

## Dove “Choose Beautiful” Campaign

Dove set up signs above side-by-side doors in San Francisco, London, Delhi, Shanghai, and Sao Paulo. One sign said ‘beautiful’ and the other said ‘average.’ Dove turned this into a mini-documentary video and the results are powerful. They filmed the women’s reactions as they chose which door to walk through. Anyone who looked hesitant or anyone who did not hesitate at all was asked if they could be interviewed by the director, Paul Dektor, to explain their decision. Aside from the mini- documentary, Dove interviewed 6,400 women of all ages around the world about their thoughts on beauty. “96% of the women they interviewed said they didn’t see themselves as beautiful, but 80% believed every woman has something beautiful about her” (Gill, 2015). Surprisingly, every single man walked through the ‘beautiful’ door in London. “Women make thousands of choices each day — related to their careers, their families, and, let’s not forget, themselves,” Dove said in a press release. “Feeling beautiful is one of those choices that women should feel empowered to make for themselves.”

Along with many other successful campaigns, Dove hit this one out of the ballpark. My first discussion question is: Do you think this campaign is insincere or genuine? The reason I am asking this question is because there was some backlash. Kat Gordon, founder of the 3% Conference, which advocates more female leadership in advertising, called the “Choose Beautiful” campaign, released last week, “heavy-handed and manipulative,” while Jean Kilborne, the filmmaker behind *Killing Us Softly: Advertising’s Image of Women*, termed it “very patronizing” (Chumsky, 2015). I could not disagree with them more. I think that Dove’s campaign was to get women to realize beautiful is way more than describing your physical

appearance. People are just used to associating the word 'beautiful' with physical attributes. Being beautiful has to do with what's on the inside and more women need to see that.

My second discussion question is: Do you think Dove created a successful campaign? My answer is yes. The video gained over 500,000 views in the first day. Dove also used Twitter to promote their campaign and put an ad in the Metro paper today. The ad was double paged, it asked readers to 'read this if you think you're beautiful or average.' The ad was tasteful and brilliant. It got great feedback on Twitter.

My last discussion question is: Is there anything you would change about the "Choose Beautiful" campaign? This question is the most difficult for me to answer because I believe the campaign was really successful. The only thing I think I would change about the experiment is that after the women walk through the doors they would see a sign or be given a card that explained the reason behind the labeled doors. I think that this could have helped clear up some of the backlash the campaign received.

In our world today, sex is what sells. I believe many companies take the easy way out and use sex to sell themselves or their product. Dove is brave for choosing campaigns that have a deeper meaning behind them. The "Choose Beautiful" campaign did not try to tell people that if they use Dove products they are going to be more beautiful and if they don't their going to be average. The "Choose Beautiful" campaign was used to show women that they are beautiful in their own way, sometimes they just need a little reminder.

## Work Cited

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