



Internship Report on

A Study of the Masterbranding of Dove

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Approval Page

This internship report from August to November 2016, is prepared and submitted by Urmeem Rahman Silvee in partial fulfillment of the requirements for the course BUS 400 for completion of the BBA program in BRAC University.

Approved in partial fulfillment of the requirements for BUS 400 with a rating of _____.

Dr. Khan Md. Raziuddin Taufique

Internship Academic Supervisor

Letter of Transmittal

27 December, 2016

Dr. Khan Md. Raziuddin Taufique
Assistant Professor, BRAC Business School

Subject: Internship Report on a Study of the Masterbranding of Dove

Dear Sir,

It is to cordially inform you that I have prepared the internship report on “*A Brief Study on the Masterbranding of Dove*” reflecting my experience of a three month long internship in the Brand Building function of Unilever Bangladesh Limited. It pleases me to inform you that I had secured my position here in the capacity of an intern by subjecting myself to a rigorous selection process for the Unilever Leadership Internship Program 2016.

It has been an extraordinary experience for me as I was privileged to work at this globally renowned FMCG (Fast Moving Consumer Good) multinational company. Through this report, I have tried to capture my overall work experience and other corresponding concerns as per your requirements. I have discussed about the company overview, the brand building function of the organization, projects I have been a part of, my activities as an intern and an overall observation at Unilever Bangladesh Limited. I earnestly hope that the report will attain your expectations.

Yours Sincerely,

Urmee Rahman Silvee
Student ID: 12204031
BRAC Business School

Acknowledgement

Firstly, I am grateful to the Almighty for blessing me with this opportunity. I thank my academic supervisor, **Dr. Khan Md. Raziuddin Taufique**, for giving valuable guidance and directions throughout the process of preparing this report; without his kind assistance the report quality and completion would have been quite the challenge.

I express my utmost gratitude to:

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I am indebted to all the cross functional employees who had put up with me during the activation campaigns, Liton Bhai, for his endless world class tea servings and my fellow intern colleagues of Unilever Bangladesh Limited who have all played a crucial role in keeping the workplace lively and making my internship tenure memorable.

Lastly, it is my pleasure in expressing heartfelt appreciation to my family and friends, especially **Mohaiminul Islam**, for being the constant source of support that kept me going in completing this report as a fruitful one.

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Executive Summary

On any given day, two billion individuals utilize Unilever items comprehensively to look great, rest easy and get more out of life. With seven billion individuals on our planet, more than 400 brands concentrate on wellbeing and prosperity and no organization touches such a large number of individuals' lives in such a variety of various ways. This report has been set up on understanding the Masterbranding of Dove at Unilever Bangladesh Limited that investigates the brand love it makes by means of campaigns planned based on conducted global research.

In a nation of 157 million individuals, there are 80 million wonderful women in Bangladesh. Ladies of any age, shapes, sizes and skin tones. However, as a general public, we're frequently persuaded in an extremely constrained thought of beauty. Keeping in mind energetic looks, reasonable skin tone, long dark streaming hair and a trim figure are some approaches to express beauty – they are by all account not the only ways. Dove believes that the 80 million ladies living in Bangladesh cannot be compared to by only one beauty ideal. Consequently, the brand actively works on promoting the philosophy that beauty is a source of confidence and not anxiety. They plan global campaigns to represent the true diversity of beauty and is resolved to help all women understand own potential by creating products that convey genuine care.

This report has been prepared on Masterbranding of Dove at Unilever Bangladesh Limited, which covers all the details of my work while deploying various projects as an intern for a period of 15 weeks.

2.1 Company Overview

This section will delve in some significant details on Unilever Bangladesh Limited.



2.2 Nature and Type of Enterprise

Unilever Bangladesh Limited (UBL) is the leading Fast Moving Consumer Goods Company in Bangladesh with a heritage of 50 years and products that are present in 98% of Bangladeshi households. Unilever depicts themselves as a 'multi-local' multinational, bringing universal skills to the service of people everywhere. Unilever Bangladesh Limited is always streamlining the business procedure and enhancing knowledge on the continually advancing consumer needs. It is a British-Dutch based company that stands as the third largest consumer goods company owning over 400 brands available in around 190 countries in the world.

To maintain the quality and to make the brands more popular among the consumers the employees of UBL work relentlessly and takes those initiatives that will best suit the company. Each and every department has specific responsibilities to perform with the overall objective of achieving the company's extreme objectives by giving the customers original and solid items that will include vitality and will ensure a sustainable environment for all. The company is parent

to world-leading brands including Lipton, Knorr, Dove, Axe, Vaseline and Sunsilk, alongside trusted local names such as Lux, Pureit and Surfexcel.

Sustainability is integral to Unilever business. With 7 billion people on our planet, the earth's assets can be depleted. This implies supportable development is the main adequate model of development. The Unilever Sustainable Living Plan sets out to decouple growth from environmental impact, while at the same time increasing positive social impact. The Plan has three big goals that by 2020 will enable us to:

- Help more than a billion people to improve their health and prosperity.
- Halve the ecological impression of our items.
- Source 100% of the farming raw materials sustainably and enhance the livelihoods of people across our value chain.

Unilever as a business feels that they have a duty towards the market and to the society in which they have a presence. Around the world they invest in local economies and develop relationship building abilities' inside and outside of Unilever. In addition, through their business and brands, they run a range of programs to promote empowerment, nutrition, hygiene, and environmental awareness.



Figure 1: Unilever Sustainable Living Plan is set to achieve 3 Big Goals by 2020

2.3 Product & Services

Unilever makes and offers items under more than 400 brand names around the world. Two billion individuals utilize them on any given day. Here are the 20 brands accessible in Bangladesh.

