

# **SOCIAL MEDIA IMPACT ON THE MARKETING OF DOVE**

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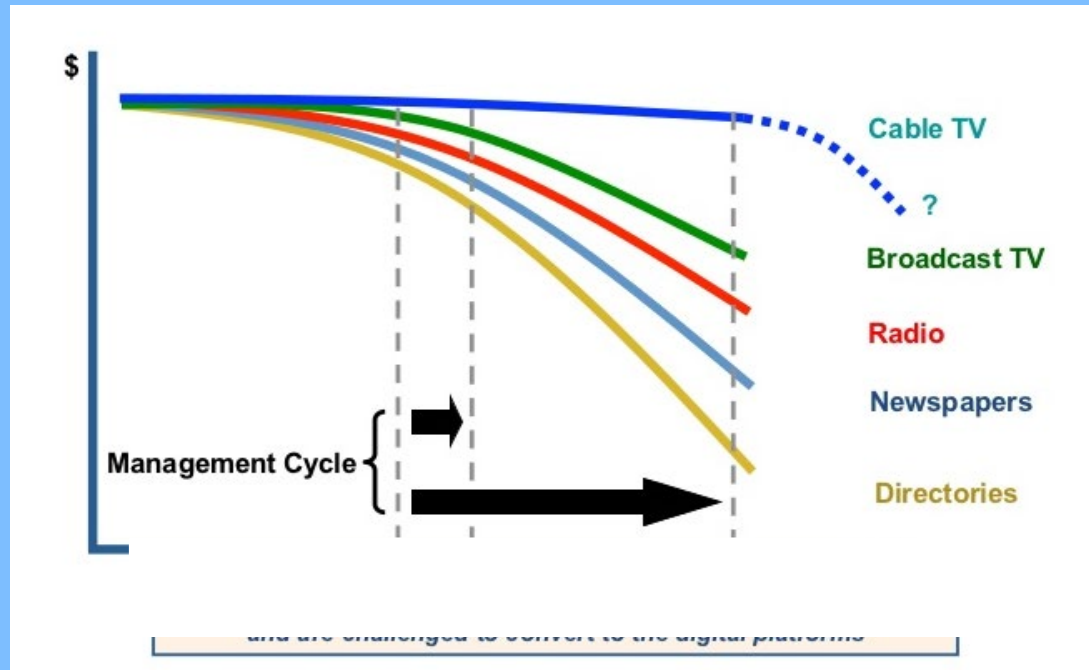
&

Stanislav Marinkov

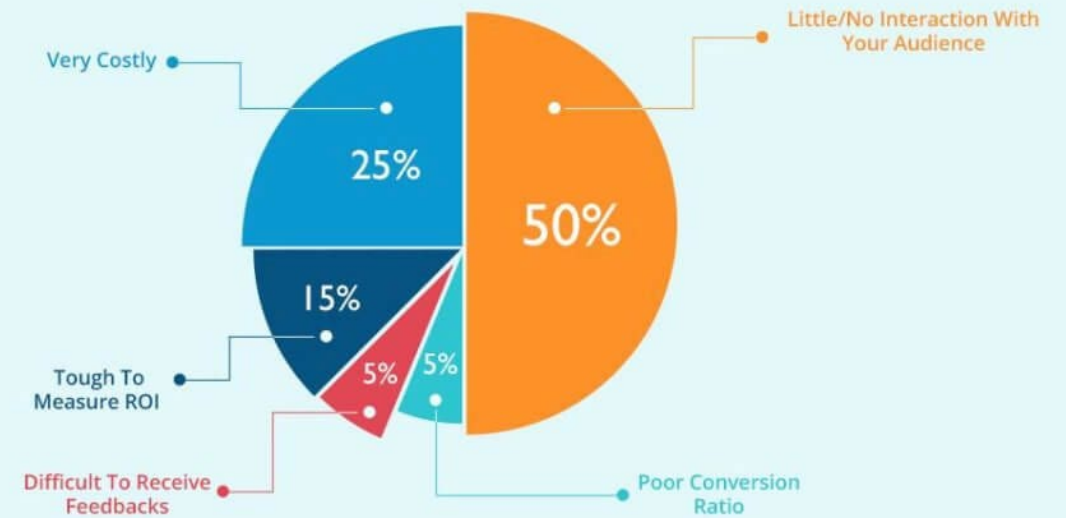
# OBJECTIVES

- ❖ **The Digital Marketing Era and Social Media**
- ❖ **Background information about Unilever and Dove**
- ❖ **Campaigns using social media**
- ❖ **Marketing in the Digital era - example**
- ❖ **Criticism that the brand faces**
- ❖ **Conclusions**

