



*Dove*

We've Got Your Back

# PART 1: Research

## DOVE Real Beauty Campaign-



Real  
Beauty  
Productions

Dove's Real Beauty Campaign has a long-term goal of changing the view of unrealistic beauty standards. In a statement from the campaign, *"We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realize their full potential"* (Study Smarter , 2020). The Dove Real Beauty Campaign started in 2004 and has evolved overtime rejecting beauty stereotypes by showing the beauty of real people and not the distorted version that is prominent on social media services. The aim is to promote self-esteem and create a brand that all women can relate to. Dove's core values and beliefs are self-love, empowerment and beauty which are advocated for in Doves' campaign. The company has a wide target audience including women aged 18 to 35, as well as girls who are being exposed to unrealistic beauty expectations from a young age. Dove uses the shock tactic of not using photoshop or supermodels to sell their products and instead employs real women with different bodies, ethnicities and races demonstrating inclusiveness and staying true to their real beauty campaign. In their goal to change the narrow-minded view of what is considered beautiful by our society today, Dove conducted a study that surveyed 3,200 women across 10 countries and aged between 18-64. The responses indicated that drastic measures need to be put into place as the research found only 2 percent of women identified themselves as beautiful. The survey found 68 percent strongly agreed that the media reinforces and sets an unrealistic perspective of beauty to which 75 percent mentioned the media needs to do a better job of portraying women from a more diverse, inclusive, and realistic perspective (Study Smarter , 2020). The results of the survey highlighted to Dove that change was required and in 2004 they launched the Real Beauty Campaign which gained the attention of the media. Through the campaign, Dove has helped to improve women's self-esteem by their promotion of a healthy image of beauty which is real and natural.

In 2017 when the company advertised the launch of the new Dove bottles which show cased different body shapes, Dove used the slogan *"From curvaceous to slender, tall to petite... beauty comes in a million different shapes and sizes."* (Allison Partners , 2017). The campaign, however, backfired and Dove received criticism. Despite the aim of the new Dove bottles to promote inclusiveness, the advertisement instead was seen as degrading to women, due to their classification according to the body type and shape (Allison Partners , 2017). Despite the campaign's goal in the promotion of different shaped Dove bottles was to promote inner beauty rather than outward beauty, women were in effect being isolated and categorized by their size and influenced to purchase the bottle that best fitted their body type.

# PART 1: Analysis



This advertisement has used balance and symmetry making the design easy and comfortable to look at. It has included text using a sans serif font communicating a modern and contemporary feeling, which helps to portray a message which is important and relevant. The use of white space allows the message to be the focus of this design and draws the viewer's attention to the text. The image of the young woman displays the use of hierarchy. The image on the left half of the young woman's face is photoshopped

to alter her complexion and her features. This provides a contrast to the right half of the woman's face which is her natural face. The comparison provides the shock factor capturing the viewer's attention and instantly engages the interest of the viewer. The contrast vividly demonstrates to the audience the distorted and manipulated image of beauty social media promotes. The sad expression on the young woman's face also communicates the emotional toll young women endure in trying to meet unrealistic and unachievable beauty standards. The ad effectively communicates to women, especially teenagers social media's role in the promotion of a warped idea of what beauty is and the ad exposes this misconception and untruth and advocates the need for change.

<https://www.youtube.com/watch?v=wpM499XhMJQ>



This video includes the process of how a beauty ad or billboard is produced. When watching the video, the viewer becomes aware of the process of how a young female model is edited and distorted to the point where she looks a totally different person. By lengthening her neck, making her eyes bigger, her face slimmer, smoother, and brighter, this photoshoot has completely changed the young woman's face. This edited image is then broadcasted all over the world

to young girls who then believe this to be the definition of beauty and reinforces the unrealistic standards and expectations. This advertisement uses the shock tactic to create an emotional connection with the viewer by allowing the viewer to witness behind the scenes, an event that normally occurs behind closed doors. The connection is further enhanced by the incorporation of a dramatical music score in the background. By witnessing the transformation of the model from the beginning of the video to the edited image at the



end, which is the final advertised product on the billboard, the viewer discovers how much the truth is manipulated to create unrealistic beauty standards. The techniques and editing tools employed are demonstrated during a time lapse video of a model undergoing a photo shoot and the video finishes with the camera panning out from the final image of the model as displayed on the billboard. This video is an effective and clever advertisement for promoting the real beauty campaign, by exposing the false and distorted image of beauty portrayed by the media. It demonstrates and advocates the need for a more truthful, positive, and healthier understanding of beauty in our society.