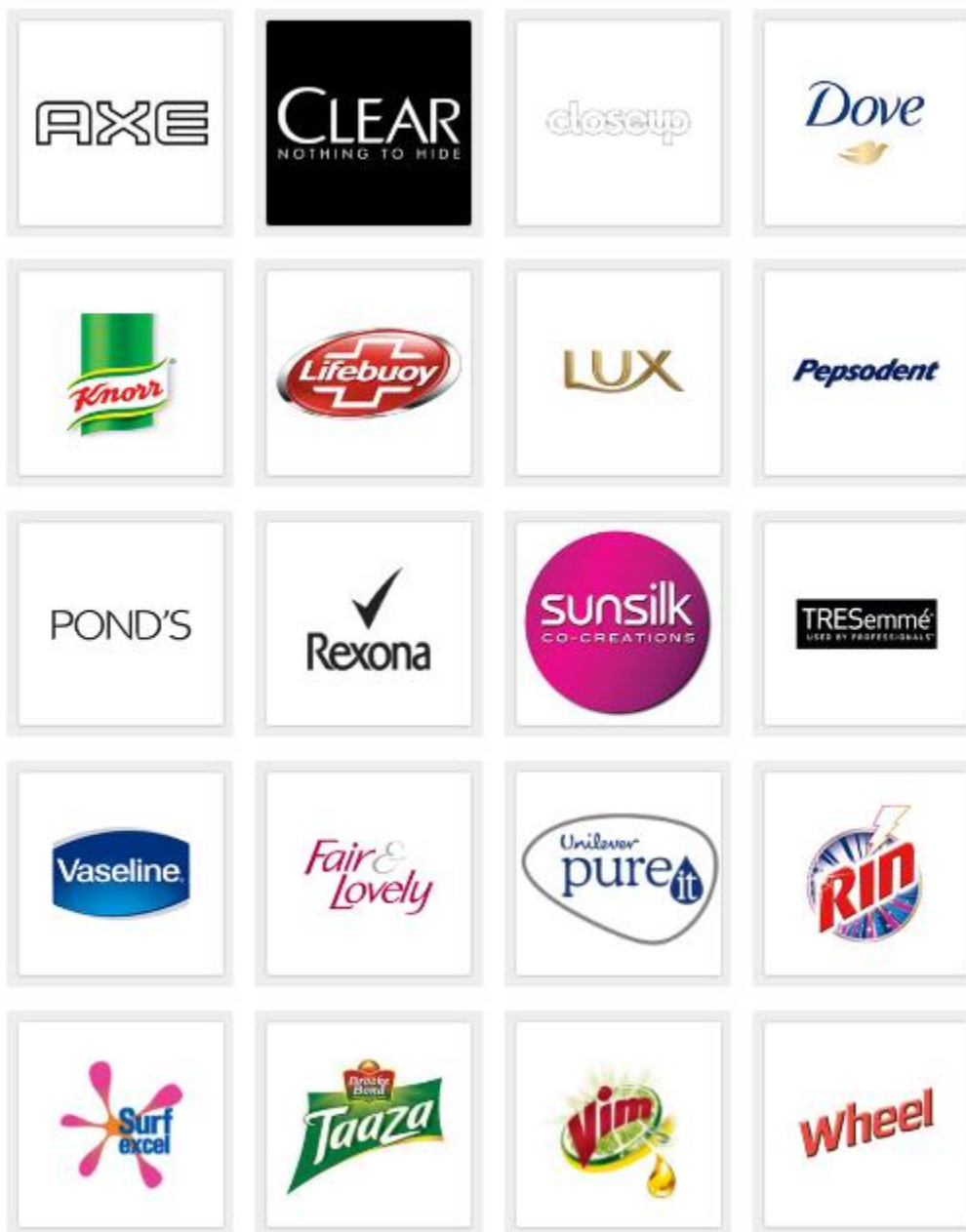


Figure 2: Unilever Products in Bangladesh market

2.4 Product Categories

These 20 market offerings of Unilever Bangladesh Limited are then categorically divided as the following. These brands are household favorites and are self-explanatory.

2.4.1 Personal Care

There are 13 personal care product categories offered in the local market in Bangladesh. Most of these brands are market leaders in their respective categories for the longest time till date.



Figure 3: Personal Care Products

2.4.2 Home Care

There are 4 home care product categories offered in the local market in Bangladesh.



Figure 4: Home Care Products

2.4.3 Food and Drinks

There are 2 food and drink product categories offered in the local market in Bangladesh.



Figure 5: Food and Drink Products

2.4.4 Water Purifier

There is 1 water purifier product offered in the local market in Bangladesh.



Figure 6: Water Purifier Product

2.5 Business Operations

The origin of this company dates back to 1964, when the first Manufacturing Operations were set up as a part of Lever Brothers Pakistan operations. After independence, it was incorporated as a different Company under the laws of Bangladesh. Later on the Company expanded into various categories.

Our own manufacturing operations are based in Chittagong where they have soap manufacturing unit and a top class Personal Product manufacturing plant. In addition, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are exclusively dedicated to Unilever Bangladesh.

Unilever Bangladesh is a Public Limited Company. The company is registered in Bangladesh with the Government holding 39.25% of shares and the rest owned by the parent company, Unilever.

2.6 Brands & Development

My internship in Unilever Bangladesh was in the Brand Building function and I had the opportunity to closely observe how they operate. Brand Building is an exciting function where brand managers are given full responsibility for the growth and profitability of the brands. Unilever brand managers contribute in building and presenting a brand so indelibly that each of the brands stand out against aggressive competition in the marketplace. Brand Managers identify and define brand personality by conducting extensive market study and consumer insight. Furthermore, they look after the brands on a daily basis: planning, organizing and monitoring activities that foster their image and increase their exposure. As at Unilever Bangladesh most of their brands are market leaders, the task is all the more challenging in maintaining leadership positions in such a competitive market environment.

2.7 Brand of Focus

Dove is a personal care brand of Unilever and grew from a moisturizing Beauty Bar into a global brand with a range of products: body washes, hand and body lotions, facial cleansers, deodorants and hair styling. Among the brand's offerings, Dove shampoo and conditioner are the most prominent products followed by Dove beauty bar and Dove face wash. In 2004, Dove began its Campaign for "Real Beauty" by the making of the Dove Self-Esteem Fund in 2006. It intends to be "an agent of change to educate and inspire girls on a wider definition of beauty and to make them feel more positive about themselves". Dove has made various online-just short movies, including Daughters, Evolution, Onslaught, Amy and the recent addition to the list has been How old are you. As an intern of this brand, I was involved in deploying two projects: Dove Day 2016 and a round table discussion revolving around the global campaign "How Old Are You?"



