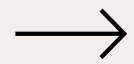


WELCOME TO THE
WORLD OF



For Good Communic Action



DON'T BUY THIS JACKET

2011





How Does Worn Wear Work?




Watch later



Share

HOW DOES WORN WEAR WORK?



Watch on  YouTube

<https://youtu.be/cMgfVenLRSl>

Dove's figures soar as 'real women' give beauty a new face

WILLIAM KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 50 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with ample thighs, buttocks and breasts are behind a sharp rise in sales of skin firming products, the company claims. Dove's share of the \$70 billion moisturiser market has grown by a third to 18.8 per cent nationally since the campaign was launched in last August.

Dove brand manager Brian Taylor said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," she said.

In Britain, a 600 per cent growth in sales has been attributed to the campaign, which sparked new debates about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 2 per cent of women around the world described themselves as beautiful and only 14 per cent were satisfied with their body weight and shape.

In Australia, the skin-care cam-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvy, natural bodies instead of airbrushed, stick-thin figures.

pany is also launching a national competition to find curvyest women aged 18 to 35 for a calendar.

Professor Ross Brownstone, head of Curtin University's school of marketing, said a campaign featuring

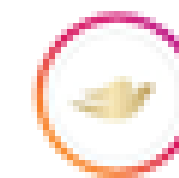
naturally beautiful women was a clever marketing strategy which instilled confidence in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this works best," he said.

Melissa Pys, founder of marketing consultancy W Communications Group, said brands which used airbrushed images of models and cele-

brities looked credibility. "Women are smart enough . . . to realise Halle Berry or Sarah Jessica Parker are not good models and of course they don't really dye their own hair or use Rastin hair cream," she said.



dove 🌐 🇮🇹 Roll out the red carpet, there's a new [#DovePartner](#) in town 🤩 We're so honored to welcome Grammy Award-winning, multi-platinum superstar and body confidence advocate, [@Lizzobeeating](#), to our Dove family!

To kick things off, she's joining forces with us and other inspiring voices from around the world for a series of Dove Talks on social media, digital distortion and more. Watch this space for unmissable words of wisdom 🗣️

Head to the 📍 in our bio to:
👉 Find out more and join us
🌟 [#LetsChangeBeauty](#) together



Piace a c.h.i.d.o e altri 15.630

2 GIORNI FA



Aggiungi un commento...