## PART 2: Designing

### ABOUT THE CAMPAIGN-

**Target Audience-** The target audience for this campaign is Australian women aged between 18 and 50 who are subject to experiencing low self-esteem due to the unrealistic body standards that are forced on women in society. Low self-esteem can affect all ages at any given time causing mental stress and can result in lack of physical activity. The young and middle-ages is when most changes in body appearance occurs. During pregnancy and menopause, the woman's body undergoes physical changes which can result in a negative body image for many women, as they no longer meet the media's distorted portrayal of beauty. The Dove campaign is devoted to challenging such unrealistic expectations by showing women that you are worth more than your looks and that everyone is beautiful inside and out. Therefore, Dove's new campaign *We've Got Your Back* provides a platform for women to be supported and encouraged to regain their confidence. Through the advertisement of a new roll-on deodorant, Dove aims to help women achieve positive mental wellbeing as well as encourage women to stay active and healthy.

**Product-** The product that is promoted with this campaign is deodorant. The aim is to encourage women to be confident in their bodies and continue to stay active. The message communicated is the deodorant not only physically protects against body odour, but also delivers the metaphorical message that the deodorant has your back empowering women to have the confidence to meet the mental and physical challenges of the day. The slogan adopted for the advertisement campaign, *Go Far and Say Yeah Nah to Body Shaming*, incorporates humor and slang to appeal to Australian consumers, which fits the brief to adhere to the context of a current Australian society.

**Tone-** The tone or vibe that this campaign will embody is one of confidence and freshness. The main colour scheme of the advertisement incorporates a variety of blues and light greens to communicate the feeling of freshness and an active life. The cool tones used invoke reliability and reassurance promoting the Dove company as one that can be trusted. The consistent colour theme of blue expresses confidence which is the primary focus of what the campaign wishes to instill in potential consumers.



