



#beautyisMe

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## Client Research

Dove's vision is a world where beauty is a source of confidence, not anxiety. They work to make sure women have a positive relationship with how they look. Dove's campaign for Real Beauty was launched in 2004. It was created as a way to inspire girls to accept who they are and believe that they are beautiful.

### Strengths:

- Strong brand image
- Inspiring Advertising
- Emotional Appeal
- Positive Self Image
- Loyal Customers
- Large Budget
- World- Wide Recognition

### Weaknesses:

- Female oriented advertising
- Focusing on beauty more than product
- Serious competition
- Confusing message
- Limited growth and market share

### Opportunities:

- Student involvement
- Geographic Expansion
- New Strategies
- New Slogans

### Threats:

- Growing competition
- Becoming generic
- Higher prices than competitors

Dove's target audience is young females (18-23). Our target audience is made up of female students at Oklahoma State University. They are either in a sorority, athletics, clubs or are general students. They value physical appearance and sometimes struggle with positive self image. They want a product that will help them feel beautiful and confident in their own skin.



## Brand Research

Dove released the #ChooseBeautiful Campaign April 7, 2015, which encouraged women to wake up and make a choice - to choose beautiful or not. A volunteer survey was used to collect information about what beauty is and how the participants viewed the Dove campaign.

The sample size for the survey was 100 respondents. Respondents ages ranged from 18-24. Respondents were 100 percent female. 60 percent of the respondents considered themselves to be beautiful, 46 percent reported they had called another woman beautiful and 47 percent admitted to calling another woman ugly.

The data shows that 76 percent of the female respondents answered they have seen the Dove campaign and 24 percent have not.

The survey showed that 60.8 percent of respondents consider themselves beautiful and 39.2 percent didn't.

Based on the research from the survey, an image with a woman staring into a foggy bathroom mirror with the words "I am beautiful" written on it has been chosen to start an empowering movement on Oklahoma State University's campus.



## Objectives

### Goal Statement:

- To help women feel confident in their own skin.
- Get women to choose to believe they are beautiful

### Awareness Objectives:

- To increase awareness of women's self image issues on campuses across the nation.
- Increase awareness of the Dove brand and its mission to empower women.

### Attitudinal Objectives:

- Change women's attitudes toward themselves.
- Increase self confidence.
- Improve brand's message among target audience.

### Behavioral Objectives:

- Increase social media interactions between Dove and target audience
- Increase self love among women on college campuses.



## Programming

### Creative Strategies and Promotional Communication:

A social media campaign would be the best way to reach female students on Oklahoma State University's campus. We believe the best way to unite women is by creating a social media page and online community specific to their campus.

- Dove will create a student organization made up of 10-15 female students who will be in charge of promoting Dove products and our campaign message. They will pass out flyers and Dove sample size body products, host campus events, put up flyers on mirrors in bathroom stalls all over campus and they'll be in charge of the Dove Instagram account for OSU.
- The female students in charge of the Instagram account will make sure to upload all selfies using the #beautyisMEokstate hashtag and make sure to post information and updates regarding the campus events they'll host.

### Paid Communication:

- Paid geofilters on Snapchat can be measured depending on where the Geofence is, how big it is and how long Dove wants it to run (Snapchat.com).
- We plan for the Geofilter to be a pink frame with the #beautyisMEokstate hashtag at the bottom. Students will have the option to post their selfie on the Dove Oklahoma State University story if their image has the specific geofilter. Other:
- #beautyisMEokstate should be featured at bus stops, the school newspaper and on bulletin boards around campus.