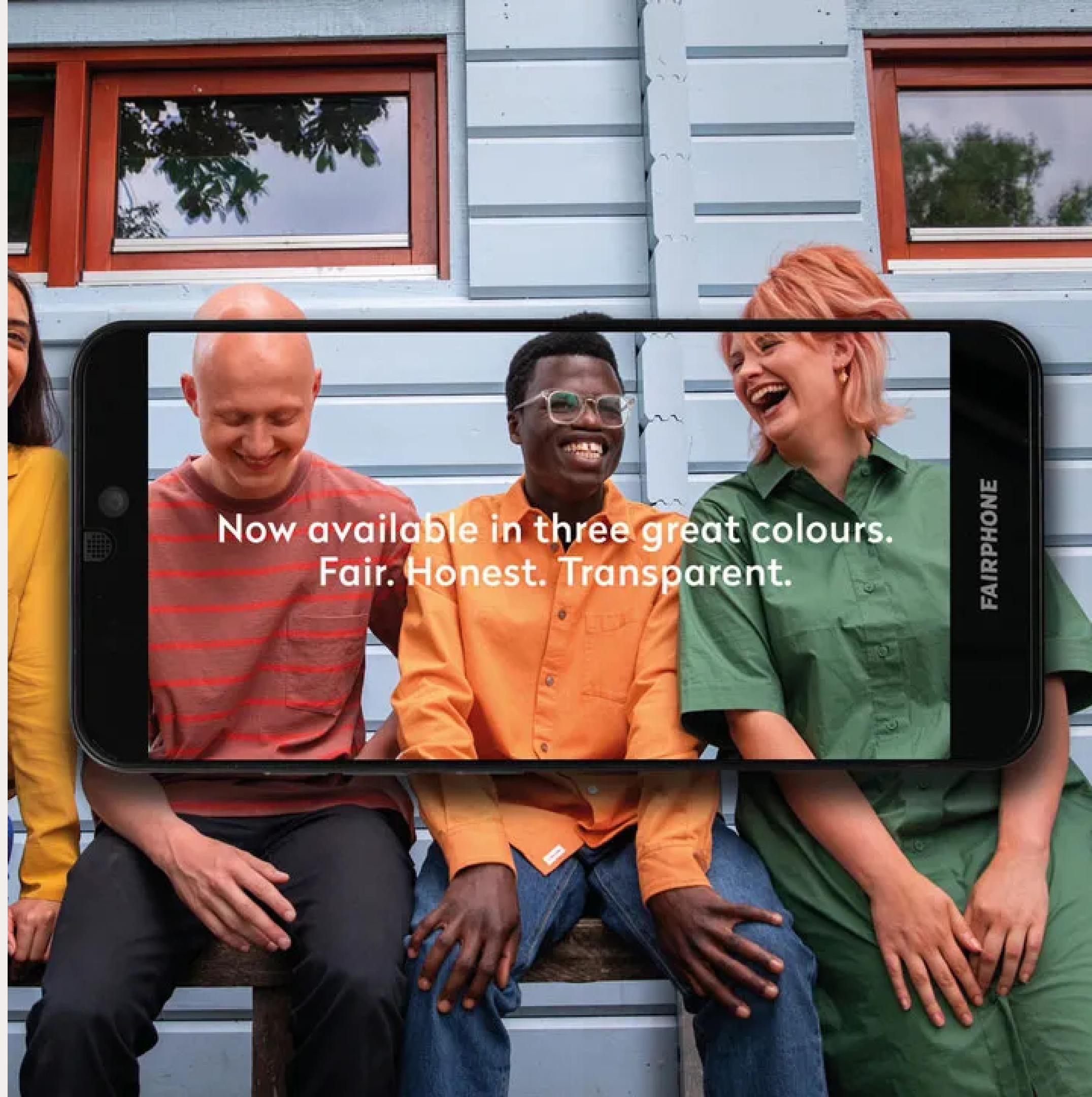
[Pubblica](#)

CRAZY
ABOUT
CHOCOLATE
SERIOUS
ABOUT
PEOPLE



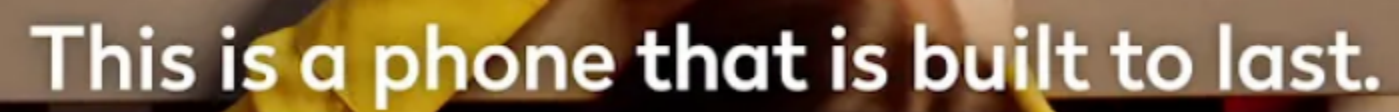


<https://youtu.be/9Lwvpu57IDU>



Now available in three great colours.
Fair. Honest. Transparent.

FAIRPHONE



<https://youtu.be/S0fbZerTUjY>



**How could you
create
Goodvertising?**

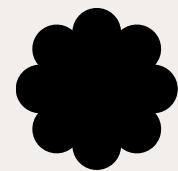
Wat all these campaigns have in common?

At beintelligent.eu we analysed all industries champions and found some patterns. Then asked philosophers, activists, students, and practionnners to dress a Manifesto. Here the results of what we consider Goodvertising (Thomas Kostler)

MANIFESTO

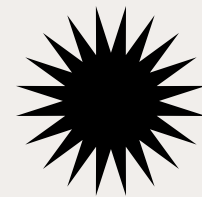
<https://youtu.be/jb12bWGRaPY>

WRAP-UP



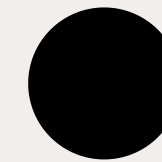
Organizations should do good because it's the right thing to do

it's not a matter of Reputation



Business won't change if it's solely done charitably

An ethical business can (should) still make a profit!



NONE of these products are fully sustainable

The point is not being already a champion, but making all efforts - meaning, investments - towards a sustainable business

Grazie

ELENA GRINTA

egrinta@beintelligent.eu

www.beintelligent.eu

<https://www.linkedin.com/in/elenagrinta/>

<https://www.linkedin.com/company/beintelligent-eu/>

