


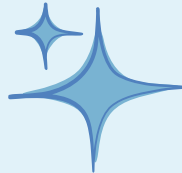
# DOVE FEMINISM CAMPAIGN

The Creators



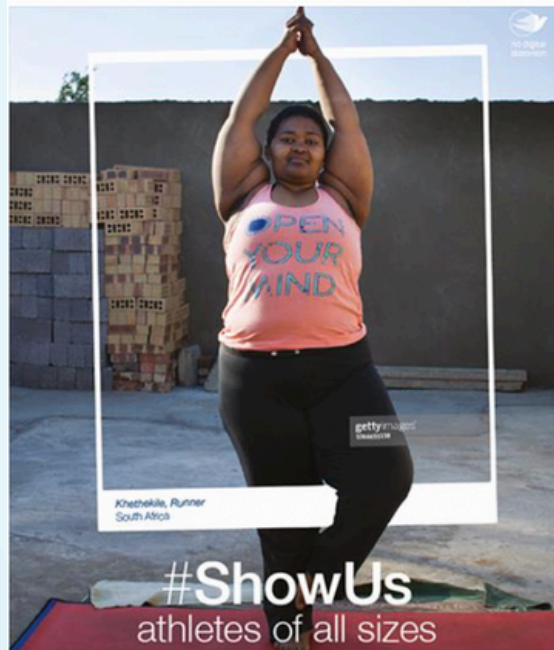
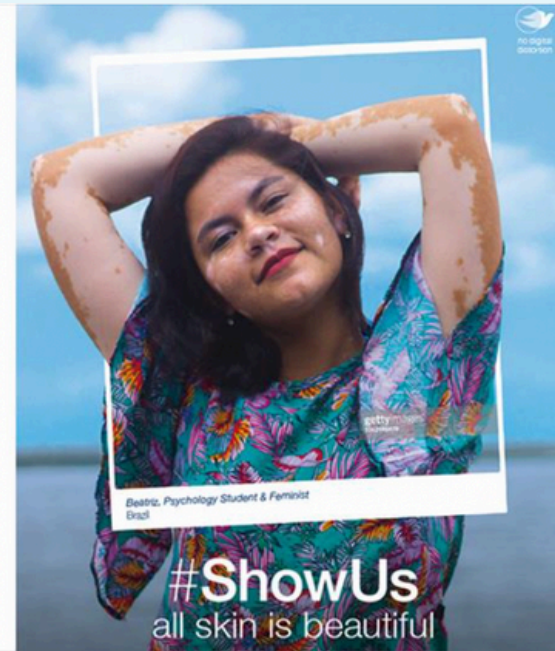
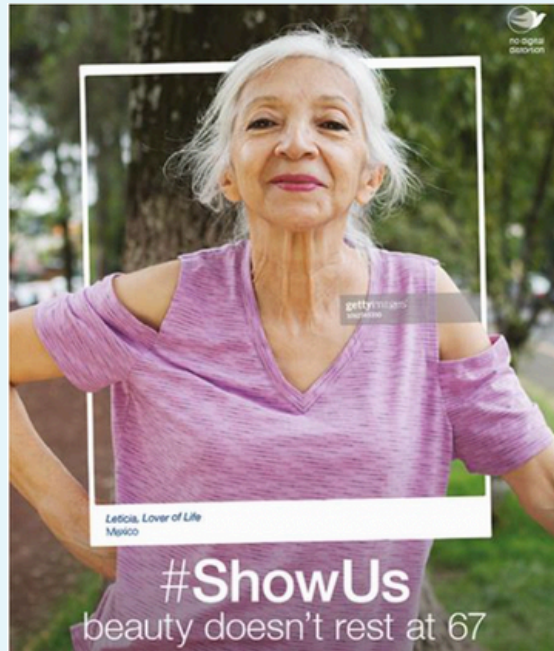
# DISCUSSION QUESTION

What brands do you think are good activists  
for feminism?

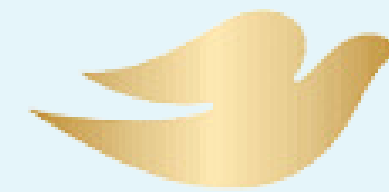



Discuss with your classmates

# DOVE PROJECT #SHOWUS



# Dove



A decorative template for a creative brief. It features a central white rounded rectangle with a dashed blue border. The background is light blue with various decorative elements: a leafy branch in the top left, a vine with leaves in the top right, a starburst in the top right, a starburst in the bottom left, and stylized hills in the bottom right. The text 'CREATIVE BRIEF' is centered in a bold, blue, rounded font.

