



Dove Real Beauty

Postmodern Advertising

Dove's Real Beauty Messaging Campaign

Dove's messaging campaign "Real Beauty" began in 2004 to challenge beauty standards and redefine how beauty is seen as it varies from woman to woman.



Dove



Real
Beauty

Productions

Cortese's Deconstruction

1st Artifact: Dove's Real Beauty Pledge



- Dove's Real Beauty pledge webpage presents Dove as an ally to women showcasing a diverse sense of beauty – the “real” beauty standard.
- The pledge: “We believe in authentically representing our diverse community, including those who are often unseen and unheard. That's why we feature women of different ages, sizes, ethnicities, abilities, genders, hair colour, hair type and style” (Real Beauty Pledge, n.d.).
- Cortes's definition of postmodern advertising: “While modern advertising presented itself as an unquestionable authority figure –a high priest of sorts –postmodern advertising presents itself as an inside, an ally of the common person” (2015, p. 9).
- With Dove presenting itself as an authentic beauty company it promotes connection and authenticity to all women.

2nd Artifact: Real Beauty is Universal Video

- Postmodern advertising uses parodies to enter a secret agreement with the consumer and advertisement.
- “With parody the viewer detects the dupe so well that it does not have to be explicitly revealed. Sometimes there is even the suggestion of a secret agreement between the viewer and the advertising agency” (Cortese, 2015, p.9)
- The “Real Beauty is Universal” video enters that secret agreement with the viewer by critiquing and making fun of the current beauty standards we have now.
- At the outset, Dove asks, “Why do we search the universe for only one type of beauty?” Video then pans to show that beauty does not have one universal standard but varies from woman to woman regardless of origin, size, or gender (Youtube, n.d.). By doing this, Dove parodies the ridiculousness of long-held cultural beauty standards.



3rd Artifact: The Code Video

Cultural Industry

- Cortese notes that “the individual experiences the world in fragments,” including beauty and personal relationships shaped by the cultural industry (2015, p. 7).
- Dove recognizes that women have a fragmented relationship with beauty.
- The Code video highlights how AI can distort women’s view of themselves and positions Dove as redefining the cultural industry through redefining beauty (Youtube, n.d.).

Reflection of Social Life

- Advertising as a reflection of social life presents products as a way to achieve a lifestyle (Cortese, 2015, p. 11).
- Dove’s video of The Code reflects how AI only reveals the beauty standards that it is shown and aims to change and redefine those standards (Youtube, n.d.).





Dove



Dyer's Stereotypes

Dyer Stereotypes



- The category of stereotypes that each of these artifacts reference.
- Stereotypes in reference form refer to stereotypes as projections of the world, or characteristics of an aesthetic function (Dyer, 1993, p.10).
- The stereotypes presented in the ads are focused on traditional beauty standards set by men or women who were influenced by society.
- Dove's Real Beauty messaging campaign advertisements challenge these stereotypes by featuring diverse women from all backgrounds, sizes, genders, and age.

References

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