

branding and new media

## DOVE: Evolution of a Brand

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What one brand is learning  
about brand building in the  
new media environment,

and its implications for  
communications research



## Milestones in the Story

1957 – Launch of Dove bar

2000 – Unilever adopts masterbrand principle

2002 – From functional brand to a brand with a point of view

2004 – Relinquishing control of media

2004 – Relinquishing control of message

## 1957 to 2002: functional claims, traditional media

### A classic '50s brand

“One third moisturising cream”

Claim of functional superiority with expert endorsement by dermatologists

This is the kind of advertising that shaped the early agendas of academic advertising and branding research



Over the decades  
the aesthetics  
changed, but not the  
message



## 2002 to 2007: A brand with a point of view



The Dove  
campaign for real  
beauty

## 2002 to 2006: brand with a point of view

- **Firming campaign**  
– regular media
- **Superbowl ad**  
– just one medium
- **Evolution ad**  
– no media



## 2007 to ?: the consumer's point of view

Oscars 2007

## 2007 to ?: the consumer's point of view



## 2007 to ?: the consumer's point of view



## Progressive lightening of control

1950s: Total control of brand meaning by central control of message and media.

2002: Use of paid media to provoke unpaid media to embellish a theme

2004: Use of unpaid media to provoke consumers to embellish the theme

## Implications for consumer research

### **Advertising:**

Contest among propositions, or  
Hunt for cultural resonance?

### **Brand extension:**

Functional compatibility, or  
Emotional alignment?

### **Media:**

Reach and frequency, or  
Capacity to generate buzz?