

Dove *True Beauty*



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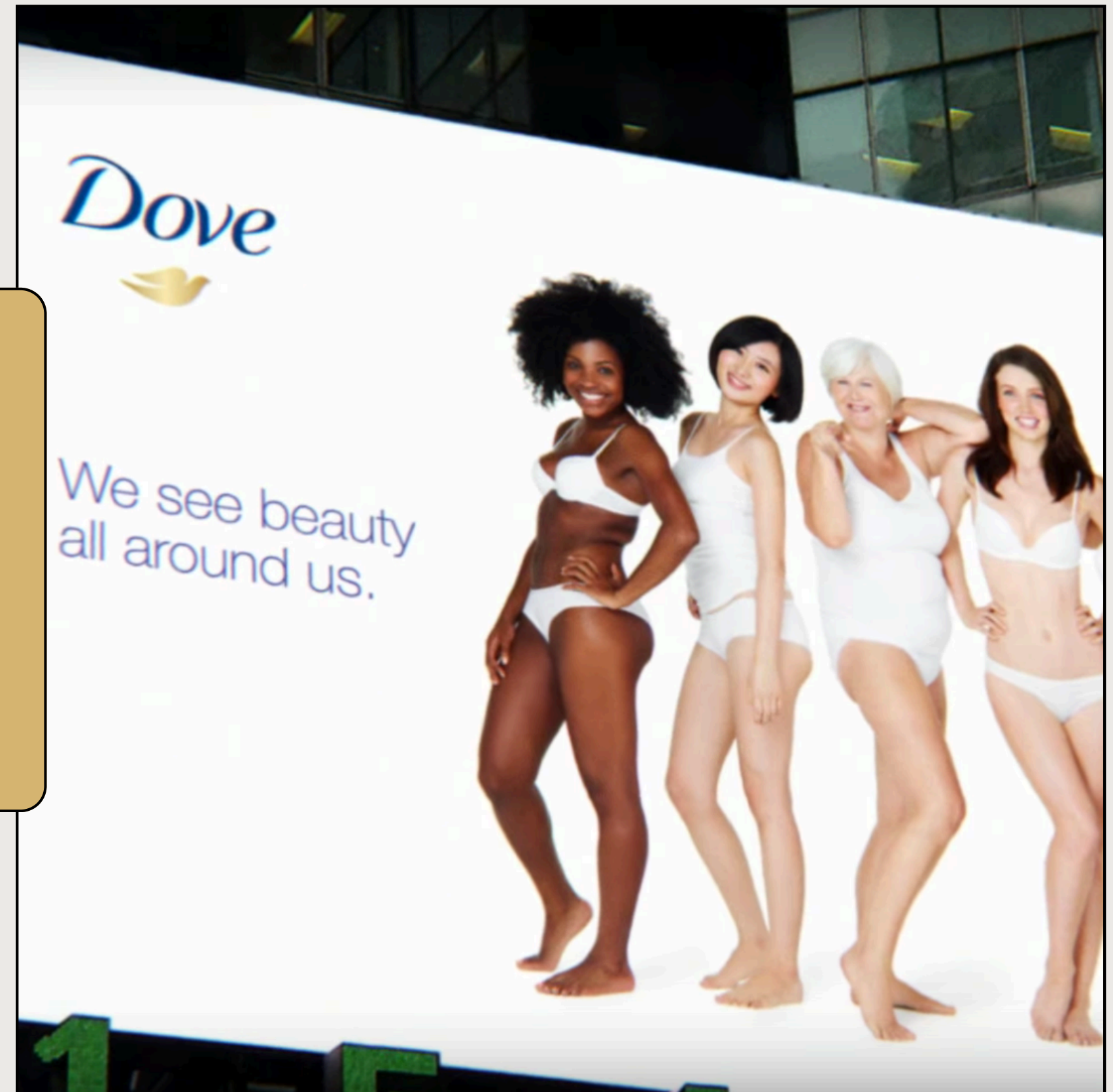
Situation Analysis

Strengths

Weaknesses

Opportunities

Threats



Objectives

Dove strives to increase product sales by five per cent by the end of Q3.

Create and increase women's feelings of personal empowerment and education by three per cent within our target demographics by the end of Q3.

Audiences



Photo credit: Unilever

Embracing Intersectionality

Our differences are what makes us who we are and that is what is beautiful.



Creating Community

Bringing people together to foster a sense of identity and belonging, and build meaningful relationships.

Key Messages



Women's Empowerment

Dove wants every woman to feel confidence in their physical and potential self.

Strategies & TACTICS

Launch women's empowerment campaign

BODY POSITIVITY COLLABORATION

INFORMATION BLITZ

WORD ELEVATION

Diversity Celebration Drive

MARCH MOMENTUM: WOMEN'S EMPOWERMENT EDITION

PURPLE REIGN

INCLUSIVE IMAGERY

Empowerment Events

EXPERTISE EXCHANGE

COLLABORATIONS

INFLUENCER EMPOWERMENT EXPEDITION

WOMEN'S EMPOWERMENT

Tactic	Timeline	Budget Breakdown
Influencers for Body Positivity	March 1 - March 31	PR Package - \$100 / influencer Shipping - \$5/Influencer 20 Influencers
Information Blitz	March 1 - March 31	Survey labour Labour costs - \$2000 Press release sendoff- \$600
Empowerment Word Elevation	April 1 - May 31	Social Media Commercial shoot - \$250,000 Streaming service ad placement - \$250,000 (approx. 8k impression) Facebook and Instagram Ads - \$10,000

DIVERSITY CELEBRATION DRIVE

Tactic	Timeline	Budget Breakdown
March Momentum	March 1 - March 31	\$0 cost
"Purple Reign"	March 1 - March 31	New Packaging - \$100,000
Inclusive Imagery	March 1 - August 31	Social Media Commercial shoot - \$250,000 Streaming service ad placement - \$250,000 (approx. 8k impression)

EMPOWERMENT SUMMER EVENT

Tactic	Timeline	Budget Breakdown
Expertise Exchange	June 1 - July 31	10 workshops Space rental: \$400/shop (\$4,000) Food: \$5/person (50/workshop) ((\$2,500))
Collaboration	August 1- August 31	Space Rental: \$500 Food: \$5/person (200 people) ((1,000))
Influencer Empowerment Expedition	August 15 - August 31	10 influencers All inclusive ticket - \$5,000 (x10) 5 workshops Supplies - \$100 \$200 gift basket/ influencer sent to their house (\$2,000) Shipping \$5/influencer (\$50)

Evaluation Strategies

Survey

Sales Comparison

*Thank
You!*

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