



### Market

Being one of world's leading personal care brands, Dove is present in Croatia in the main segments: skin cleansing, skin care, deodorants and hair care. It is the most important brand for Unilever Croatia Home & Personal care business.

To be able to keep the leading position and to differ from competitors today is very important to follow market trends and to keep consumer's interest by offering quality products and delivering innovations. One of the latest skin care market trends is the tanning segment which Dove entered very successfully last year.

### Achievements

Today, Dove as a brand, has a higher turnover than many moving consumer goods markets. It is on its way to become a mega beauty brand, redefining the standards for all personal care categories it enters.

The main reason for Dove's success in the intensely competitive environment in which it operates is its functional and emotional differentiation from its competitors in the four main categories (skin cleansing, skin care, deodorants and hair care) in which it is present.

### History

The legend of Dove - the flagship of Unilever in personal care category with USD 2.5 billion turnover - began with the launch of Cream Bar in the USA in 1957. Over time, Dove became one of Unilever's fastest-growing brands. In 1991, the worldwide launch of Dove begun. Between 1991 and 1994, Dove was launched in 55 countries and the Dove family started to expand rapidly. The interesting thing about this growth was that it did not always occur in growing markets. Within the last few years, while the beauty soap market has declined by 2% globally, Dove has grown up to 30% with its strategy of geographical expansion and product diversification. This figure validates how Dove has become a global brand, which is now marketed in over 80 countries worldwide.

Croatian consumers met Dove for the first time in 1997 with the launch of Cream Bar and shower gels. This was followed by Dove deodorants launch in 2000. In 2001 Dove Hand & Body products were launched and hair care



products in 2002. Dove currently provides all the major personal care products a woman needs in her bathroom.

### Product

Dove operates in four main personal care categories: skin cleansing, skin care, deodorants and hair care.

The flagship of the skin cleansing category and Dove family, Dove Cream Bar, has been marketed to consumers with the promise "Dove is different" for the last 50 years globally and 10 years in Croatia. Thanks to its neutral skin cleansers, Dove does not dry the skin like soap does. Thanks to the 1/4 of moisturising cream it contains, it moisturises the skin while cleansing it. Dove Gentle Exfoliating Cream Bar which was introduced to the Croatian market in 2004 is also a first in its category. It gently cleans off the dead skin cells on the top layer of the skin with its special formula containing ultra fine peeling granules and cares for the skin with the moisturising cream it contains. In 2005 Dove launched Cream Oil Bar soap which luxuriously pampers and intensively cares for skin, contains 1/4 of moisturising cream with caring oils. Fresh Touch variant launched in 2006 with 1/4 moisturizing lotion and the fresh scent of cucumber and green tea gives a feeling of purity, freshness and hydration to the skin. Dove also has three liquid hand cleansing products, Cream Wash Original, Cream Wash Silk and Fresh Touch Cream Wash.

Dove has expanded its cleansing expertise beyond the Cream Bar and liquid soaps to Body Wash, Hand Care, Body Care and Hair care. Dove Body Wash range includes 11 variants: Indulging, Cream Oil, Peeling, Refreshing, Silk, Firming, Fresh Touch, Cherry Blossom & Almond Oil, Rosewood Cocoa butter, Night and special Intimate gel.

In the Hand Care sector Dove has two products, Protective Care Hand Balm for use during the day and Regenerating Care Hand Cream for use at night. The Body Care range is made up of solid and liquid products. In solid segment Dove is present with intensive creams and Body Silk cream. In liquid segment Dove products are: Body milk, Body lotion, Silkening lotion, Firming lotion, Night lotion, Fresh Touch lotion, and two variants of self tanning lotions. Each product is tailor made to improve on different skin requirements while keeping skin looking healthy, soft and supple.

Dove Deodorant was launched in 2000 and

today the range is made up of four variants: Original, Silk, Invisible and Fresh Touch available as Spray, Roll On or Stick. Dove deodorants are the only deodorants with 1/4 moisturising cream that helps skin to recover from shaving, leaving underarms soft and smooth.

Dove expanded into the Hair Care sector in 2002 with the launch of Dove Shampoo and Dove Conditioner. Dove Shampoo is available in a large number of variants to suit all hair types: Normal, Normal to Greasy, Dry/Damaged (range for intensive and essential care), Coloured range (one range made especially for darkened hair and other one for lightened hair), two in one Shampoo/Conditioner and Anti-Dandruff. Dove Conditioner is available in four different variants, again to suit different hair types: Dry Damaged range (Intensive Conditioner, Essential Care conditioner), Coloured range (for darkened hair and for lightened hair). Dove's shampoos and





svakodnevna hidratacija je tajna prekrasne kože.



conditioners are the only hair care products to contain Dove's unique 1/4 moisturising milk which reaches deep into the hair follicles, replenishing and sealing any moisture inside the hair shaft.