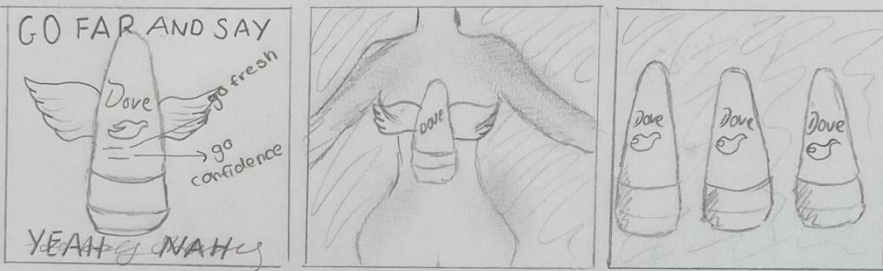
DESIGN-

*Instagram Ad*

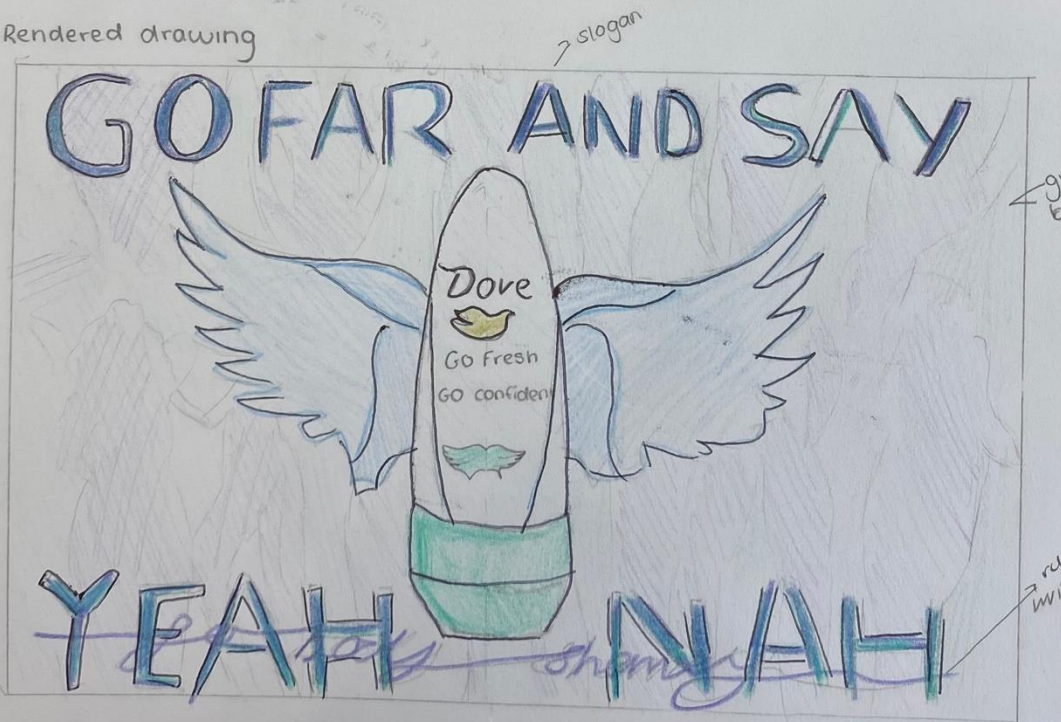
Instagram ad - concept sketches -

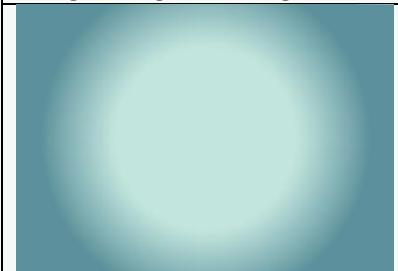






Development sketches -



Rendered drawing



Design- Progress Instagram Ad	What I learnt
	<ul style="list-style-type: none"> <li>• Today I started the first design. I used the rectangle tool and used the radius gradient tool.</li> <li>• The colours represent freshness and confidence.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• I used photoshop to cut out a roll-on deodorant bottle to which I then added my own title and logo.</li> <li>• I also used photoshop to cut out the wings of a dove and used the brightness tool to change the contrast, so they appear whiter.</li> <li>• I then exported them to Illustrator, which I placed in the center of the radius.</li> </ul>
	<ul style="list-style-type: none"> <li>• I added the shapes of women's bodies and changed their opacity, so they appeared in the background but did not distract from the focus on the deodorant bottle.</li> <li>• The different sizes of the women links to my campaign about including diversity, confidence and loving yourself.</li> </ul>
	<ul style="list-style-type: none"> <li>• I had a hard time choosing which colours I wanted to have and decided on 4 palettes.</li> </ul>
	<ul style="list-style-type: none"> <li>• Eventually I chose this design.</li> <li>• I used the title tool to create the slogan "Go far and say yeah nah to body shaming."</li> <li>• I used Khmer MN font and then hand wrote "to body shaming" in white letters to add contrast against the dark blue lettering.</li> </ul>

