



The Dove Inside Out Challenge

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Brand: Dove Invisible Dry

Sector:

Country:

Category: Below The Line; Above The Line : Internet; Specific Creation : Viral advertising ; Design : Web; Below The Line : Direct Marketing

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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 Dove deodorant, the brand leader of the skin care segment with the deodorant category worldwide. The Dove deo range consists of several variant product options that address the key category needs: skin care, freshness and no white marks, whilst delivering anti-perspirant protection.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Through activity on our Invisible Dry variant (via the 'InsideOut Challenge' idea see below), exploit the category trend and benefit of no white marks (NWM) to:

- ∞ increase Dove brand growth
- ∞ occupy the position of 'best skincare + best NWM' ,
- ∞ create trial of Dove Invisible Dry and challenge consumers to 'see for themselves' that it works,
- ∞ boost awareness of Dove Invisible Dry through the implementation of the 'Inside Out Challenge' campaign idea globally
- ∞ build proof of performance and consumer conviction in a way that is believable.

The 'Inside Out Challenge' idea is the ultimate NWM consumer white marks challenge, turning your top inside out to see for yourself that Dove Invisible Dry does not leave white marks on clothes.

3 Step Target Audience

[who should you influence ?]

She is in her mid to late 20s, works full time and spends most of her free time socializing with her friends. She is always on the go and often heads out from work in the evenings. She is very motivated to look her best, and seeks out ways to boost her look through the latest fashions, cosmetics and her personal care routine. Efficacy remains the key driver in her choice of deodorant, although she is also looking for skin care, since taking care of herself is very important. She is likely buying Nivea, Sanex or Narta.

Within this group we are targeting:

- ∞ Non NWM users, who do not believe that NWM products really work
- ∞ Current NWM Users, who buy skin care + NWM variants but who switch between brands because they have not yet found the variant that truly delivers. These will be users of Nivea Pure, Sanex Invisible and Narta Invisible.

Why: By targeting both non users of NWM and users of care + NWM variants we will be able to convince both groups that Doves No White Marks variant really does work.

4 Step Proposition

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

Believe that Dove Invisible Dry really does work.

5 Step Support

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

∞ The proof is in the challenge. The ultimate torture test has been tested on over 140 women with +94% agreement that Dove Invisible Dry does not leave white marks, even on the inside of clothes.

∞ Dove Invisible Dry aerosol contains a new, reformulated microfine, translucent technology.

6 Step Character

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

Dove 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?]

We are looking for an integrated digital activity (online / web based) that could also come alive through offline activities such as:

- ∞ Sampling
- ∞ In store (POS)
- ∞ Ambient activities
- ∞ Guerrilla marketing, etc.

PLEASE NOTE: other recommended BTL channels can also be proposed. Please, be aware that an ATL activity based on the 'Inside Out Challenge' idea (TVC, Key Visual/ Press) already exists and the digital activity in response to this brief will need to harmonise with it in its look and feel. This is also a global activity and it must be easily adaptable for roll out across different countries.

8 Step Additional Executional Elements

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

Dove Invisible Dry was launched globally in 2004 to huge success. The variant has grown exponentially with very little support and it is now the number 2 variant within the Dove Deodorant portfolio. In 2006 the US executed an 'Inside Out challenge' campaign, putting Dove Ultimate Clear (the American - no white marks variant) to the ultimate torture test: turning tops inside out to prove that the product leaves no white marks, even on the inside of clothes. This was executed through a compelling testimonial style TVC, in store support and an interactive digital campaign where consumers were encouraged to share their experiences building word of mouth recommendation.

Attachments

200492/0000.mpg	8.28 Mb
200492/0001.gif	16.58 Kb
200492/0002.jpg	78.77 Kb
200492/0003.jpg	22.44 Kb