2.8 Summary of Key Responsibilities

The projects I were to contribute in were still two weeks away from my joining day at the company. Hence, I found myself useful by helping in another ongoing project for the first two weeks of my internship tenure. Although my projects were for the brand Dove, I had also contributed in a project of Sunsilk. During the time, Dove had about 8 projects to deploy simultaneously. My supervisor was kind enough to let me assist in some of those projects along with the main projects I was appointed for. I have taken the liberty to list all the work I was responsible for as the following:

2.8.1 Dove

- ✈ Studied the Global documents for a thorough understanding of the brand and its projects.
- ✈ Drafted PR guidelines in both English and Bangla for print media.
- ✈ Created and followed POSM (Point of Sale Material) network for the projects.
- ✈ Attended a global Unilever training session that was key to deploying Dove Day 2016.
- ✈ Drove the Dove Day UBL employee teams and assisted in monitoring internal registration and collecting Tshirt sizes.
- ✈ Co-ordinated the day along events that flowed on Dove Day 2016 and How Old Are You campaign execution with the brand managers of Dove.
- ✈ Went on market visit in Chaankharpool, Old Dhaka, to gather market insight.
- ✈ Sorted out the barcodes, product description for each of the cross category SKUs (Stock Keeping Unit) of Dove.
- ✈ Proof-read and collaborated the information for all the products of each brand and bounced them off with the brand managers for the Dove Digital 2.0 website launch.
- ✈ Composed invitation letters for schools for permission and for internal communication with UBL (Unilever Bangladesh Limited) employees to participate in Dove Day 2016.
- ✈ Provided with inputs on the Dove Day and How Old Are You campaign AVs (Audio/Video) created for internal Global communication.

- Proof-read and translated articles to be printed in national dailies post project deployment.
- Short-listed pictures to be sent to the Global Team for the projects implemented.
- Communicated with third party agencies such as Analyzen and Mindshare for project work.

2.8.2 Sunsilk

- Followed the POSM network for Sunsilk Serendipity launch.
- Provided input on the Sunsilk anthem song.
- Designed Sunsilk Viber Stickers called “Incredible Me” available for Bangladeshi numbers.



Figure 7: Viber Stickers sketched by me and developed by third party agency (Source: Facebook upload)

2.9 Major Learning Reflections

Every day was a learning experience in Unilever Bangladesh Limited. The areas I develop and improved in during my internship are the following:

2.9.1 Branding: Working in this area taught me the sensitivity of brands. The image of the brand created works as a constant reminder in shaping events and campaigns and keeping true to its essence is absolutely crucial. When it comes to deploying globally designed campaigns in local grounds, extra attention must be paid so that they are locally acceptable and at the same time does not jeopardize the global exclusivity of the communication content.

2.9.2 Event Planning: Working in this area has helped me understand the process of event planning and the minute details a planner has to constantly keep in mind. Overlooking even the smallest details can have massive impact on the final results. I learnt that creating POSM networks help keep track of planning events. A thorough understanding of the campaign project and its objectives is crucial in landing a successful event.

2.9.3 Marketing & Communication: I learnt the importance of promoting an event using the social media tools. This area has helped me gain more knowledge about viral marketing & communication and interpret what the views, likes and shares really imply and how those numbers talk in marketing. I also came to realize English and Bangla in the Bangladeshi market for a global company are of equal importance and competence in both is a necessity. It also helped me develop and improve my English and Bangla writing skills in marketing context which needs to be simple but effective in getting the message across.

2.9.4 Internal Communication: This was the first time I was exposed to a corporate office and gained knowledge on the formal conduct and how important record keeping is under the

circumstances. There is an elaborate process of calendar booking for meetings even if they are for ten minutes and sending formal invitation letters via email requesting employee participation in events are given codes of communication. It is a must to communicate latest status update on an ongoing project and shoot mails keeping everyone in the loop to avoid gap in information. I have had an interesting learning that internal communication is just as sensitive as external communication and when not done right, the results are likely to be disappointing.

2.9.5 Observing & Analyzing: Working on the area has helped me develop and improve my observing and analyzing skills. During my internship, I had to study different global documents and audio/visuals to familiarize myself in understanding the brand's behavior. My supervisor has helped me learn the subtle hints and taught me the value of going through every little detail in depth to avoid problems half way through project implementations.

2.10 Reflection on Personal Development during Internship

I always aspired to work in a multinational company so I set up goals from the start to improve areas that needed to be worked on. One of my ways was to listen and observe the brand managers and how they work. The working areas I developed and bettered in during my internship are the following:

2.10.1 Working effectively: I wanted to learn how to work effectively. This is because I realized I was putting so much effort in getting work done perfectly that I was missing deadlines which was not very effective. Hence, I started working using a to-do list. The to-do-lists were emails that my supervisor was sending throughout the day. This made a world of difference and helped prioritize work and effectively finish work that was more urgent.

2.10.2 Working precisely: At the beginning of my internship, I noticed that there are lots of silly mistakes found in my work. Mistakes in spelling and grammar but also in delivering work that is not finished or up to standard. I have improved in this area by reading, listening and focusing better on my work.

2.10.3 Improving communication skills: I was so overwhelmed by where I was working that I often found myself being awkward with small talks with the managers and directors. This is because I thought I was causing disturbance for them. Soon I realized that they liked being greeted. I also understood how important these small communications are for networking. I also learnt that bonding over lunch time with fellow interns and other employees creates an atmosphere of friendship in the work place that positively reflects the quality of work produced.

2.10.4 Taking initiatives and giving inputs: At the beginning I had trouble getting involved in the event planning process. I was only concentrating on following instructions. This is because I did not know how the procedure was directed and I did not have all the basic knowledge. Halfway through my internship I improved in this area by getting more involved and becoming more aware. I was asked for my opinion in meetings and on articles written before publishing them in national dailies, content prepared for website and advertisements, AVs made and so on. It gave me a sense of confidence and that helped take initiatives later on.