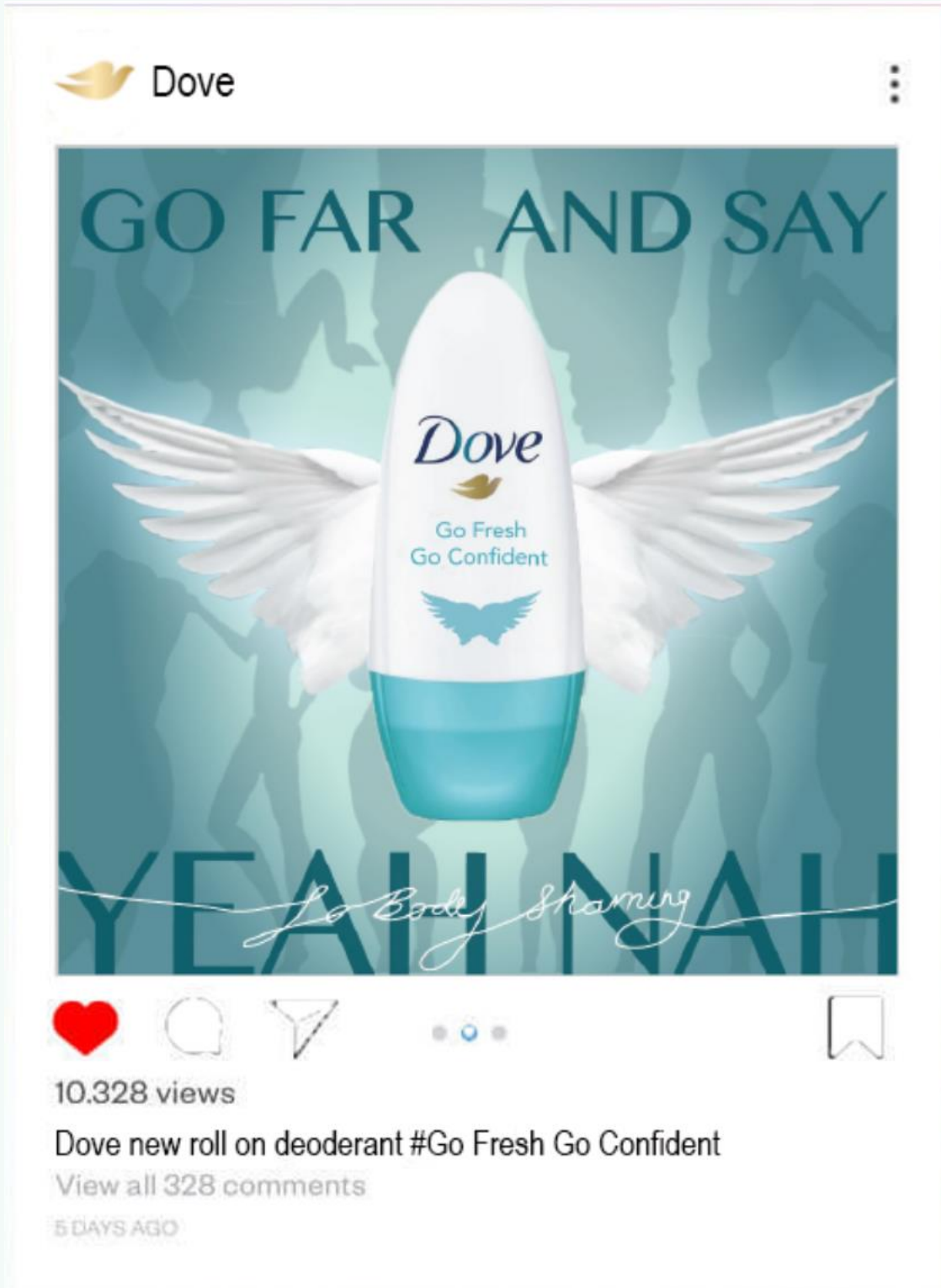




The Instagram ad design that I have created is successful in communicating the core message of my campaign. Using hierarchy, I have made the deodorant bottle the focus point of this design. This will allow the consumers eyes to be drawn to the product immediately engaging their interest and attention. Symmetry has also been used to create balance and harmony in this design. The incorporation of the Dove bottle with wings adds to the hierarchical structure but also creates contrast against the dark background. The background consists of a blue and light green gradient, adding depth and volume to the design and enhancing its visual appeal. The use of sans serif and script font create contrast and tension providing another focal point for the viewer. It conveys that this product is contemporary and new whilst also portraying a playful and exciting tone. The cool colour palette used in this design conveys a professional and relaxed tone. The colour blue which is used throughout this campaign symbolizes authority, respect and confidence. Overall, the colour choice, the inclusion of symbols of different body types and the slogan *Go Far and Say Yeah Nah to Body Shaming* are designed to effectively communicate the campaign's message. The purpose of the advertisement is to communicate to an Australian audience inspiring confidence in women, not only in the deodorant's protection against body odor and sweat, but more importantly as a symbol which represents the movement to break the cycle of body shaming and negative body image.



