

# [The provided $150 million in free media](https://assignbuster.com/the-provided-150-million-in-free-media-2/)

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The biggest accomplishment of Dovecampaign is that it commenced a global conversation to broaden the definitionof beauty. The problem that dove figured was the repetitive use of unrealistic, unattainable images, which in the consequence present limitation on thedefinition of real beauty. Dover figured out that the culture of advertisingneeds a change and thus dove completely change the culture of advertising by challengingbeauty stereotypes; Dove picked woman of all ages from all around the world whoappeared to be out of the categorize norms of beauty. For example, woman whowere older with wrinkles and some woman who were overweight. People perceivedreal woman more attractive and much likeable to their female audience because femalescould relate themselves to the ordinary woman, and not the photoshopped model. Whichposes a fresh perspective within the media.

Dove’s campaign was a success and theenormous publicity it has received is the noticeable evident of how successfuldove campaign is “ For example, with the models being asked to appear as guestson many popular American talk shows, including The View, Good Morning America, The Today Show, Ellen, and Geraldo. Media exposure has provided $150 million infree media time for Dove’s campaign” (www. in-mind. org). Campaigns overall success can be accreditedfor it to be the first digital media campaign, which managed supportive online communitythat reached over 200 million people around the world, and 26 million peopleparticipating in the campaign online.

(Springer, 2009). According to (Festinger, 1954) peopleare attracted and by other people and make automatic comparisons to otherpeople. Consumers make automatic comparisons to the images they perceivebecause it represents the realistic goals and be motivated to achieve the goals. Dove focused on how to reframe the purpose of purchasing beauty products, they concentratedon the utilitarian view i. e.

the quality of the product and the price which isnot virtually shown in the ads. Also, they focused on the hedonic view wherethe focus is on the values that influence a person’s pleasure this means thatthey emphasis on expressing important values and connecting with others. Other than that Dove’s campaign positive aspect is its onlineSelf-esteem toolkit. Dove started this Self-Esteem online resource which includedguides activities and videos which is focused on building self esteem among woman. Also, it reflects the mission of dove’s advertising campaign, which is to redefinebeauty (www. in-mind. org).