2.10.5 Attending phone calls: During my starting days I had difficulties communicating over the phone. This is because I used to receive a lot of instructions and could not remember everything by the end of the conversation. I also found myself complicating simple instructions that I was assigned to brief third parties on. With time, I believe I overcame that short coming to some extent.



Projects

3.1 Introduction

We now live at a time where youth is synonymous to beauty. Only a certain age bracket or subset of a body type is considered the norm for a woman to be beautiful. Regardless of which ethnicity one belongs to, a woman should be slim, tall and fair and possess luscious hair and sharp features to be considered beautiful. The growing desire to become someone else is reinforced by the dominant presence of different means of media in our lives today. Every day we are exposed to modern advertisements and social media that promote unrealistic standards of beauty.

Women and even young teenagers are racing towards a society instilled benchmark that in reality is nonexistent. Behind a gorgeous picture of a model on a magazine cover are relentless hours of professional stylists and makeup artists brainstorming to create the perfect look using thousands of dollars' worth of cosmetics, dexterous photographers at work conducting photo-shoots and post-production team modifying the pictures using Photoshop and getting rid of blemishes, dark circles and other “imperfections” in the model to create this delusion of a “flawless” woman who is nothing compared to her actual self. The following is an example that aids in illustration.

BRITNEY SPEARS



Credit: fabiofb

Figure 8: Britney Spears before and after Photoshopped

When a school going teen looks at a picture of this model in question she may or may not be aware of the different processes the model and her photograph went through before looking so "perfect" on the magazine cover yet then she would long to take after her or attempt to make that look on herself someday. This longing to look and feel glamorous is unhealthy and dangerous.

Models working in the fashion industry are suffering from anorexia and Bulimia. Anorexia is a psychological disorder where a person, most often a girl or young woman, initially starts dieting to lose weight then continues the cycle of restrictive eating, often to a point close to starvation. This turns into a fixation and is similar to addiction to a drug. Anorexia is dangerous. Bulimia is a dietary problem portrayed by a bended self-perception and a fanatical longing to shed pounds, in which episodes of extraordinary gorging are trailed by fasting or self-initiated vomiting or cleansing. These diseases eventually lead to unhealthy lifestyles and chronic depression. Remaining in business is a consistent battle for models. Unfortunately it comes in exchange of a heavy price. The practice of such unrealistic body image is in no way acceptable that put women's health at serious risk.

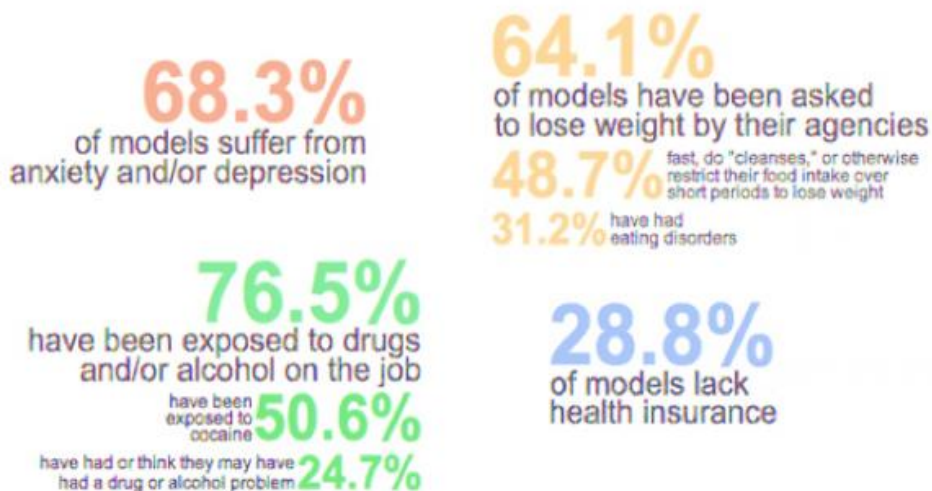


Figure 9: Illustrates some facts in the Fashion Industry. (From Anne of Carversville website)

Under such circumstances it becomes of absolute necessity to educate girls and women on the truth behind these unrealistic body images that are the root cause of anxiety, depression and low self-esteem. They should be able to lead a healthy life and feel beautiful the way they are. When most of the products in the market including some other personal care brands of Unilever bank on the insecurities of teenagers and young women regarding their appearance low, Dove undertakes an educative cause marketing to give back to the world to create brand love.

Dove conducted a global research in 2015 that revealed some shocking statistics. 42% of the 8 year olds wished they were thinner. With children being exposed to internet and smartphones at a very early stage in their lives, female children develop fondness for dressing and putting make up on in a manner which is more mature than of their age. Children watch cartoons more on Youtube channel than on television. This means that they are likely to be exposed to far more information than would be considered appropriate. At a tender age of fun and play, children are being worried about their bodies and for all the wrong reasons. Another study also conducted by Dove found that 9 out of 10 women do not consider themselves beautiful. This is highly alarming. We can see that it is not just the women but children as young as 8 year olds who are conscious about the way they look and actively take drastic measures in attaining unrealistic standards of beauty.

3.1.1 Cause Marketing

Cause marketing alludes to a kind of showcasing including the agreeable endeavors of a revenue driven business and a non-benefit association for common advantage. According to Adkins (2003) cause related marketing is “a commercial activity by which businesses and charities or good causes form a partnership with each other to market an image, product or service for mutual benefit” (p. 670).

Adkins (2003) considers that cause related marketing is a showcasing driven action, that organizations, philanthropies or good causes create for accomplishing their targets or objectives. Associations and organizations are additionally intrigued to get a return on their venture, regardless of the possibility that it is money, time or different resources.

3.1.2 What is Masterbranding?

Masterbranding endeavors to make a solid relationship between an organization's items and what the brand speaks to. While singular items will dependably have their own names/brands, it is the Masterbrand that adds to the customer's conviction that the item is diverse contrasted with all others in its class.

Therefore, keeping in line with what Dove believes in and what their independent global research statistics say, Dove has designed some real life campaigns that consumers would be able to relate to and realize the world of wrong these false standards are doing to them and to their loved ones.

