



## Dove

Campaign for Real Beauty



## Challenge

Aimed at debunking narrow beauty stereotypes and encouraging debate about the nature of beauty, the Dove “Campaign for Real Beauty” was an all encompassing programme involving a unique advertising campaign featuring six real women relating to six beauty stereotypes.

To encourage customer engagement with the campaign, and hence the Dove brand, creative executions featuring these women were created that encouraged people to vote between two contrasting options relating to the appearance of each woman.

To ensure that campaign reach was maximised it was decided that a multi-channel campaign would be launched that required the capturing of votes via a website, mobile (SMS) and online advertising.

## Solution

The campaign was promoted prominently using outdoor and print advertising. In addition to being directed to the Dove website, customers were provided with the ability to respond immediately by submitting their votes via SMS. In line with this philosophy of minimising the barriers to participation, customers were able to register their vote directly via the banner ads that formed part of the online advertising campaign.

Traction captured the votes from each channel and aggregated them into a single vote count. These results were instantaneously reported by Traction to customers via the website or banner ad from which consumers had registered their vote. In addition, results were displayed on prominent electronic billboards located in high traffic areas for customers that had voted via SMS. These Traction-integrated billboards provided Dove with a unique and differentiated platform from which to further promote the campaign.

## Outcomes

- Reduced barriers to customer participation
- More effective use of outdoor and print advertising with the provision of a mobile response channel
- Maximised campaign and brand engagement
- Enhanced customer interaction with immediate feedback loops
- Real-time reporting of results to both Dove and participants
- Vote aggregation across multiple channels was a global first for the campaign

For more information please visit the Traction website at [www.tractionplatform.com](http://www.tractionplatform.com)

To discuss how Traction may serve your specific needs, please contact us on +61 2 9024 2676 or email [contact@tractionplatform.com](mailto:contact@tractionplatform.com)