



MDA CALL FOR PROPOSAL

UNILEVER SINGAPORE
DOVE MASTERBRAND



CALL-FOR-PROPOSAL SUMMARY

Dove is looking for content suitable for the digital space that showcases emotion-evoking scenarios to inspire Singaporean women to feel beautiful and to rethink how they perceive their own beauty.

This content will be in line with our **“We See Beauty in You”** masterbrand digital campaign.

Content needs to be complementary to our existing video assets and is to be distributed via digital platforms. It should, ideally, also present **an opportunity to deepen the engagement** of our **local** community by recognising their influence and inviting them to write the future of Dove.

See links below for existing Dove Masterbrand social mission video content :

- Sketches
- See Beauty in Yourself : Friends
- See Beauty in Yourself : Inner Critic
- Camera Shy

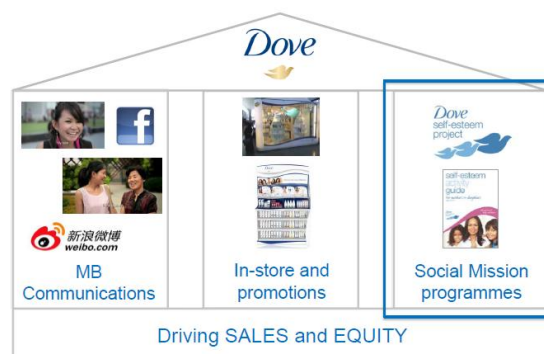
BACKGROUND

WHAT IS DOVE MASTERBRAND?

Masterbrand is a way of talking about and driving Dove as a cross-category brand, one which leverages the full power of being in multiple categories.

It includes anything that is not specific to a single category (i.e. hair, body wash, deodorants).

It also includes the non-category-specific activities and communications we do to drive the overall Dove brand equity.



THE ROLE OF THE SOCIAL MISSION



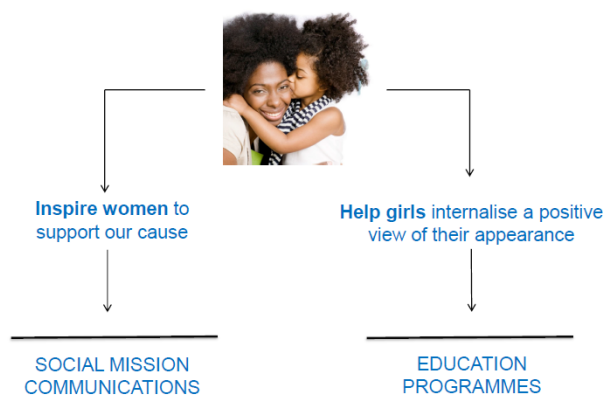
MISSION

Dove believes that beauty should be for everyone because looking and feeling your best makes you happier.

OBJECTIVE

Ensure the next generation grows up with a positive body image, enabling them to realise their full potential.

TWO PRONG APPROACH TO ACHIEVE OBJECTIVE



WE NEED TO SEED DOVE'S POV ON BEAUTY IN SINGAPORE

Land Dove's Brand Mission to make beauty a source of confidence.

Dove's Definition of REAL BEAUTY:

- When I've taken the care to be '**me at my personal best**'.
- **Beyond the aesthetic:** how you are, not just how you look.
- **Diverse, character-ful** and sometimes **surprising beauty**.
- Manifesting our **Values and Personality:** democratic, liberating, beautifully uncomplicated, warm, optimistic, inclusive, animated.

Dove's definition of REAL WOMEN:

- Women radiating individuality, positivity and zest for life.
- Women who create a sense of connection.
- Women you relate to on a human level, as a friend.
- Women you'd like to spend time with.
- And (as always) cast from life – no models/actresses.





ROLE OF EXECUTION

- To land the issue by demonstrating how Singaporean women do not see the beauty in themselves that others do.
- To further reinforce the Dove commitment to fostering self-esteem in women by creating a world where beauty is a source of confidence, not anxiety.
- To further support and reinforce initiatives rolled out on the digital, social and in-store fronts.

2013 WE SEE BEAUTY IN YOU

Dove aims to invite all women to realise their personal potential for beauty by engaging them with products that deliver Superior Care. Dove believes that beauty should be for everyone because looking and feeling your best makes you feel happier.

Dove has always been a pioneering brand and a thought-leader on the issue of beauty and its impact on women's perceptions of themselves. Over the last 8 years, the brand has evolved and progressed from a brand that campaigns against beauty stereotypes, to a brand that is committed to helping women realise their full beauty and personal potential, and ultimately enjoy more happiness.

For 2013, the objective of "We See Beauty in You" campaign is to change how women see beauty in them and to inspire them to feel beautiful.

TARGET AUDIENCE

Our target audience is made up of real women, mums and socially savvy women aged 15-49 years old.

Women who care about care, or can be encouraged to care about care. She is full of warmth, grounded, self-aware and has character – yet, like all of us, she also has her insecurities. Her approach to beauty is infused with realism, which is why care matters to her.

TIMELINES

First draft proposal of Storyboard by **November 2013**

DELIVERABLES

Content which can be used as a highly integral part of execution/activation, driven entirely via social and digital media.

WHAT IS THE KEY ROLE OF THE CONTENT

Women struggle to see the beauty in themselves and are their own worst critics.





Dove wants to inspire Singaporean women to rethink how they perceive their own beauty and to feel beautiful.

UNILEVER CONTACT POINT FOR BRIEF

NAME: Soh Ting Ting

DESIGNATION: Brand Manager

EMAIL: tingting.soh@unilever.com

DID: +65 6643 4838

KEY MEDIA TO BE DISTRIBUTED ON

- YouTube (both Desktop and Mobile)
- Facebook (both Desktop and Mobile)
- Must be built for both iOS and Android
- Other common video / rich media ad units

SPECIFIC TARGET AUDIENCE INSIGHTS:

Women struggle to see the beauty in themselves and are their own worst critics.

Only **2%** of women from Singapore see themselves as beautiful, compared to **4%** worldwide.

- While 68% of Singaporean woman believe that every woman has something that's beautiful about her, only 2% regard themselves as beautiful.
- 18% think that they focus more on what they don't like about their looks, rather than appreciating their beauty assets.
- Most Singaporean women feel pressure to be beautiful (56%) - 26% of pressure tends to be self-imposed and 27% agree they are their own worst critic when it comes to their looks.





Most Singaporean women find pleasure in not just the results of self-care but the process as well.

However, they are not taking the time they need to care for themselves and the way they look.

- While 43% enjoy the process of taking care of themselves, **only 35%** actually take the time to do so.
- 51% enjoy the results of taking care of themselves and 73% say it is important in making them feel beautiful.

Singaporean women want to be able to enjoy the time they spend taking care of themselves (47%) and 43% think they can only get the most out of their looks with the right products or treatments.