The two projects I was privileged to be a part of has changed my perception immensely. They will be talked about in details in the upcoming section of this report.

3.2 Problem Statement

For women, trying to live up to the standards of beauty can be an extremely dangerous feat and is nowhere near an accurate depiction of a female's true beauty. By examining the qualities that define women's good looks in today's culture, the hazards of achieving them and how wrong these standards are can be felt and understood. There has been a significant amount of research done on the impact that industry of fashion and advertisement have on women. By filming advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-assurance in numerous ladies. The greater part of these negative feelings originates from misery regarding body and appearance. Women today are regularly being reminded of what is considered beautiful in the face of media influence. There are a huge number of commercials that endorses this deceiving notion to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in promotions, society has developed inconceivable norms of beauty, which has prompted to emotions of inadequacy among women.

The need to address this issue has become of a genuine concern more than ever before as women and even teenagers are becoming conscious of their outer appearance which is directly effecting their daily life activities. Keeping in mind this self-destructive attitude that women are establishing towards beauty standards has caused Dove to initiate self-esteem workshops for school going teenagers and thought provoking campaigns for women of all ages across the globe help them rethink and realize the gap between real beauty and unrealistic beauty images promoted by media and the cosmetic industries.

3.3 Purpose of the Projects

The two projects I have discussed in the following section are inter-related. Hence, the previously mentioned problem statement suffices to address both project objectives. I will explore each in turn. The Projects to be discussed are:

✦ Dove Day 2016

✦ How Old Are You?

The Projects reflect cause marketing in their execution style. Generally, cause branding and cause marketing imply similar meanings. “Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations”(Wikipedia, 2016).

3.3.1 Objectives of Dove Day 2016

The following were the objectives of this campaign:

- ✦ Reaching out to young girls with the self-esteem workshops
- ✦ Educating girls on the importance of self-love
- ✦ Conversing with girls on anxiety issues regarding appearance
- ✦ Revealing the unrealistic beauty standards advocated by the media

3.3.2 Objectives of How Old Are You?

The objectives of How Old Are You round table discussion were as follows:

- ✦ Addressing the negative issue relating to ageing in women
- ✦ Exploring the reasons why women are likely to hide their real age after a certain age
- ✦ Conversing on how to overcome the societal pressures
- ✦ Changing the concept that women should be young to be beautiful

3.4 Project 1: Dove Day 2016

Dove runs a Self Esteem project that promotes that Beauty should be a source of confidence, not anxiety. Globally conducted research shows that 9 out of 10 young girls want to change something about their physical appearance as a result of appearance pressure from external sources.



Figure 10: Dove Day 2016 School Visit

3.4.1 Event Concept

Dove Day is an initiative of Dove Self Esteem Project where students engage in self-esteem workshops. The reality of professional media which often makes people look artificially beautiful and how to avoid beauty pressure looking at these images on media - both were agendas of discussion in the workshop.

As part of the global ambition, the brand was on a mission to touch 15 million young lives with self-esteem education by 2015 and has already reached more than 19.4 million. Dove now sets out an ambitious goal of reaching an additional 20 million lives with meaningful engagement by 2020.

Dove Day is a global event, designed to give Unilever employees the chance to experience the real difference that the Dove Self-Esteem Project is making. Dove Day gives employees and business partners the opportunity to:

- Raise awareness of the Dove Self-Esteem Project by engaging with school students
- Experience the impact of the Dove Self-Esteem Project and help build brand affinity around International Day of the Girl
- Personally contribute towards the Unilever Sustainable Living Plan (USLP)



Figure 11: Moments from Dove Day 2016

3.4.2 Project Deployment

In Bangladesh, Dove Day has come alive on October 6 this year in 9 schools in Dhaka and Chittagong. In the workshops, issues such as appearance pressure and the sources of appearance pressure were discussed with the participating students.

Students did several activities and role plays to discuss and internalize what real beauty is to enhance their self-regard. Toward the end of the session they all took pledge to become change agents. Students had a newfound appreciation of their uniqueness after the session and each of them composed what they cherished about themselves on the 'Dove Day Pledge Wall'.

3.4.3 Results

A delegation of 80 Unilever employees and business partners including leadership team members visited schools and engaged with students to ensure that they feel better and more confident about the way they look. Through the self-esteem workshops a total number of 1217 young girls were reached over 20 sessions held in 9 schools of Dhaka and Chittagong.

Among the 35 countries that participated in Dove Day 2016 this year, Unilever Bangladesh Limited was listed in the top 10 in Unilever Global and had the highest student-employee participation in Asia Africa region. Unilever Global is divided into three regions, Americas, Europe and Asia Africa.

Dove hopes that through these workshops these young girls will become the champions of change bring about a change in the lives of other girls they connect with. With this project, Dove aims to ensure the next generation grows up with a sense positive association towards their outer appearance and help them reach their full potential in life.



Figure 12: Dove Day 2016 Results

3.5 Project 2: How Old Are You?

“How Old Are You?” is a short film by Dove that questions these age-limits put on beauty. A question that garners very different responses from girls and women – with girls proudly stating their ages as women avoid answering. The film encourages women to reconsider their perception about beauty. It advocates that beauty is derived from confidence and self-esteem and fuels the same in return.



How Old are You?



Figure 13: The Short Film How Old Are You

3.5.1 Campaign Concept

The pressure from society to keep looking younger has convinced women into believing ageing as a process that takes away their beauty. So, when asked about their age, most women recoil because of insecurities about their appearances.

According to new global research conducted by Dove, only 10 percent of women are proud to reveal how old they are and will often conceal their real age. Age is a source of anxiety for all women, which generally peaks in their early thirties, but is felt as early as in their teens.

Revealing their age makes them focus on the negativity associated with ageing and further fuels anxiety about the way they look. “1 in 4 women use a negative description about their

appearance when asked how old they are, including words like “old” and “too fat”. In fact, the age question makes women feel so uncomfortable that 2 in 5 women have pretended to be younger and will often avoid celebrating their birthdays” (Daily Star, 2016).