Dove also has two product ranges that feature across many of the market sectors within which the brand has a presence, the Silk range and the Firming range. Dove Silk products contain a blend of pure silk, several rich Dove moisturisers and emollients formulated exclusively by Dove to give skin a silky sheen that sparkles and shimmers.

The second multi-sector Dove range is Dove Firming. These products are specially designed to make the skin on your body feel smoother and firmer and to help fight the signs of cellulite. Each of the four products in the range is formulated with a combination of an Advanced Technology Moisturising system, Thalasso Spa therapy theory and special ingredients such as seaweed extracts, elastin peptides and ceramides.

In 2006 Dove entered the market with two variants of Tanning lotion, one for fair to medium and other one for medium to dark skin type.

### Recent Developments

Although Dove has focused on expanding its range of products into new sectors, the brand has not forgotten that consumers' attitudes towards a brand are based on more than just its products. The latest

developments at Lever Fabergé are aimed at establishing Dove as an iconic beauty brand that offers a different point of view and attitude to beauty.

Currently most beauty brands talk about transformation and use images of models everyday women find unrealistic and unobtainable. Recent research has shown that over 1/2 of respondents believe that it is hard to feel beautiful with respect to today's beauty ideals. The results revealed that only 1% of Croatian women see themselves as beautiful. On question, do they want to change something on their physical appearance 83% of research respondents answered with - yes. Dove is currently developing a "Beauty Theory" which will influence how it communicates with women. This "Beauty Theory" is about real women rather than stereotypes, broadening the definition of beauty and embracing all shapes and sizes and looks. By taking a more realistic approach to the beauty market Dove is differentiating itself from its competitors and positioning itself as the brand that gives superior care to real women, not supermodels.

### Promotion

Dove's advertising has focused on the fact that it is a brand for real women. Its earlier TV adverts pioneered the use of real women giving testimonials about products that they had actually used. Recently

the brand's very different point of view on beauty has produced a series of new adverts for its Firming range that challenge beauty industry norms by using real women rather than models.

Dove's advertising campaign for its Firming range was collaboration with celebrity photographer Rankin and was created with these strong views in mind. Unlike traditional beauty advertising, they



feature "real" women of different shapes and sizes, not models. Six ordinary women were recruited off the street to star in an advert celebrating real women and their diversity. Chosen for their confidence and spark, the girls featured in the Dove Firming campaign appear only in their underwear and the photos were not airbrushed or re-touched in any way.

The firming campaign is followed by the Campaign for real beauty launched in 2006 in Croatia. The main mission of campaign is to make more women feel beautiful everyday, by widening today's stereotypical view of beauty and by inspiring women to take great care of themselves. According to local research only 1% of women consider themselves as beautiful! 72% of women think that media and advertising appoint unrealistic beauty standards which the majority of women can never achieve. 84% of women would like that female beauty in the media is shown through more dimensions and not only through physical attractiveness. This new approach to beauty has already caught the Croatian public's imagination prompting articles in several national newspapers and magazines.

### Brand Values

Although Dove still retains the images of purity and moisturisation created by the original Cream Bar; the brand now has a much deeper meaning for consumers. The Dove brand is about "beauty without artifice". Dove never deals in beauty stereotypes or over-promises on what its products can deliver. Dove is a brand that is timeless because it is beautifully uncomplicated.



[www.kampanjazastvarnuljepotu.com.hr](http://www.kampanjazastvarnuljepotu.com.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Dove

- Dove Cream Bar was originally developed to heal the burns of soldiers in war.
- 1.4 billion Cream Bars were sold around the world in 2003 - which is equivalent to 44 bars a second.
- If all the Cream Bars sold in one year were laid end-to-end they would encircle the globe.
- Dove is the only personal care brand that has used women "from real life" in its advertising for more than 40 years.

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jeste li ikad pomislili da postizanje preplanule puti može biti dobro za vašu kožu? Novi Dove Summer Glow losion za tijelo kombinira bogate hidratantne sastojke i sastojke za samotamnjenje. Čini vašu kožu svilenkasto-glatkom i vlažnom, postupno postižući blago preplanulu put.

Dobar za vašu kožu - odličan za vaš izgled.

novi

Losion za tijelo sa sastojcima za samotamnjenje