

**Dove Encourages
Indonesian Women
to be Confident in the
Way they Express Their
Hairstyle**



About Dove

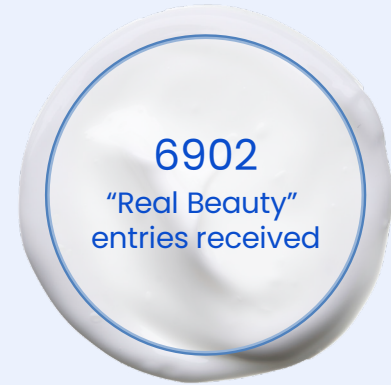
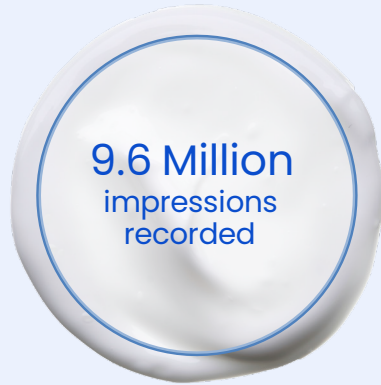
Dove is a personal care brand owned by Unilever that produces personal care products that include antiperspirants, body washes, beauty bars, lotions, hair care, and facial care products. Dove, in the Hair Care category, is driven by a mission to give superior nourishment to make hair a positive experience of beauty, universally accessible to all women. Dove Hair Care wants to ensure hair is a constant source of happiness that pushes women forward (and never holds them back). Dove pulls this mission off by widening the representation of diverse hair choices, debunking hair stereotypes and myths, portraying beauty in a way that feels contagious and unites women rather than dividing and providing products that deliver superior care to alleviate women's damage anxieties. In the history, there are negative stereotypes solely because of how they wear their hair. Dove wants to break the hair stereotypes in Indonesia with the 'Rambut Aku Kata Aku' (My Hair My Say) campaign, which encourages women to choose the hairstyle that makes one feel beautiful, whether it's curly, bleached, colored, short hair, or otherwise.

1. <https://www.dove.com/id/dove-self-esteem-project.htm>

2. <https://www.dove.com/id/stories/campaigns/rambut-aku-kata-aku.html>



The Highlights



"InMobi has helped us reach our niche audiences and create an impact by driving a 'Rambut Aku Kata Aku' campaign on Kartini Day. The idea of promoting the 'Rambut Aku Kata Aku' campaign on the mobile is justified with the high engagement video ads reaching the right women and inspiring them to be real. The campaign has shown incredible results and helped us keep our mission going high."

-Miranti Burhan, Senior Brand Manager, Dove & Tresemme

The Brand Objective

Dove launched the #RambutAkuKataAku (My Hair My Say) campaign to celebrate Kartini day, and to inspire women to embrace their real selves. The objective of the campaign is to inspire women to feel more confident with their hairstyle and appearance that they choose, and Dove believes that confident women who are unbound by the societal pressures are beautiful.

Dove invited women across Indonesia to openly share their stories on being confident and embracing their 'Real Beauty' by exploring their choice of hairstyle and color. This campaign saw participation from local public figure, Dian Sastrowardoyo, and other influential talents to support the movement in Indonesia as those who exercised their '#RambutAkuKataAku' freedom of expression. When targeting Indonesian women between the ages 18 to 55, the ardent challenge lies in leveraging the right medium to encourage these women to take a small yet significant step in expressing themselves.



The Solution

Dove identified 'mobile' as the right platform to connect with their niche audiences and inspire them to share their stories in a single click. The brand partnered with InMobi to scale this campaign thereby successfully reinforcing their 'self-esteem project'.

1. Identifying Unique Audiences

The brand identified and targeted four key segments of women based on demographics with customized communication for each segment.