3.5.2 Project Deployment

By asking the question, Dove invited women to consider how they feel when they reveal their age and the impact this has on them every day. The conversation that began with this film was taken further at a round-table discussion attended by girls and women from all walks of life – starting from esteemed actresses and models to popular public figures and students.

Girls mirror their mother’s behaviors about beauty, confidence and self-esteem and it is important that mothers recognize the beauty in themselves at every age to set positive examples for their daughters. The discussion focused on encouraging women and the next generation to develop a positive relationship with beauty that can help raise their self-esteem and thereby enable them to realize their full potential.



Figure 14: How Old Are You round-table discussion held at the Daily Star Office

3.5.3 Results

In Bangladesh, the shortfilm was shared 1506 times and reached 528,172 views through Facebook, sparking conversations regarding the topic all over the country.

The “How Old Are You?” film has been viewed more than 491,697 times on Dove Bangladesh in YouTube. Additionally, the initiative has also been covered extensively by the Daily Star - a leading English daily and along with various online news portals as well. Dove is committed to a world where beauty is not limited by superficial standards.

So, Dove will continue to empower women into leading happier, better lives through advocating beauty as a source of confidence and strength.

How old are you?
The very moment you ask this question in a body, she would feel extremely uncomfortable. From age-old customs, we have learned that it is necessary to ask a woman something regarding her age. Even research has revealed that women of various ages have different perceptions related to their sense of beauty. Today's world has seen numerous social and religious values being observed in this regard. When people are talking against our own like objectives and child labor, it is to promote that a well used and dispersed outlook regarding a woman's age still persists. We had to find out what women such as confidence and who women felt uncomfortable about when they are asked about their age. The conversation panel consisted of prominent personalities. The social media stars for the reason we got an in-depth understanding of the issue and understood their thoughts regarding the subject.

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Figure 15: The Daily star covered series of articles on the round-table and individual interviews of the panelists (Collected from The Daily Star online portal)

3.6 Timeline

The two projects deployed were one day events. However, there were months of preparation work prior to the execution of these global campaigns. When I was handed the projects, it was ready to be deployed in the Bangladeshi market so the timeline I was involved in was from September to October 2016.

Dove Day 2016: October 6, 2016.

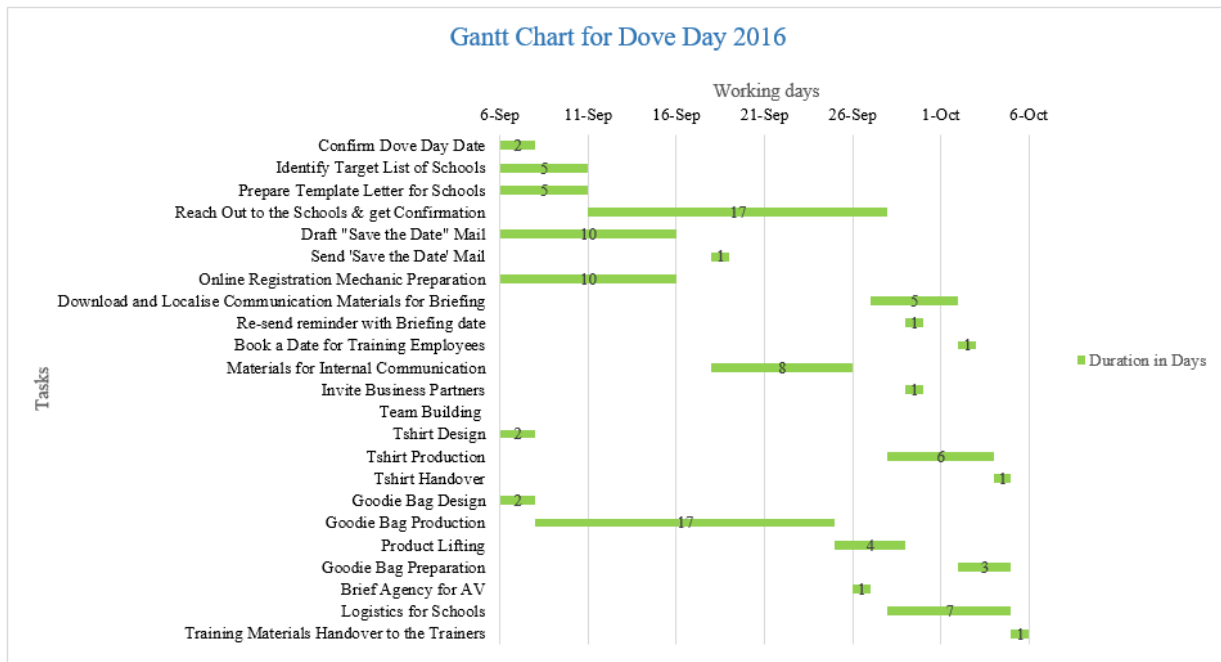


Figure 16: Gantt chart of Dove Day 2016

Conference on “How Old Are You”: October 18, 2016

The discussion on “How Old Are You” campaign was scheduled 12 days after the execution of Dove Day 2016. Hence, both projects’ backend work were running parallel throughout. As mentioned earlier there were months of preparation prior to the time I was involved. It did not have an elaborate Gantt chart as Dove Day. However, the work done during the packed timeline was nonetheless rigorous.

3.7 Limitations

The following are some of the limitations felt while preparing the report.

- ✈ One major drawback of this report was access to official documents as Unilever Bangladesh Limited follows strict privacy policy when it comes to their global internal documents. The interns are not allowed to make direct use of the statistics or information provided in the global dockets.
- ✈ My tenure of internship had expired before the results of the deployed projects were received completely. Hence, I was unable to incorporate the entire outcome and have tried my best to provide with what I had access to.
- ✈ Since these campaigns were day long events and the implementation did not run through a set timeframe, interpretation of the outreach of the effects were difficult to compare with campaigns exercised in the industry.
- ✈ It was difficult to make follow-ups on the changes brought about in the lives of the participants as no such link was established by the company.
- ✈ It was extremely challenging to conduct internal interviews of managers due to time constraints.
- ✈ Since Uniliver Bangadesh Limited enforces that their official documents are confidential, I was unable to present the survery questionnaires used during Dove Day 2016 in this report.

