

Dove

body wash

Dove Body Wash
Bajo la Regadera
Case Study



nutre tu piel, nutre tu alma
nourish your skin, nourish your soul



DOVE BODY WASH CASE STUDY

Unilever HPC is one of the world's leading manufacturers of home and personal care products. Dove is a \$1 billion beauty brand with the personal wash category contributing \$500 million in sales. Dove reached out to create their first ever Hispanic promotional communication effort to support their Body Wash which is a segment of that category.

IDENTIFYING THE OPPORTUNITY

Latinos in general over-index in the use of soap and body washes but those less-acculturated predominantly Spanish-speaking Latinas are not reached effectively through general market communications. For a Latina, beauty care is a necessity not an indulgence. She is constantly seeking out practical beauty tips and product education communicated to her in her own language. Latinas depend on key influencers to educate them on beauty products and prefer one-on-one communication in an atmosphere of openness and trust.



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INSIGHT

The shower is the one time a Latina feels she has to herself. It is where she feels she can reconnect and center herself, so she can be better for her family. Dove wanted to promote the line of seven shower therapy variants and invited Hispanic women to address her need to rejuvenate and center herself mentally during her daily shower. Based on these consumer insights, *Bajo la Regadera* (In the shower) was developed.

BRINGING IT TO LIFE

Dove Body Wash partnered with Giselle Blondet, as spokeswoman for *Bajo la Regadera*. Considered the Katie Couric of Hispanic TV, she's a Latina's best friend, trusted advisor, and credible beauty source. Giselle delivers a warm, friendly persona that was leveraged across communications as the creative link. Univision was approached as a partner to build this four-week integrated program. They embraced the opportunity.

Dove Body Wash participated in four major community events during the *Secretos de Belleza* national tour sponsored by Unilever. Local radio buys reinforced the linkage with Giselle as a beauty influencer and announced the brand's participation at events. Nearly 12,000 Latinas interacted with Dove beauty advisors to learn, feel and smell the product variants, then leaving with a free sample.



Bajo la Regadera...

con Dove® Body Wash me renuevo, refresco,
nutro, hidrato y relajo, relajo, relajo.

Giselle Blondet

Dove | body wash

¡Aprovecha! Visita Univision.com unclave Dove para regalarte una muestra **GRATIS** de Dove® Body Wash más la oportunidad de ganar un fin de semana de relajación en un spa en Miami donde podremos conocernos.

No requiere compra. Nulo donde se prohíbe. El sorteo termina el 7 de agosto de 2005. Sujeto a las reglas oficiales disponibles en Univision.com.

nutre tu piel, nutre tu alma

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DOVE BODY WASH CASE STUDY

CREATIVE

To bring value to their audience, they implemented their first-ever truly integrated assets across TV, radio, print, and interactive. The campaign was extended at a retail level via in-store samplings, store video promotions, and POP through common key visual elements.

Latina shoppers were engaged by bilingual beauty advisors in the store, making them receptive to key education messaging while giving them the chance to interact with variants before purchasing. Those key retail accounts in high Hispanic household neighborhoods supported the efforts. Working in partnership with Wal-Mart and Costco in-store TV networks, customized promotional spots featuring Giselle played during the featured month, announcing upcoming in-store sampling events. Special POS and merchandising vehicles in 300 Wal-Mart and 123 Costco stores displayed In The Shower attributes.



◀ Homepage



Promotional TV ▶



◀ Email blast



Sampling ▶

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RESULTS

Total media impressions exceeded 139 million

- 3,000 interactive product demo visits drove 20,000 Latinas to request samples
- An additional 40,000 samples distributed during one-on-one interactions
- Dove Body Wash Hispanic sales increased 35% vs. general market
- 1 in 4 heard about campaign through family member or friend
- Unilever 18 key performance indicators above expectations
- Univision.com obtained the highest online response from a partnership program
- Dove brand created the base for future communication with Hispanics for their complete line





“Con Dove® Body Wash me renuevo, refresco,
nutro, hidrato y relajo, relajo, relajo.”

“With Dove® Body Wash I renew, refresh, nourish,
hydrate and relax, relax, relax.”

— Giselle

