

# Brand management and dove

[Business](#), [Management](#)



The more brands you brandish, the more resources you expend. In addition, brands compete with other brands for mental real estate in the customer's mind. So, Milliner needs to have fewer brands, but these brands have to be stronger. Also, Global decentralization brought problems of control to the company and its portfolio had grown in a relatively laissez-faire manner and that makes Milliner have lacked global identity. 2) What was Dove's market positioning in the 1980s? What is its position in 2007?

In the 1980s, Dove's position was a functionally superior cleanser than soap, centered on science. Today, Dove is transforming into a lifestyle brand, centered on an emotional connection between consumer/product. In the 1980s, Dove's positioning was based on the functional superiority of its products and Dove's position was a functionally superior cleanser than soap, centered on science. Since the formula for the soap had come from military research conducted to find a non-irritating skin cleaner with high levels of natural skin oils, Dove did not call their product 'soap'.

The advertisements clearly conveyed that Dove was one-quarter cleansing cream and further reinforced this fact visually with photographs that showed cream being poured into a tablet. Thus their positioning in the 1980s was solely based on conveying the benefits of Dove as a moisturizing agent and a cleanser. However, Dove changed its positioning in 2007. A reason for this change was the parent Milliner's initiative 'Path to Grow'. Under this initiative Milliner wanted to reduce the diversity of its brands and bring down the number of brands from 1600 to 400.

Milliner had selected Dove as one of its portfolio of brands that would serve as 'Mastermind'. Each of these Masterminds would be an umbrella identity over a range of product forms. Under this new initiative, Dove was transforming into a lifestyle brand, centered on an emotional connection between consumer and product. This meant that Dove is no longer communicating functional superiority as functionality meant different things in different categories. 3) How did Milliner organize to do product category management and brand management in Milliner before 2000? What was the corresponding structure after 2000?

How was brand meaning controlled before 2000 and how is it controlled at the time of this case? Throughout the years, Dove has kept a consistency with their appreciation for natural women. However, their style of messaging has changed. The product sell itself, Google and Matter advertising agency has created a life stage of confidence for the natural women. They rely on more edgy concepts, though maintaining respect to the product and mission statement. On other word, before 2000, Milliner's brand management strategy was decentralized and psychoanalytically capitalistic, pushing each brand manager to compete with in-house brands.

After 2000, organizationally Dove sought to thin the herd and focus on building super- brands. Prior to 2000, the meaning of Dove was simple and aspirations: soap that don't dry your skin. After 2000, Dove used emotional stimulus to implant the product deep in the customers' minds. Dove became a statement of who you are, so one of the big differences between then and now is the additional availability of options to

communicate a branded message to consumers. 4) Spend a little time searching blobs, using Google Blob Search, Technocrat, Blunderer, or any other blob search engines, to get a sense of what people are saying about Dove today.

What does this discussion (your blob search) contribute to the meaning of the brand? There is some kind of political or social message included in their advertisements of the real beauty campaign, which heat up discussions on the Internet. On the blobs, I feel there are mostly negative critics about Dove. However, this is with regard to their advertisements so it means the reactions are about the message included in it, not specifically about the products. In addition, Dove does not include its products in the advertisements of the campaign. Among the blobs, Dove is perceived as a brand which tries to express what the average women looks like. Dove emphasizes on true beauty and naturalness, which concerns a true challenge by expressing this in its advertisements. To some people it is appealing while for some others it is not. This comes forth out of believe that the women in the advertisements are not really natural; there is some distrust among a group of customers when it comes to unknown possibility of putting on make-up and using Photos in the advertisements.

This is what the discussions on blobs can result in; it can generate distrust as well as trust of the Dove brand among people and/or customers and I want to focus on two factors here Image building: Once I typed the term "Dove", thousands of posts come out. No matter the comment is good or bad, the more the posts are. From different floggers, there are different point of views

for this brand which provide consumers a whole scope of a product. And if read comment for a famous flogger, his neutral comments not only impress consumers but also even persuade them into buying Dove's products more.