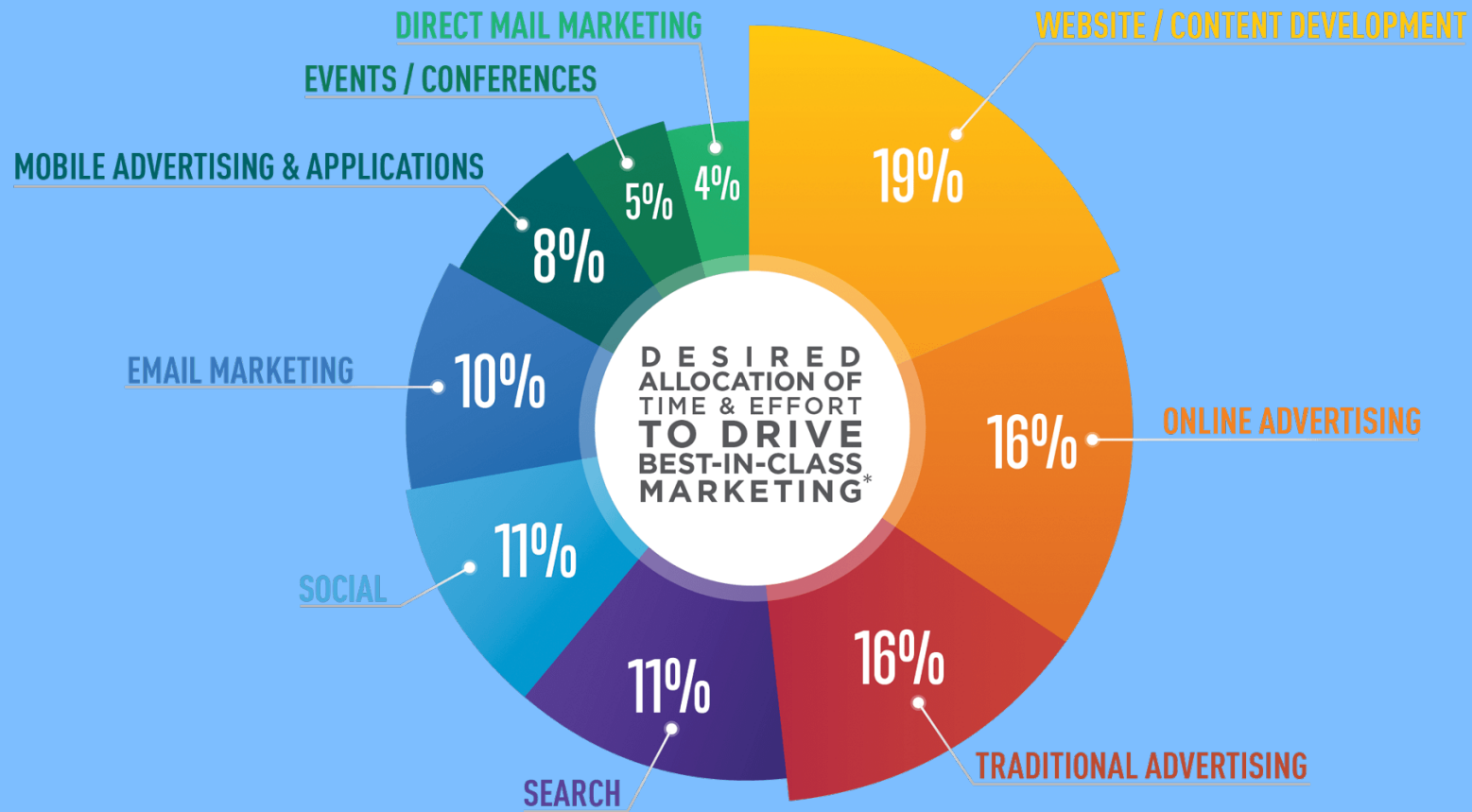
# THE DIGITAL MARKETING ERA



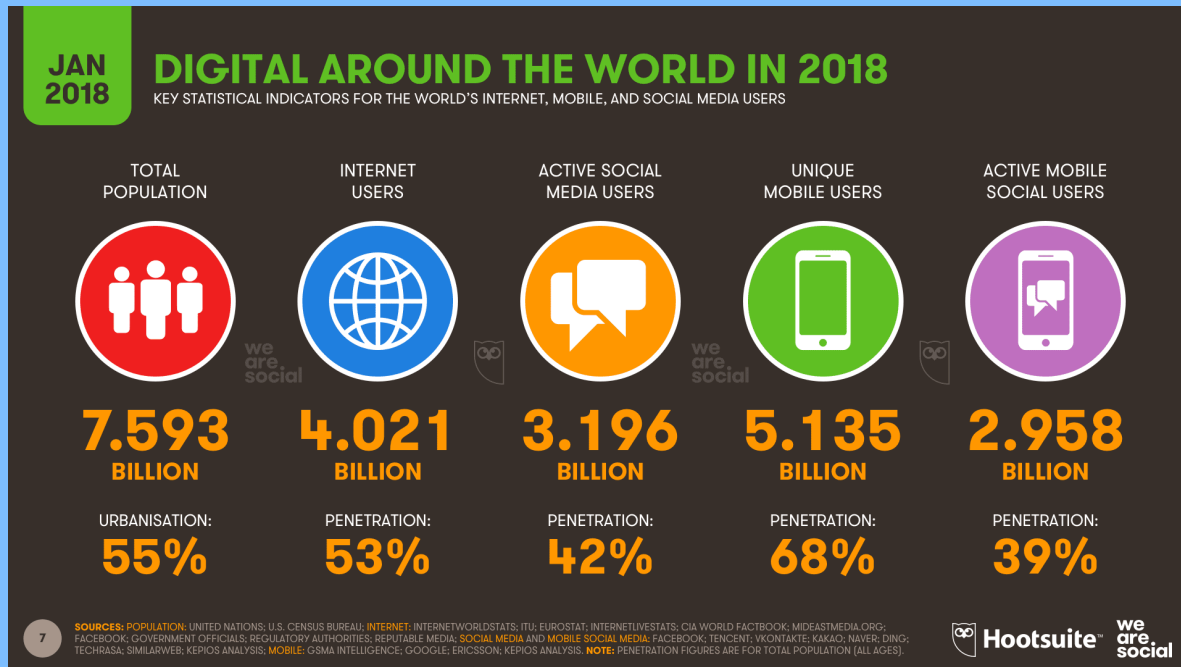
## Marketers state the biggest Drawbacks of Traditional Marketing