## REAL LIFE-



The image shows a social media post from the account 'Dove'. The post features a central image of a white Dove deodorant roll-on with a blue base and large white wings. The text 'GO FAR AND SAY' is at the top, and 'YEAH NAH' is at the bottom. The deodorant label includes the Dove logo and the slogan 'Go Fresh Go Confident'. A handwritten signature 'Lo Esdey Sharning' is overlaid on the bottom of the image. Below the image are social media interaction icons: a red heart, a speech bubble, a share icon, a three-dot menu, and a bookmark icon. The post has 10,328 views and is titled 'Dove new roll on deoderant #Go Fresh Go Confident'. It also includes a link to 'View all 328 comments' and a timestamp of '5 DAYS AGO'.

Dove

GO FAR AND SAY

Dove  
Go Fresh  
Go Confident

YEAH NAH  
*Lo Esdey Sharning*

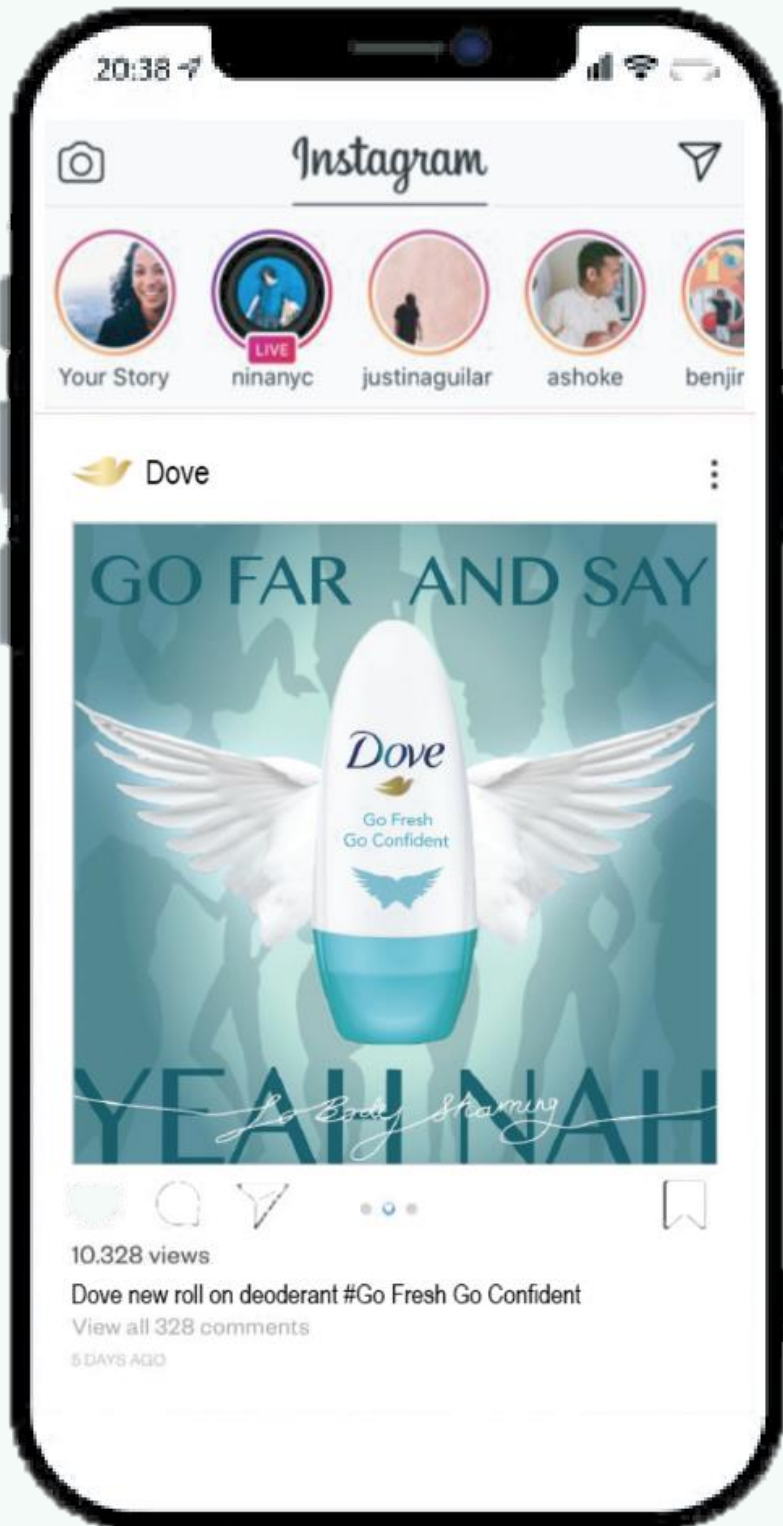
10.328 views

Dove new roll on deoderant #Go Fresh Go Confident

[View all 328 comments](#)

