

WINNER



DOVE – “DOVE TOXIC INFLUENCE”

BACKGROUND AND CONTEXT

For nearly two decades, Dove has fearlessly embraced the topic of real beauty and evolved its story to confront the urgent challenges of our era. For the brand’s latest campaign, Dove set its sights on tackling the detrimental impact of beauty standards on self-esteem and mental health, all while highlighting the pivotal role of mothers. To shine a spotlight on this issue and promote body confidence, The Dove Self-Esteem Project turned to YouTube to ensure that its target audience tuned in to this powerful film.

CAMPAIGN OBJECTIVES

The campaign aimed to boost views and impressions, and drive brand lift to help raise awareness of Dove as a challenger to toxic beauty advice.

CREATIVE STRATEGY

Dove boldly harnessed the power of long-form storytelling to fully convey its impactful narrative. To ensure its story resonated with viewers, the brand brilliantly leveraged a moment in culture to deliver a shocking twist that left viewers captivated. Using AI face-mapping technology, it put toxic beauty advice into the mouths of girls’ moms. As the compelling video reached its end, Dove delivered a clear call to action, directing moms to invaluable resources to uplift and empower their daughters.

WHY DID THIS CAMPAIGN WIN?

Dove executed a fresh, creative, and bold take on its long-running initiative to expose viewers to dangerous beauty ideals. Through its emotionally charged three-minute film, Dove not only demonstrated creative brilliance but also succeeded in initiating impactful conversations. The brand’s thought-provoking content earned it well-deserved wins in the Creative Visionary and The Changemaker categories.

WHAT ROLE DID YOUTUBE PLAY?

Dove entrusted YouTube to reach an audience hungry for immersive long-form content and primed to dive deep into the discourse. The brand knew that to make a cultural statement like this, it needed to get to the heart of where culture is made. Since so much of culture is made on YouTube, Dove put its confidence in the platform to make a resounding impact.

To ensure its powerful message was heard, Dove knew it needed a foolproof media plan. To achieve this, the brand teamed up closely with Google Creative Works to curate a dynamic blend of ad formats. To start, it used a prominent Masthead, played at the top of YouTube’s homepage, to drive mass reach and grab attention, followed by in-feed ads with a compelling image to attract viewers to click and watch the video. The brand made brilliant use of video ad sequencing to prime viewers with a 15-second ad before being served the long form. It also leveraged YouTube Select and connected TVs to reach audiences that were more accustomed to long-form content.

FROM THE JUDGES

“Brilliant creative execution.”

– Lex Beltrone, Group Creative Director, FCB New York

“Smart, simple palette of advertising products used to relentlessly drive viewership of the film.”

– Jonathan Daly, Head of Communications Strategy, Droga5



OVERALL EFFECTIVENESS

By harnessing the power of YouTube’s reach and engaged viewers, the campaign was successful in driving awareness and video views:

6.2M+

lifted users associating Dove with raising awareness about toxic advice girls are exposed to