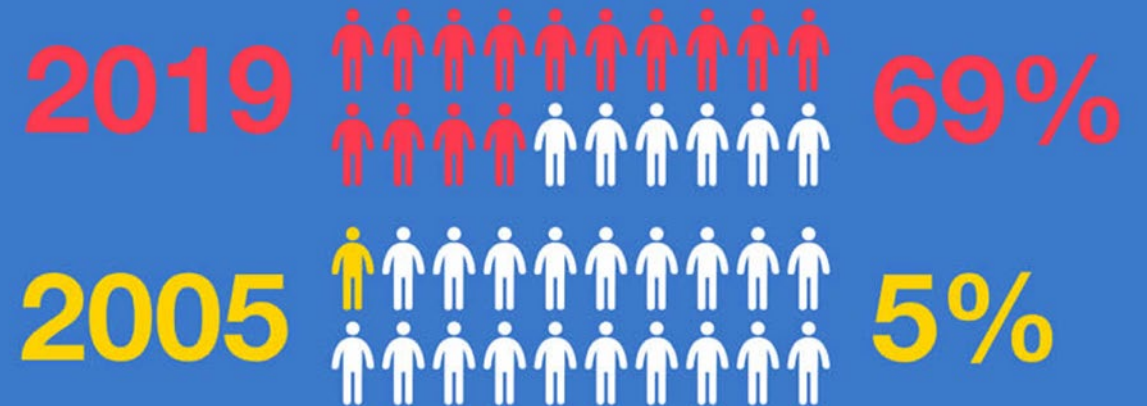
# THE DIGITAL MARKETING ERA



# SOCIAL MEDIA



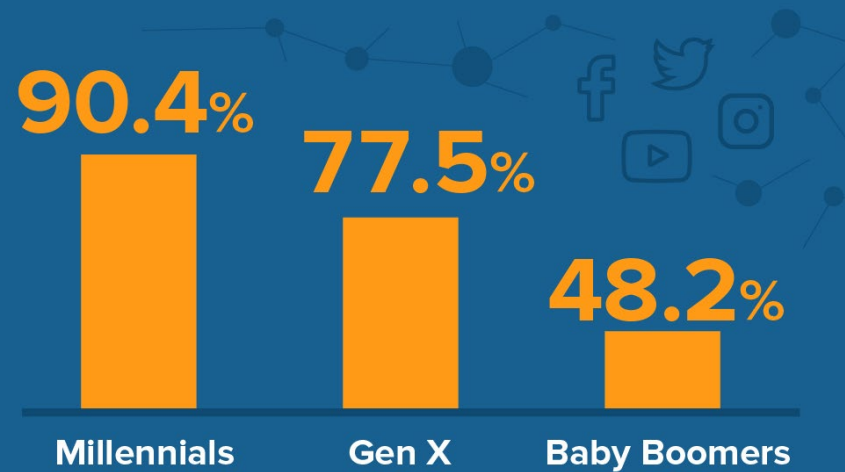
Seven out of every ten Americans (or 69 percent of the population, to be exact) use social media to connect with one another.



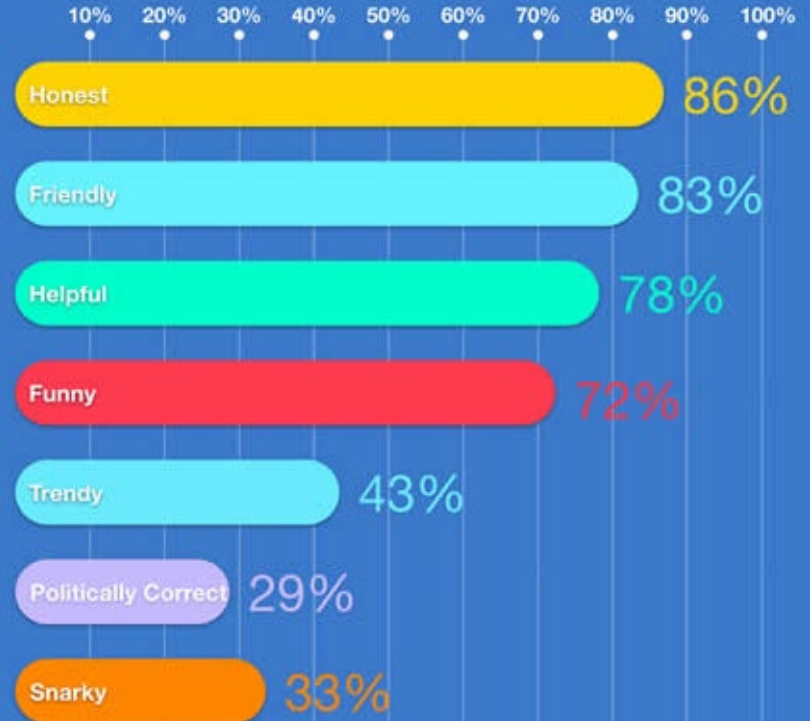
This number is up from 5 percent in 2005 and from around 50 percent in 2011

