞ guerrilla marketing
- ∞ couponing.

Please consider that this is a global campaign and it should be adaptable for different countries.

!!! Update as of July 14, 2009 !!!

Please make sure that you take into account that we are talking about a Dove product and you need to stay on

brand and use Dove tone of voice.

!!! The end of update !!!

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

As the product was launched in 2009 we will need for the year 2 to retain:

- ∞ Visual identity: pink back ground, beautiful pack shots, fading typo
- ∞ Key message: Feel stubble free for longer.

We also ask Creators to keep in mind what has already been developed as this activity could be in line with what was already implemented in different countries such as:

- ∞ Dove website
- ∞ Advertorials
- ∞ Online partnerships
- ∞ Blog seeding
- ∞ Online banners

## Attachments

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