

Dove- The Real Beauty Campaign

Focus: Brand purpose and cultural impact

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What was the campaign?

- Launched in 2004
- Started as an approach to challenge unrealistic beauty standards
- Featured real women opposed to professional models
- Encouraged confidence, self-esteem, and authenticity

Main Message:

- Beauty should be inclusive and represent real people.



Doves Purpose

- To help women feel more confident in their appearance
- Promote natural beauty and self acceptance
- Move away from unrealistic media portrayals

How did the campaign reflect this purpose?

- Used women of all different ages, body types, and ethnicities
- Focused on emotional storytelling rather than just selling their products
- Created conversations around self image and confidence

Cultural impact

- Helped to normalize body positivity
- Encouraged brands to become more inclusive in advertising
- Started conversations about beauty standards in media

Community impact

- Inspired young girls and women to be more confidence
- Opened discussions of self esteem and mental health
- Made audiences feel represented in advertising

Dove Self Esteem Project

What is it?

- Educational program connected to the campaign
- Provides resources about confidence and body image

Why does it matter?

- Shows doves purpose beyond just advertising
- Demonstrates long term commitment to social impact
- Reached millions of young people globally

Why the campaign impacted me

The campaign stood out because it focused on real people over perfection and I liked that dove connected its products to a meaningful message rather than only focusing on sales



Conclusion

- Dove used marketing to create social conversations
- The campaign connected brand purpose with real cultural impact
- “Real beauty” changed how many companies approach representation in advertising
- Purpose-driven branding can influence culture while also building strong customer relationships