# SOCIAL MEDIA

Active **social media** users by generation:

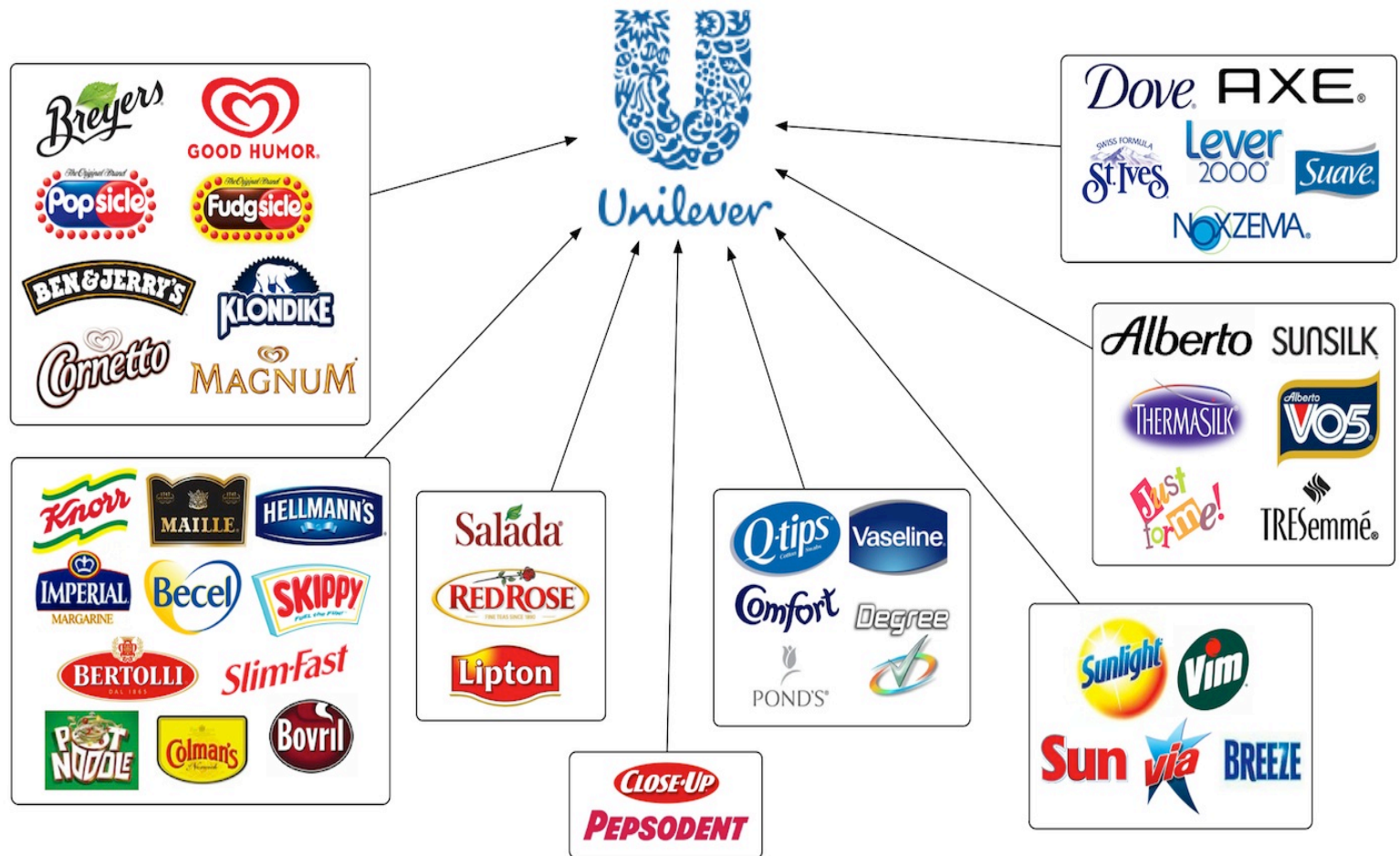


What Do People Want Brands to Be on Social Media?



Percent of People

# ABOUT UNILEVER & DOVE



# Dove





# CAMPAIGNS AND SOCIAL MEDIA

❖ Research showed that 2% of the women find themselves beautiful

❖ Real beauty campaign

❖ Bald or beautiful?