3.8 Methodology

This section will talk about the methodology followed to study the projects.

3.8.1 Data Collection: All the information in this report has been collected via primary and secondary sources and they have been categorized as follows:

Primary Source:

- ✈ Interviews and face-to-face conversations regarding relevant information
- ✈ Observations at work

Secondary Source:

- ✈ Company websites
- ✈ Company documents
- ✈ Online articles
- ✈ Previous Internship Reports

3.8.2 Research Methods: The research methods used were qualitative in nature. In order to analyze the collected data Action Research for Dove Day and Focus Group Discussion for the conference on “How Old Are You” were put to practice.

Action Research is where individuals work in teams to collaborate in a reflective process of progressively solving an existing problem. During Dove Day, a total of 80 Unilever Bangladesh Limited employees joined by their business partners from third party agencies worked in teams of 4-5 to conduct classroom sessions in a total of 9 schools in Dhaka and Chittagong. There are two types of Action Research: Participatory Action Research (PAR) and Practical Action Research. In this case, PAR was conducted which is an appropriate approach to research in communities that encourages participation and action.

The UBL employees were as much part of the research as were the students in the self-esteem workshops for whom it was all designed. The employees and business partners leading the

sessions were all trained in-house in the corporate office which is why they could observe the responses from the students during the sessions and feel the positive changes at the end.

Focus Group Discussion was implemented during “How Old Are You” campaign where a selected panel of experts of their respective industries were invited to discuss the prevalent issues of ageing and the toll it takes on women. Some students from school and university were also invited to get a different perspective to the conversation. The open discussion unfolded different problems that are faced by women that are sometimes self-built while in other cases it is the pressure from family, friends and society. This method proved to be suitable for the setting as the participants were found to agree/disagree to opinions and further extend the conversation not just in the urban setting but were open to exploring the rural scenario and how this issue impacts females of all ages nationally and even internationally.

3.8.3 Sampling Technique: In order to collect the data for both projects convenience sampling was used.

While working for Dove Day, a number of schools were approached with invitation letters for receiving permission to conduct action research in their premises. As the timeline clashed with final exams in some schools and was during a Hindu Festival, the project was implemented with the schools that had consented to the proposal.

For the project “How Old Are You” based on a globally created short film, experts in their respective fields were approached to participate in a round table discussion and due to prior commitments made, some of those approached were not able to join. Hence, the project was executed with the experts that did participate.

3.8.4 Data Analysis: Since the nature of the data collected was qualitative and collected via face to face conversations, individual conversations and focus group discussions, analyzing with this limited data was rather a challenge. However, there was a pattern in the kind of responses that were collected. Each of the responses were relatable by another female be it a girl or a woman. They agreed that they have seen certain incidents happen to them or their friends or relatives. Upon asking questions regarding what are the issues causing anxieties and how to tackle them, the popular response was that media and social networking sites are responsible for forming unrealistic images of beauty and effecting females as young as school going students to adult women and even mothers. In today's time, media plays a tremendous role in shaping our ideas on beauty which is further reinforced by the cosmetics industry promoting beauty products. Furthermore, the presence of social networking sites introducing filters to enhance photographs are turning the phenomena into a 'normal thing to do'. The students and even women have agreed that they have uploaded pictures in the social media enhancing them with beauty apps that allows them to apply make-up and correct any blemishes on the skin to achieve a flawless final look. They have also agreed that in most of their pictures they is a vast difference in their real self and in the way they look in the photograph.

The respondents have also revealed that they have at some point or other have starved themselves to lose weight in order to achieve a slimmer body shape, completely disregarding the health issues involved.

When it comes to the ageing issues in women, majority of the respondents have confessed that they have always took offense upon answering the question, how old they are. They feel revealing a greater number as her age opens up avenue for others to judge her, trying to relate her age with the way she presents herself.

These conversations, although true were missing a greater side to it. No men were interviewed regarding what they feel and how they see the issues and insecurities girls and women face every day. Had they been involved in the programs, it would have given us a better picture and confirmed the degree to which these insecurities play out for females.

3.9 Findings and Discussions

In this section the two projects have been discussed separately. This discussion finds some depth of understanding via individual and face to face interviews with the participants of the projects the reveal societal pressures women face and practices that further fuels the causes of beauty anxieties.

3.9.1 Dove Day 2016

The Dove beauty global report of 2016 revealed that 7 out of 10 girls have stopped themselves from eating and putting their health at risk. Furthermore, it was found that 8 out of 10 girls opt out of important life activities such as engaging with friends and loved ones due to insecurities about the way they look.

The most beautiful thing about this particular campaign is that it readily connects with its target audience so amazingly that the results are visible after the completion of the two hour workshops. The impact that the session has on the girls are so prominent.

Upon face to face interviews with the participating team members of Unilever Bangladesh Limited, the employees shared how at the beginning of the session the girls seem timid and to themselves, trying to understand what is about to happen in the workshop. However, as time passes and the session progresses, they start interacting and opens up to discuss and share personal experiences and incidents they have faced in their lives so far.

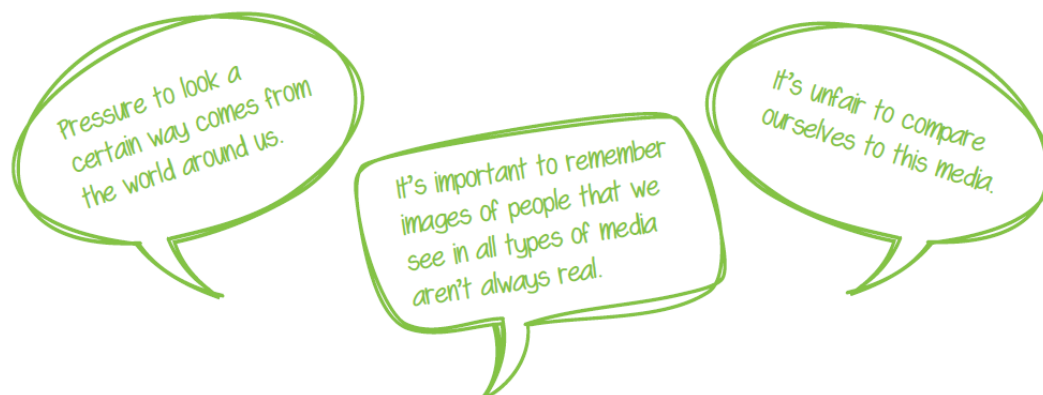


Figure 17: Responses from participating students of Dove Day 2016

“The key message that it’s delivering that feel beautiful the way you are, I think it’s phenomenal,”said Ms Farhana Mahfuz, manager, consumer engagement centre of Unilever Bangladesh Limited. She shared how she has been participating in this project for the last two years and has seen how young girls responds to the sessions.