## Evaluation

### Evaluation:

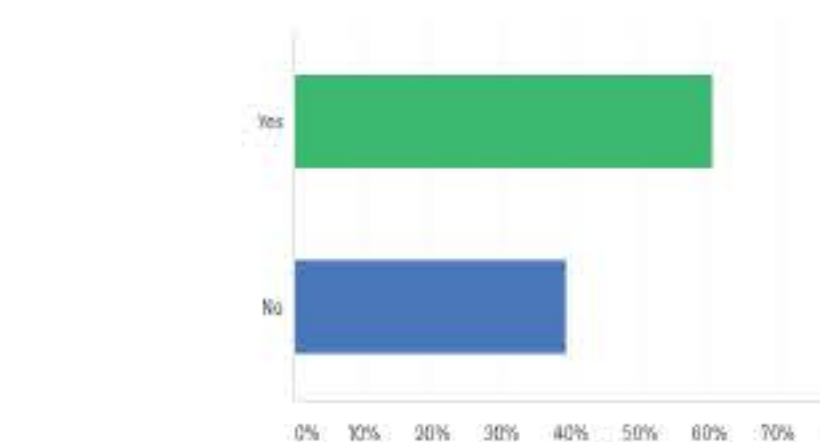
- We will use our hashtag to measure audience engagement on social media.
- Snapchat can measure success using item count, open count/rate, screenshots, time/length of story, completion rate and metric madness (snaplytics.ics.io).
- Instagram can measure success looking at comments received, engages hashtags, engagements per follower, followers gained, referral traffic and Instagram stories metrics (sproutsocial.com).



## Appendix

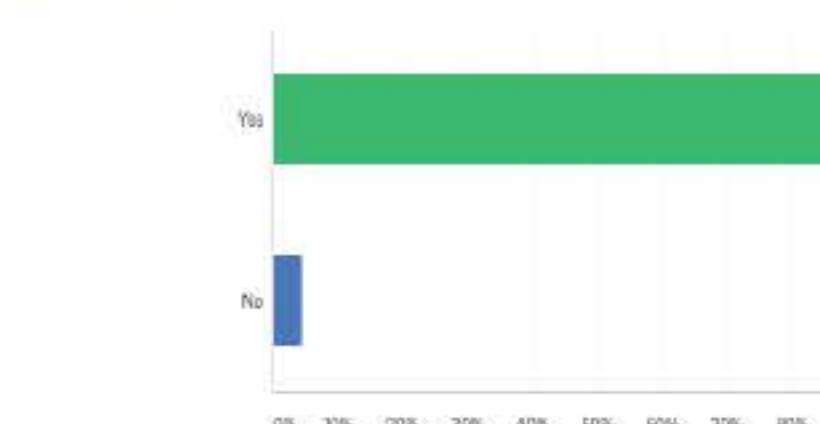
Do you consider yourself beautiful?

Answered: 130 Skipped: 0



Have you ever been told you're beautiful?

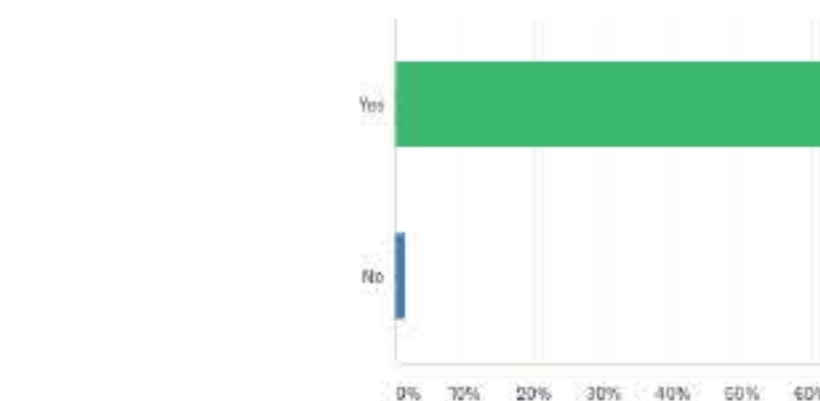
Answered: 130 Skipped: 0



## Appendix

Have you ever called anyone beautiful?

Answered: 130 Skipped: 0



What attributes do you think contribute to beauty?

Answered: 130 Skipped: 0