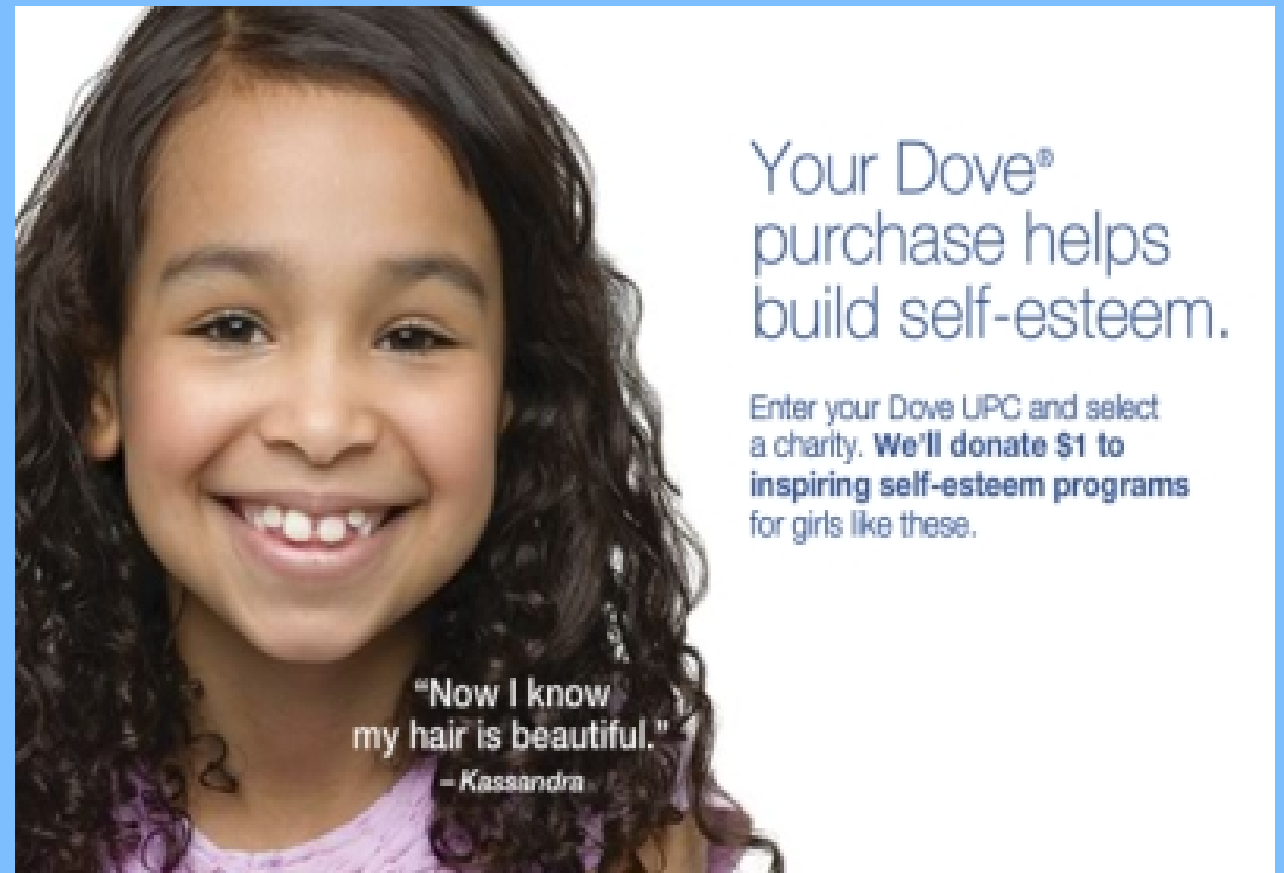
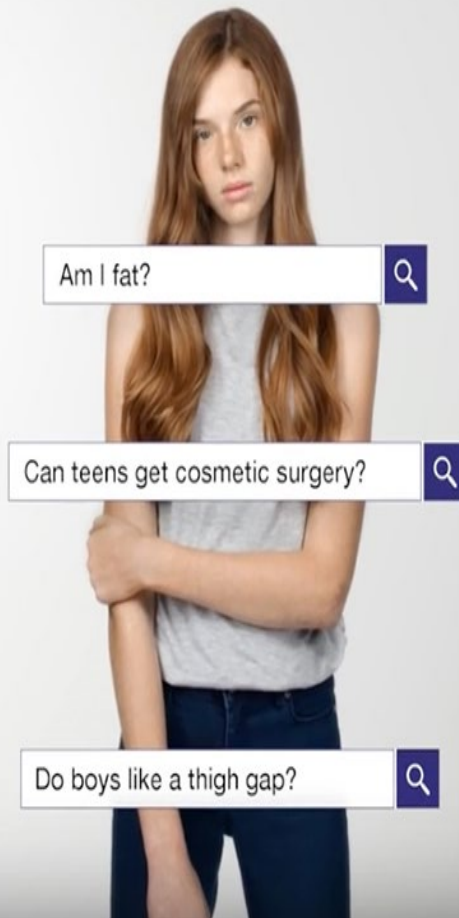




# EVOLUTION VIDEO



# SELF-ESTEEM PROJECT



# REAL STRENGTH CAMPAIGN

- ❖ 7% of men can relate to the way media illustrates masculinity
- ❖ Man+ care
- ❖ #RealStrength