# CREATIVE BRIEF

# GOALS OF PROJECT #SHOWUS



- Redefine how women are represented
- Set a new standard for women across the world
- Create a more inclusive vision of beauty
- Challenge existing beauty stereotypes across a wide range of demographics and identities
- Reflect society authentically
- Create social change



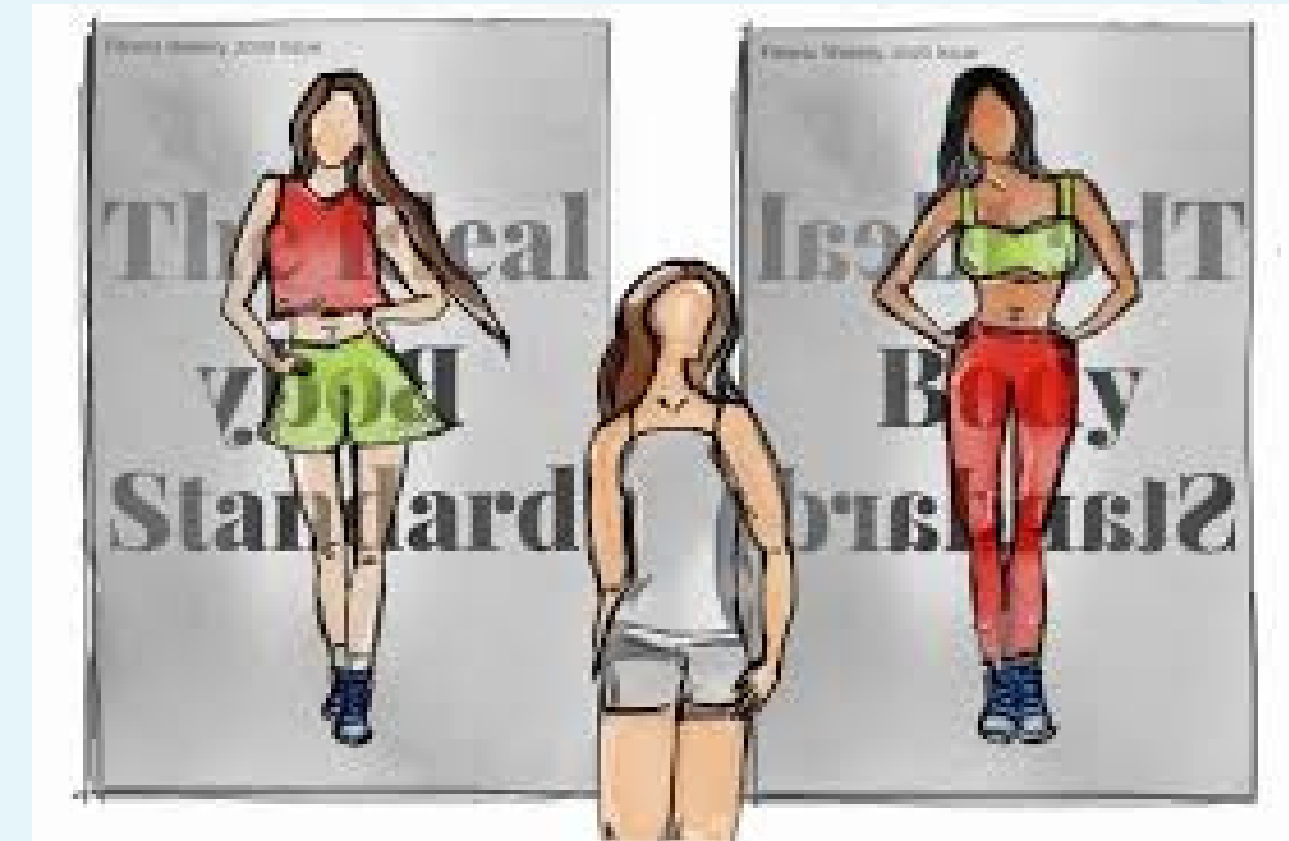
# TARGET AUDIENCE

- Women and non-binary individuals everywhere
- women of different body sizes
- women with disabilities
- Women of different racial and ethnic backgrounds
- Women with various hair types and styles
- women of different ages
- women who feel underrepresented
- LGBTQIA+ individuals
- Media and advertising industries
- The general public



# PROBLEM

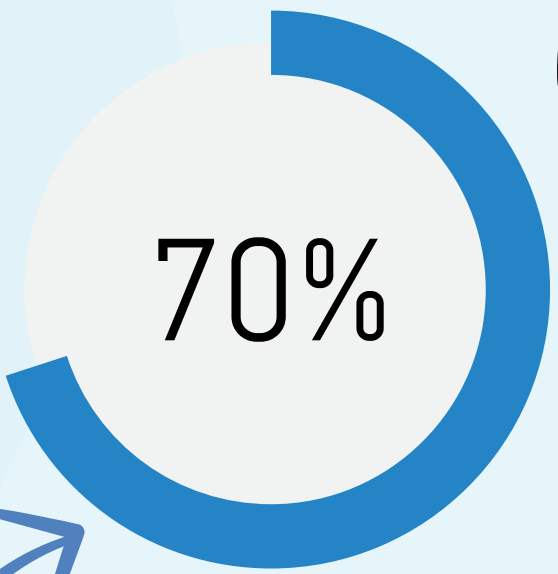
- there is an apparent gap between how women and non-binary women are represented in the media
  - lack of acknowledgement surrounding the narrow beauty standards depicting body types, races, and identities