5 DAYS AGO







DESIGN-  
Bus Shelter

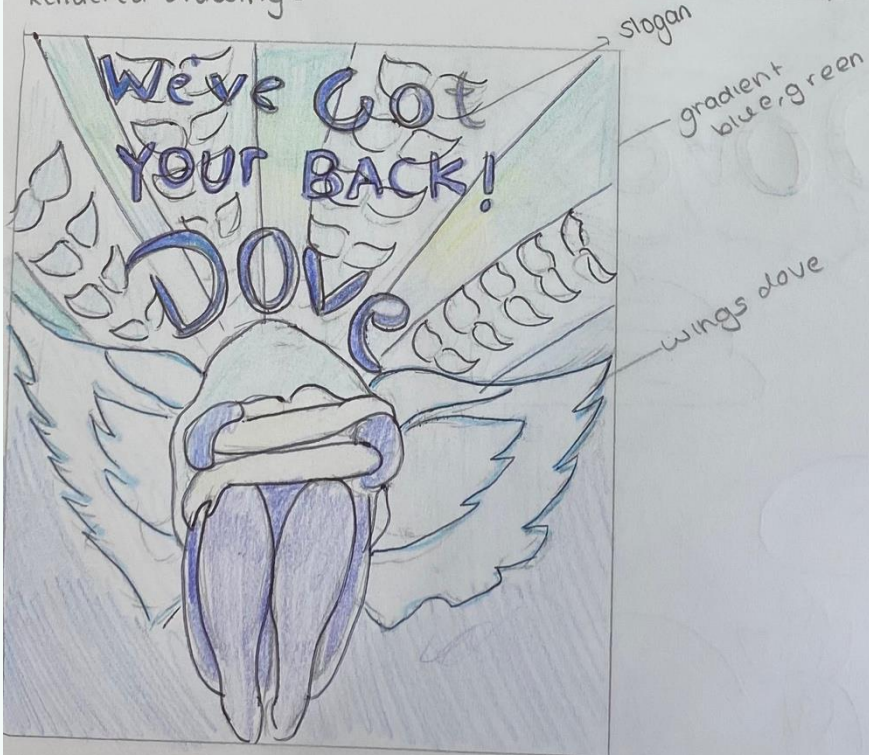
Bus shelter - concept drawings

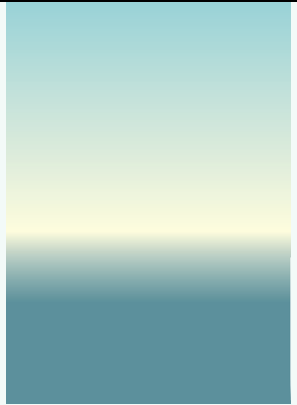





Development drawings -



Rendered drawing -



Design Progress – Bus Shelter Poster	What I learnt
	<ul style="list-style-type: none"> <li>• Once finished with the Instagram add, I started to work on the bus shelter design.</li> <li>• I made this design in a portrait layout, as per bus shelter poster.</li> <li>• I started with the gradient using the colours blue, green, and cream.</li> </ul>
	<ul style="list-style-type: none"> <li>• I then created a girl with wings on her back, which will be the focus point for the design.</li> <li>• Using the drop shadow and the outer glow tool, I added depth and shading to the focus of the design.</li> <li>• I used the shape tool to create triangles which symbolize rays of light coming out from the wings.</li> </ul>
	<ul style="list-style-type: none"> <li>• To add more depth and complexity to this design, I added the symbol of the wings and created an escalating pattern cascading up from the wings.</li> </ul>
	<ul style="list-style-type: none"> <li>• I then added text using the traditional font for Dove and the Khmer MN font to create the slogan for the design.</li> <li>• I am happy with how it turned out and confident with the design.</li> </ul>