Available at  
**CVS** pharmacy

**CARE**  
FOR THE HERO  
IN DAD

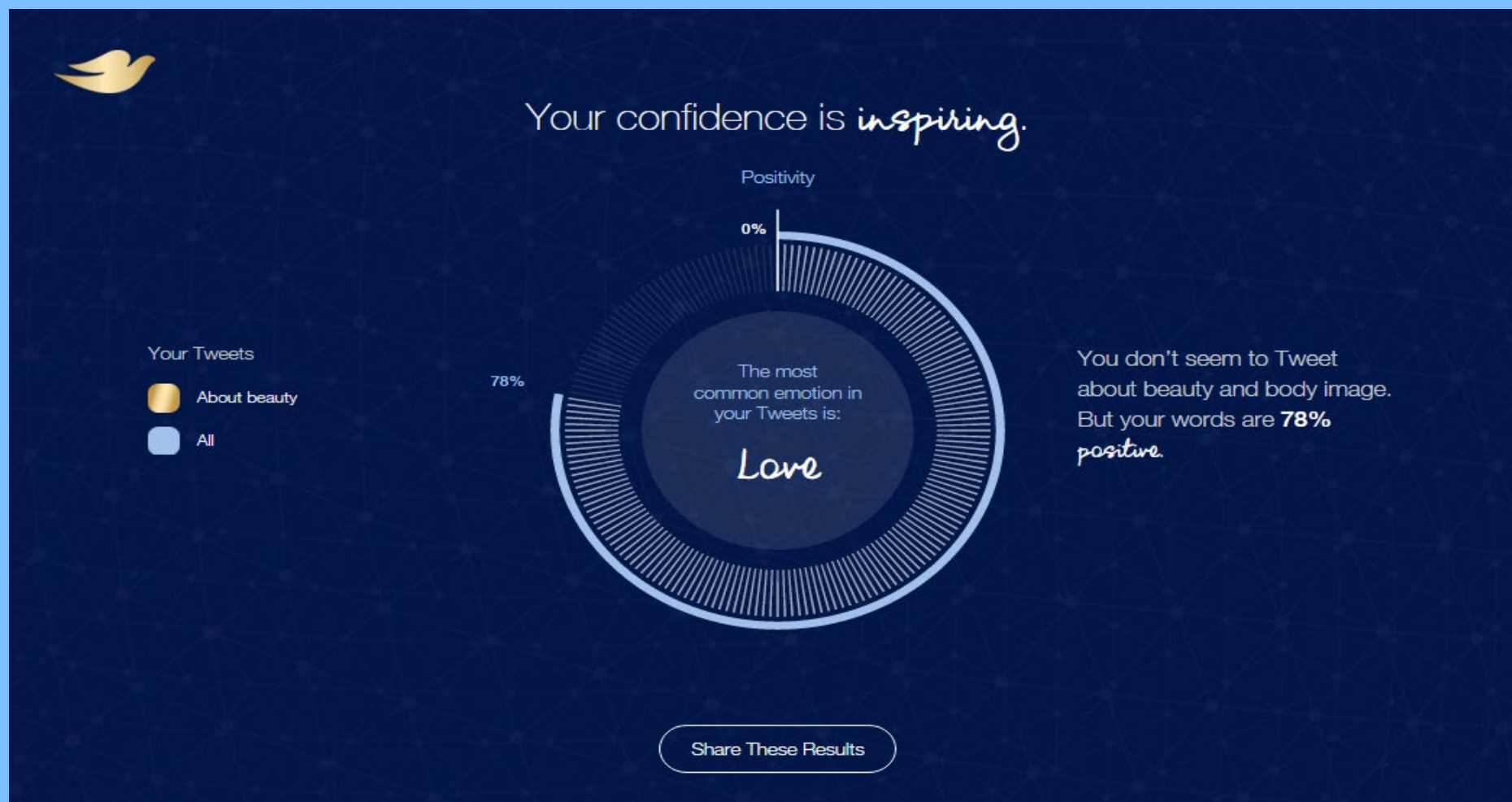


**CARE MAKES A  
MAN S+RONGER**