Ms Tanvira Chowdhury, employee relations manager and HRBP-Supply Chain of Unilever Bangladesh Limited asserted, “Personally if I can even convince one child that she is beautiful and feels confident about herself I think the session will be great.”

The Chairman and Managing Director of Unilever Bangladesh Limited, Mr Kamran Bakr, shared how he felt inspired after the session and that he would like to do more on this front himself.

After the session, on a face to face interview with a participating student of 9th grade, Sarah Tabassum said, “From today I learned that you need not care what people say and you should love the way you are.”

Another 6th grader, Nima Rahman expressed her thoughts by saying, “If we are beautiful with our uniqueness then we can make this world beautiful. So I think the session was really helpful as we learnt what what’s there inside of ourselves. Inner beauty matters the most and nothing else.”

In response to a question asked in in the Dove Day session that what will you do differently to reduce appearance pressure, Mayesha Fahmida said, “First of all we should ourselves should stop following whatever we see on television, magazine, etc because they are not same in real life. We should not upload our pictures using edits in Facebook and encourage others too.”

From these responses of the participants, both students and employees of Unilever Bangladesh Limited is proof of what a lasting impact the workshop have had on them.

3.9.2 How Old Are You?

Dove is focused to create a world where appearance beauty for women is not a cause of anxiety but confidence. Working around this belief, the brand has constantly recognized distinctive types of appearance pressures women are confronted with and has outlined issues that activated social discussions. The brand's worldwide research in 2013 uncovers that, only 1 in 10 ladies are glad to reveal their age and most think they must be youthful to be viewed as beautiful. To give this suggestion closer view Dove made a short film, "How Old Are You?" to rouse ladies to commend their beauty at each age. The film indicates young girls gladly expressing their age while women maintain a strategic distance from the question.

To investigate uncovering age nerves, Dove as a team with The Daily Star facilitated a round table discussion on the 18th of October 2016, with famous visitors from various callings. The board involved Sadia Moyeen (proficient cosmetics artist of La Belle), Fahima Choudhury (Managing Director of Ogilvy and Mather), Sarah Zaker (performer and social lobbyist), Bipasha Hayat (on-screen actress, painter and screenwriter), Dr. Mahbuba Nasreen (Director, Institute of Disaster Management) and Chowdhury Tasneem Hasin (Nutritionist, United Hospital). To include points of view understudies likewise took an interest in the discussion. Azra Mahmood (eminent model, choreographer) was the arbitrator for the session.

Answering the age address makes them concentrate on the negativities connected with maturing and further powers uneasiness about the way they look. Bipasha Hayat attested, "Age ought to never characterize an individual; rather their work ought to give a structure to the arrangement of their character".

Sharing her experience Chowdhury Tasneem expressed how the tension is not self-assembled or socially affirmed but rather is imparted in their childhood.

"Guardians come looking for answers for their little girls weight not in light of wellbeing concerns but rather on the grounds that they should search useful for marriage." She says this sort of foolishness break their certainty and make them experience the ill effects of despondency over the long haul.

Fahima Choudhury trusts that the duty falls generally on us to cease from making anybody feel impracticable and voiced, "It is vital for us to break social generalizations and keep the discussions alive".

Adding to that idea, Sara Zaker closed, "To keep the discussions genuinely dynamic there must likewise be parallel projects for the men to criticize the trigger at its root." The dialog additionally dug into the provincial setting where past a recorded eligible age, guardians need to pay a lot of share to get the young ladies offered.

Young ladies reflect their mom's practices about magnificence, certainty and self-regard and it is critical that moms perceive the excellence in themselves at each age to set positive cases for their little girls. At last everybody concurred that empowering ladies and the cutting edge to build up a positive association with excellence can raise their self-regard and in this way empower them to understand their maximum capacity.



Figure 18: Esteemed Panelist of How Old Are You conference at the Daily Star.

At the end of the conference, Azra Mahmud beautifully summed up the essence of the conversation where she said, “Age is just a part of life. You age. The only thing you have to be concerned about is your health while ageing. Other than that, celebrate it. Celebrate how old you are getting, Celebrate the experiences that your age brings along with it. I think ageing is beautiful.”

3.10 Conclusions and Recommendation

The idea with which Dove has designed the aforementioned projects are not just beautiful but also comes out of a genuine concern for the community. Dove being a beauty product itself has redefined its philosophy in the market that is larger than life. The philosophies “You are beautiful the way you are” and “Ageing is beautiful” are timeless. With the help of cause marketing techniques they reached out to their target audience about real beauty on an intimate level that surpasses the conventional idea of a branded product being not just another market offering but creating brand love and breathing life into it.

It goes without saying that both men and women have been conscious about their looks. The conversations could have been given more depth if boys and men were included to participate as they too could have shared their take on the discussed issues. Men should actively be a part of such campaigns and should come forward in support of such positive conversations to reassure the women in their lives and help overcome beauty related anxieties and vice versa. Men are likely to have their fair share of insecurities and they should too be addressed with equal importance as well.

As an intern working for these projects for the three months, I have had an awakening myself on how these otherwise overlooked issues are deeply rooted in our core value system. These anxieties are being passed down from generation to generation and we in general do nothing to change the set ways. It is high time we started taking these conversations forward that have been started by Dove and educate the next generation to have a positive outlook towards life.

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