The Bus shelter design I have created is successful in communicating the message of Dove's *We've Got your Back* campaign. Using hierarchy and symmetry the main focal point of this design is the young girl who appears to be sad. Using contrast with the wings against the dark gradient background, allows this design to be complex and intriguing catching the viewers' attention. The symbolism of the young girl adopting a sad pose demonstrates the struggles that women are forced to deal with about their physical appearance. The wings on the back of the girl, however, are symbolic of the Dove company's support and empowerment of women. This is represented by the rays of light being emitted from the wings which contrasts against the dark background, symbolic of the pressures women face. The text above is the title of this campaign *We've Got Your Back*. The slogan communicates to women that Dove is a company that will support them and one they can rely on and trust. Overall, this design's use of soft and calm colours, the glow of the wings and the message instantly make the viewer feel calm and reassured. The design as a bus shelter advertisement arrests the viewer's attention heightening their awareness of body expectations and their assurance Dove has their support on a daily basis.

REAL LIFE-

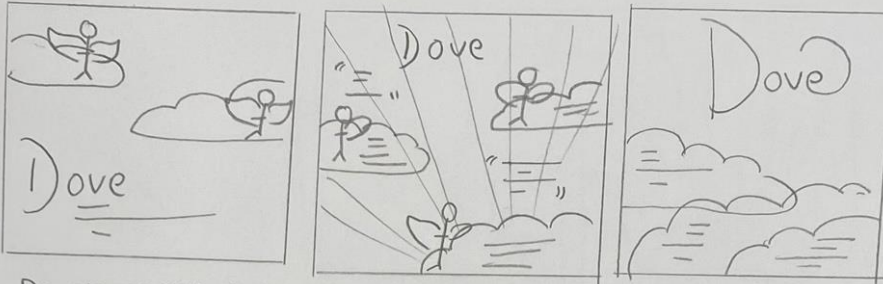
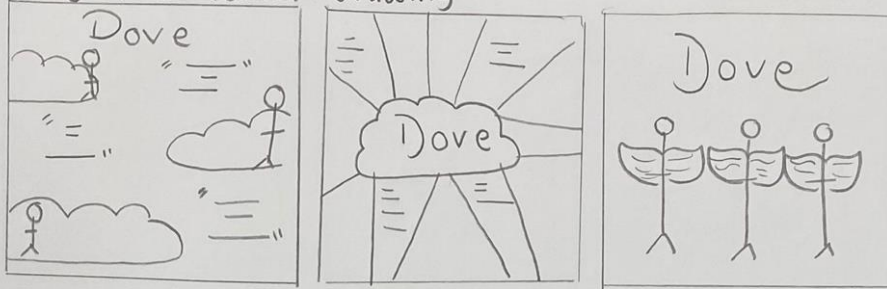