## The Challenge

- representation in ads have not improved much over the years
- there's a need to redefine what "beauty standards" mean and broaden them to be inclusive of all women

# INSIGHT



Women and non-binary individuals want to see themselves represented more authentically in the media

70% of women don't feel represented in advertising





# SINGLE MINDED PROPOSITION



**#ShowUs**  
more women who  
look like me

[Unilever - Dove #ShowUs](#)



## DISCUSSION QUESTION #2

Are brands' feminist marketing efforts  
genuine or just tactics?

Discuss with your classmates



# ACTION

- Develop Authentic Imagery
- Create Social Media Strategy
- Engage Influencers and Advocates
- Foster Community Participation
- Collaborate with Brands
- ✦ • Measure Impact and Gather Feedback



Mixed Asian Media – Dove #ShowUs

# EXECUTION PLAN

**This campaign was launched in March 2019, with the plans of redefining beauty standards and creating an inclusive representation of women in the media.**

- Collaborations with Getty images and Girlgaze, developed a collection of images of 5,000 women from 39 countries.
- Hearst Magazine, Oprah Magazine, Cosmopolitan, Elle, and Marie Claire
- Active usage of the hashtag #Showus, amplifying drive and impact
- media attention through news channels and active discussion

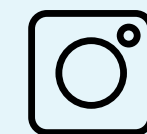
# EXPECTED OUTCOMES

- Get 100,000+ women worldwide raised their hand to support the collection
- Encourage 900+ companies in 40 different countries to download 7,500+ images from the campaign – accumulating 100% positive feedback
- Campaign has potential to earn awards through Shorty Social Good Awards and others
- Revenue increase 13%, highest sales mark at \$6 billion in 2023



- <62% of women think the images from this campaign better represent what women look like in their country


62%



Measuring these outcomes...



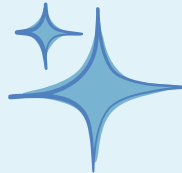
- by surveying women post campaign and tracking social media noise/comments
- Instagram likely to garner more engagement than Dove's Twitter account
- Attract >30 million views on #showus Youtube video



## DISCUSSION QUESTION #3

Are there risks for brands in aligning with feminist movements?

Discuss with your classmates



# SOURCES

I/O, Contagious. "Case Study: Dove: Show Us. It's on Us." WFA, World Federation of Advertisers, 8 Apr. 2021, [wfanet.org/knowledge/diversity-and-inclusion/item/2021/04/08/Case-study--Dove-Show-Us-Its-On-Us](https://wfanet.org/knowledge/diversity-and-inclusion/item/2021/04/08/Case-study--Dove-Show-Us-Its-On-Us).

"Project #ShowUs." The Shorty Awards, [shortyawards.com/4th-socialgood/project-showus#:~:text=900%2B%20companies%20in%2040%20countries,brands%20that%20use%20%23ShowUs%20images](https://shortyawards.com/4th-socialgood/project-showus#:~:text=900%2B%20companies%20in%2040%20countries,brands%20that%20use%20%23ShowUs%20images). Accessed 31 Oct. 2024.

Cotw. "Project #ShowUs - Dove: Shattering Stereotype." Campaigns of the World, 29 Aug. 2022, [campaignsoftheworld.com/digital/project-show-us-by-dove/](https://campaignsoftheworld.com/digital/project-show-us-by-dove/).

"Interview: Dove Project #showus with Taiyo Kitagawa." Mixed Asian Media, Mixed Asian Media, 9 June 2021, [mixedasianmedia.com/issue-009/2019/9/9/dove-showus-campaign-with-taiyo](https://mixedasianmedia.com/issue-009/2019/9/9/dove-showus-campaign-with-taiyo).

Unilever. "Dove Project Shows Us." Unilever South Africa, 2019, <https://www.unilever.co.za/news/press-releases/2019/dove-project-shows-us/>. Accessed 31 Oct. 2024

Ayyad, Yasmin. "Social Media Analysis of Dove's #ProjectShowUs Campaign." Medium, 21 May 2019, <https://medium.com/@yasmin.ayyad/social-media-analysis-of-doves-project-showus-campaign-9f9b2ff9553d>. Accessed 31 Oct. 2024.

Slattery, Megan. "Dove's New #ShowUs Campaign Is Groundbreaking for Women in Media." Image, 28 Mar. 2019, <https://www.image.ie/style/beauty/doves-new-showus-campaign-groundbreaking-women-media-148726>. Accessed 31 Oct. 2024