



# DOVE FIRMS UP WITH OUTDOOR



## THE CAMPAIGN OBJECTIVE

Building upon their award-winning “Campaign for Real Beauty”, Dove wanted to promote their new Firming Body Lotion to Canadian women.



## THE STRATEGY

Running simultaneously in Montreal, Toronto, Calgary, Edmonton and Vancouver, Dove used Out-of-Home exclusively in May of 2006.



*“The Out-of-Home medium lends itself perfectly to showcasing Dove Firming’s beautiful creative and the research proves that with Out-of-Home we can generate the immediate awareness the brand was looking for. When looking to create a splash, Out-of-Home is very often the first medium we look at.”*

Brenda Bookbinder  
Print Portfolio Director  
PHD Canada



## THE CAMPAIGN

**AGENCY**  
PHD Canada

**CAMPAIGN DATES**  
Four week campaign in  
May of 2006

**OUT-OF-HOME PRODUCT MIX**  
Posters, Wall Murals, Transit Advertising, Interior Cards, Mall Posters, Bus Shelters, Train and Subway Station Posters

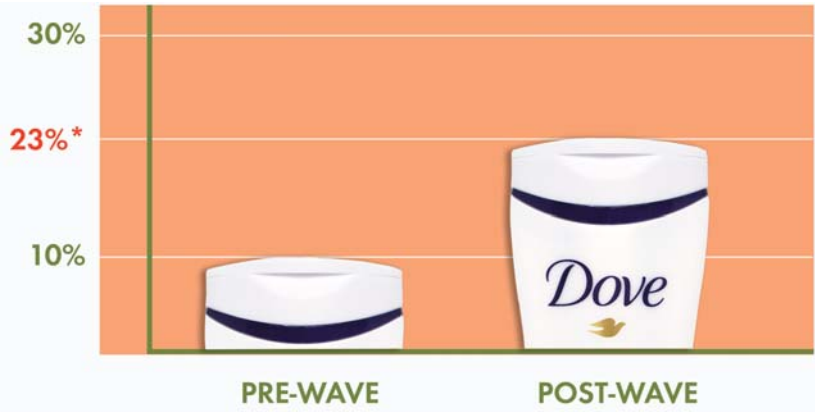
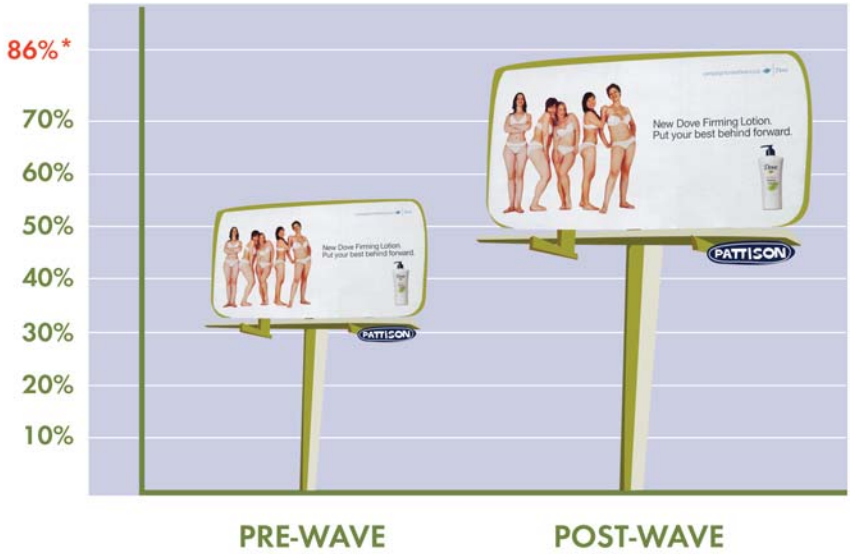
**RESEARCH METHODOLOGY**  
The study was conducted by Synovate in Toronto. Research consisted of 250 pre- and post-wave intercept interviews that measured the effectiveness of the Out-of-Home Advertising.

DOVE LAUNCHED ITS BODY FIRMING LOTION in the United States in 2005 with a “real beauty” theme promoted exclusively through Out-of-Home Advertising. Research showed that the campaign was a huge success in terms of product/brand awareness and increases in purchase intention.



The same creative theme and exclusive usage of Out-of-Home was duplicated for Dove Firming Lotion’s 2006 launch in Canada. **Research showed that the successful U.S. results were repeated in Canada.**

1 The campaign created a significant increase in overall **ad awareness** for Dove Firming Lotion.



2 The campaign significantly increased the **product linkage** with Dove Firming Lotion

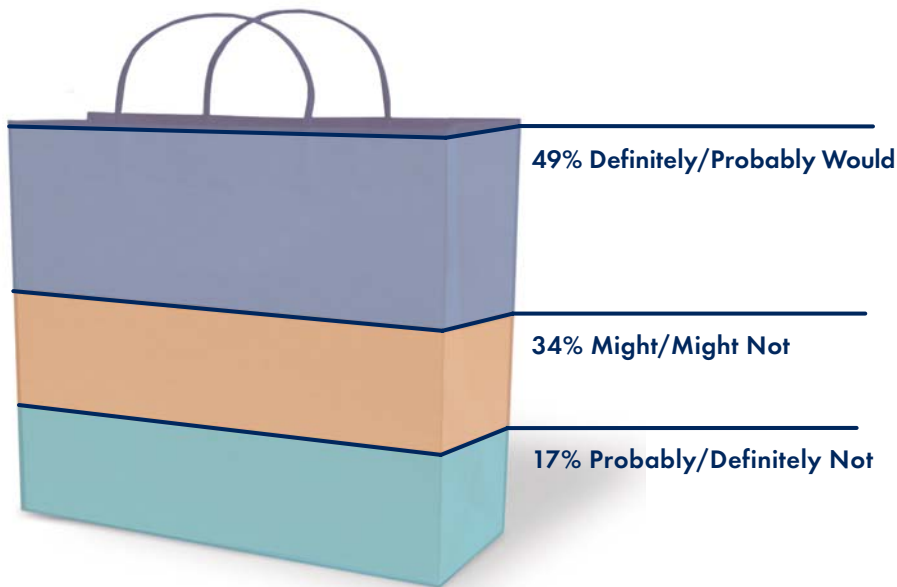
\* SIGNIFICANT CHANGES TESTED AT 95% CONFIDENCE LEVEL

3 The study recorded a significant increase in **brand linkage** compared to the pre-wave level

\* SIGNIFICANT CHANGES TESTED AT 95% CONFIDENCE LEVEL



4 Nearly half of the respondents indicated that the Out-of-Home ads would likely increase their **purchase consideration** of Dove Firming Lotion



Proven Outdoor Advertising Performance

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