**DESIGN-**  
*Infographic*



Infographic - concept drawing

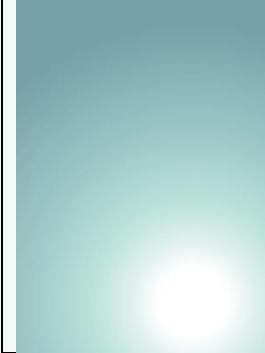





Development drawings



Rendered drawing



Design Progress – Infographic	What I learnt
	<ul style="list-style-type: none"> <li>Once finished with the bus shelter ad, I began working on the infographic.</li> <li>I again used the gradient tool and used the radical gradient with the colours blue and white.</li> </ul>
	<ul style="list-style-type: none"> <li>Triangles were again used to symbolize rays of light.</li> <li>Using the opacity tool, I dimmed down the rays to make them blend into the background.</li> <li>I added the shape of a cloud to be text boxes.</li> <li>The opacity tool was used to make the clouds blend into the background.</li> <li>Different women body shapes were added with the addition of dove wings on their backs.</li> <li>Symbolizing all women are angels and all bodies are beautiful.</li> </ul>
	<ul style="list-style-type: none"> <li>I added a title and text about my campaign into the clouds.</li> <li>I then changed the artboard canvas to the correct measurements of A3.</li> </ul>
	<ul style="list-style-type: none"> <li>After receiving feedback on my work, I decided to make the title of Dove blend more into the background, so the text is more prominent.</li> <li>The clouds were enlarged to create space and enable more text to be included about the campaign</li> </ul>





The infographic design successfully communicates Dove's new campaign's core values and goals. By using the same colour palette as the previous designs, the message of confidence and reliability of cool tones is prominent. Using balance and harmony through the colour scheme and the incorporation of the cloud text boxes, the design expresses the feeling of comfort and reassurance. The different body type silhouettes with wings symbolizes the main core beliefs and values of the Dove *We've Got Your Back* campaign and the message that women are beautiful no matter what their body type or shape. Using a gradient in the background adds depth and volume to the design, as well as creates hierarchy drawing the viewer's eyes to the Dove title.

## REAL LIFE-



## PART 3: Evaluation

When researching my target market of Australian women between the ages of 18-50 years, women of both young and middle-ages experience body altering events such as pregnancy and menopause. During these phases of a woman's life, the body undergoes physical changes and women are unable to achieve society's distorted and idealized version of what makes a woman beautiful, contributing to the development of a negative body image and low self-esteem.

This in turn can have an adverse effect on a woman's physical and mental health. Through creating Dove's *We've Got Your Back* campaign as outlined in the three designs, I hope to spread the message of support and instill confidence in women to love their bodies. In advertising the product, deodorant, my goal is to encourage women to stay active and feel comfortable in their own body and have the confidence to challenge and reject the unattainable beauty stereotypes portrayed in social media. Doves Campaign *We've Got Your Back*, demonstrates that this company is one that supports women and is a company that women can rely on and trust. When completing this task, time management was a major factor as the creation of the designs was very time-consuming. To increase time efficiency, I set myself goals to complete certain specific tasks. I found this approach useful, and it helped me to be able to submit my assignment on time. Even though the whole class got a week extension, I was able to complete the task by the original date. I used the additional days to finalise my infographic design and continue to edit and refine my written components. Challenges faced during this task include completing my final sketches before embarking onto illustrator. I found myself jumping onto illustrator to begin creating my designs before completing all necessary sketches. I had to force myself to spend time getting a solid idea of a design on paper, before beginning to create it on Illustrator for the next step of the design process. Another factor which delayed achieving my final design, was incorporating feedback from friends, family, and my teacher. The feedback, however, was very useful as it provided me with another perspective or approach that I had not considered and helped in creating my final designs that I am proud of. The programs and tools used in this design process were mostly Photoshop and Illustrator. My confidence in using both Illustrator and Photoshop increased during the assessment task. Prior to this assessment, I had very little knowledge or experience in using Photoshop. The ability of Photoshop to alter and delete the background in images was very useful, and it became an important tool used in creating my designs. InDesign was another program I attempted to use. However, I was not sufficiently confident to embark on using the program and due to time restraints did not use it in the design process.

Overall, I believe my designs effectively communicated the message of instilling confidence in women in my target audience. The Instagram ad has a catchy slogan gaining the user's attention and the bus shelter ad is soft and light with a simple but powerful message. The infographic used space effectively with text that portrays this company's overall message. Each design has the same colour palette which provides harmony but also creates unity and connection. The designs are consistent in communicating the campaign's message, *We've Got Your Back* demonstrating Dove's commitment to support and empower all women to embrace their body type and shape and reject body shaming.

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