Second, Brand identification: Besides persuasive comments from famous floggers which make customers devote to it, most discussions are usually customers' reviews based on their personal experiences and usually follow a product page or a link connected to purchasing pages. In fact, these kind of reviews are almost good words, but even Hough knowing that the reviews are over exaggerated, customers still identify with Dove unconsciously and furthermore purchase instantly.

I believe it is hard to know the effect on the sales of the Dove products and it is not clear, the discussions mainly focus on the message of the advertisement campaigns. In the end, the discussions generate favorable and unfavorable arguments for the Dove brand. The image of 'beauty captures many different meanings among people and therefore it is a topic, which can lead to endless discussions. Moreover, for Dove this means that it is not received as solely a brand for products however, also as a brand which tries to make people aware of the impact of brands and its advertisements in general.

Finally, I think they should have focused in both genders or mentioned how males can affect women's' decision-making. 5) Footnote 1 of the case leads you to a flogger who asks, with reference to the age of Youth advertising, " Is Marketing now cheap, fast and out of control? " Footnote 2 refers to Dove as having started a conversation " that they don't have control of. " In " When

Thus comes to Dove" Seth Stevens writes about the " risky bet that Dove is aging". Do You see risks for the Dove Brand today Summery: Dove consider as the world's number one brand forhealthand beauty product sector.

In the past it has built its success on innovating products such as its early toilet bar with moisturizing cream, which was quite a revolution on the soap market at that time. Dove's marketing strategy since 1957 and the launch of the first " cleansing bar" was to communicate on the functional superiority of its product (no dry sensation) over traditional soap. It was a great success that made the brand the leader on this market. But as I read it in the case, Dove became a " mastermind" of Milliner in 2000, which started to sale many health and beauty product (deodorants, body lotions, hair care, etc) under the brand name of Dove.

That's why Dove had to change its advertising strategy. Marketing could no longer base its strategy on the functional superiority of its " soap" but had to communicate on a wider message. That's when Dove started with its " Campaign for real beauty' and builds the image of a brand with " ideas" and " point of view' on the society. Dove had always preferred natural-looking women for its ads rather than stereotypical models but each time, it as only to promote the benefits of Dove products.

In this campaign, it was the first time they promote controversial message against the common image of women's beauty. They communicated on the natural beauty (provided by Dove products) instead of " unreachable" and " fake" beauty that you can see in the majority of advertisement. This controversial marketing campaign had a huge success in terms of media

coverage but some people talked about the risks taken by Dove in opening a social debate that they couldn't control and the fact that they might get the image of the "fat people" brand which could put them in an uncomfortable marketing position.

First of all, Dove made this range of ads to discuss about the common image of beauty in our society. They were taking position as they present themselves as the leader of a battle against non-natural and unreachable beauty. It is a good way to build the image of a brand that has a point of view and cares about women's problems beyond the need of the product itself (lack of self-esteem, etc). They made some TV ads that to launch the "buzz" and it worked better than expected as the Edie started to talk about a new social debate and some TV shows mention it as cultural phenomenon.

Then they posted videos on YouTube. After a quick and large spread on the web, the message took another dimension as bloggers and forum's users start to talk was getting harder and harder to control the content of it and the image it wanted to promote. I think the only field where it is risky is for the non-potential consumers that can speak in a bad way about the brand and then change the mind of the potential consumers. As is mentioned in the case, every controversial message is dangerous if you can no longer control it.

Some voices started to see Dove as the brand for "fat women" and saw the no-aspiration aspect in Dove's advertising. There were a lot of parodies done on the ads and some of them were very critical about Milliner hypocrisy and real motives. Though Milliner was very careful about public relations, there was a risk with this campaign of losing the power of delivering a clear image

and message. To conclude, I think that if I could find some risks in this strategy, the benefits of it are far more numerous.. I do not consider it risky for Dove to put an advertisement campaign in this way.