# #SPEAKBEAUTIFUL

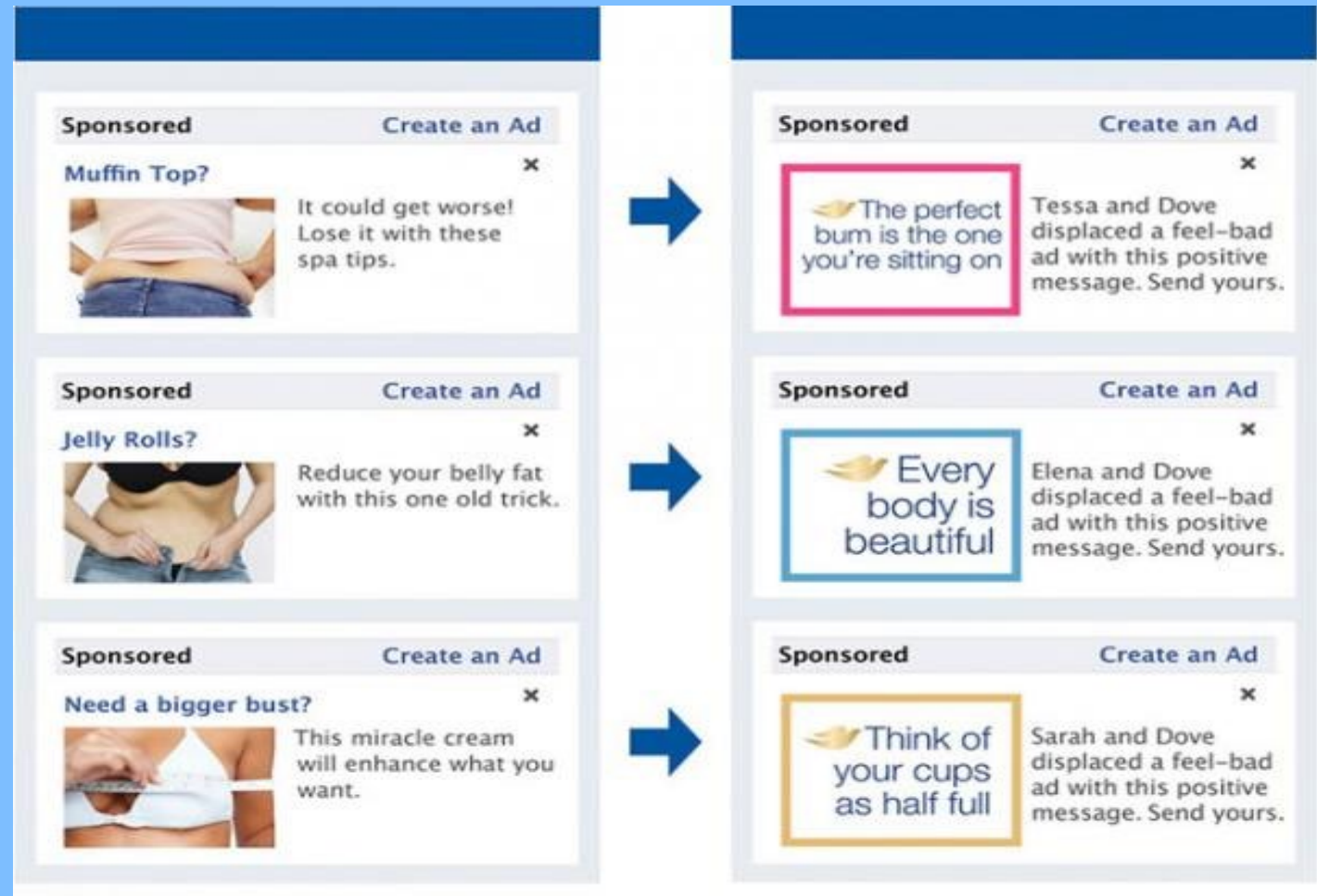


# MARKETING IN THE DIGITAL ERA

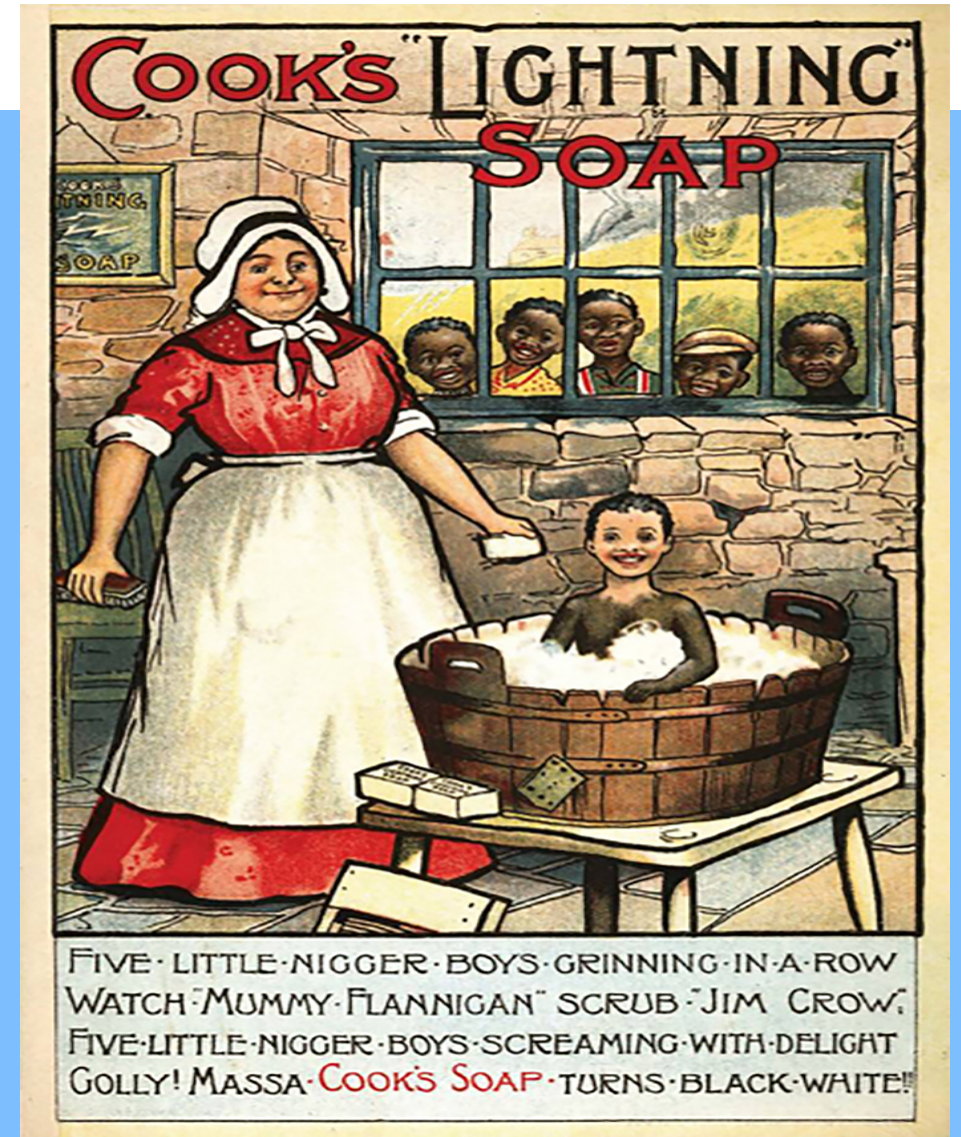
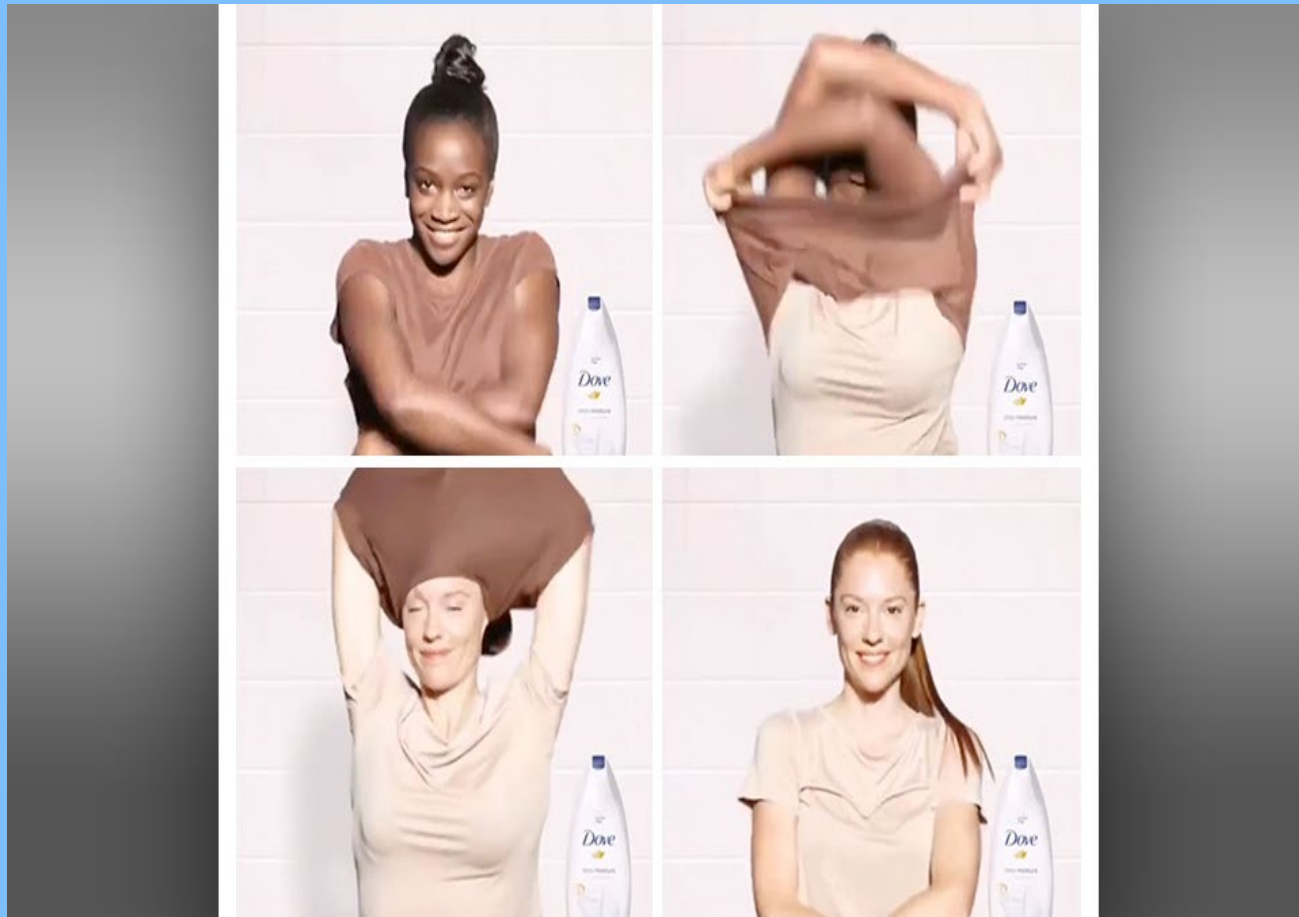
❖ Facebook- based application

❖ Giving the users the power to control advertising

❖ Unique social movement



# CRITICISM





**THANK YOU FOR YOUR ATTENTION!**

*Dove*