Young Single Female



Millennial Single Female



Gen X Single Female



All Other Females
(excluding the 3 mentioned segments)

The Solution

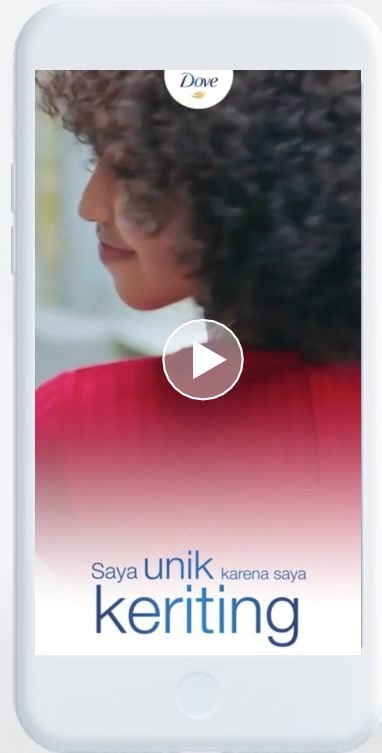
Personalized Ad Communication

Each audience cohort represented and resonated with a segment of real Indonesian women. Dove has matched the personalities of real women to the cohorts of female audiences to drive relevance.

Febrina
Penderita Kanker

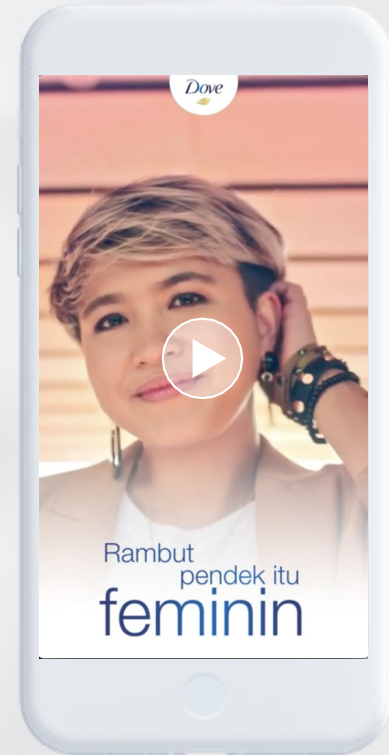
The Solution

Young Single Female aged between 18 to 24 years is represented by a free-spirited female with the curly, natural hair.



[Experience Here](#)

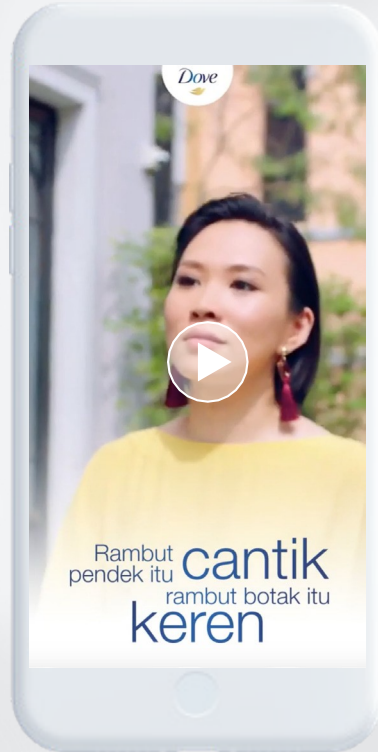
Millennial Single Female is represented by a modern professional aged between 25 to 35 years with colored hair, indicating that women can choose their hairstyle, their own way.



[Experience Here](#)

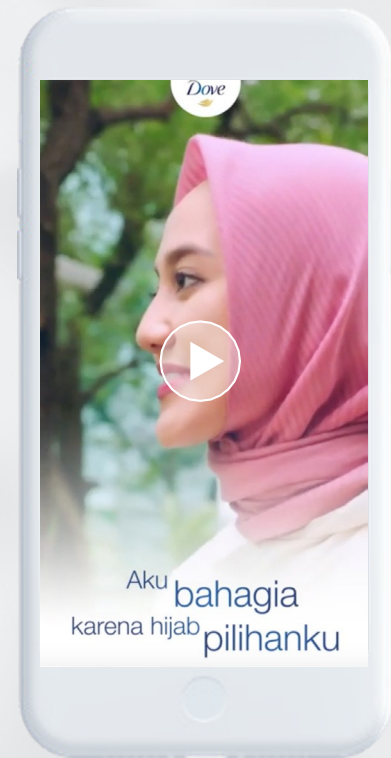
The Solution

Gen X Single Female is represented by a mature talent with short hair to connect with the women from the age group of 36 to 55 years.



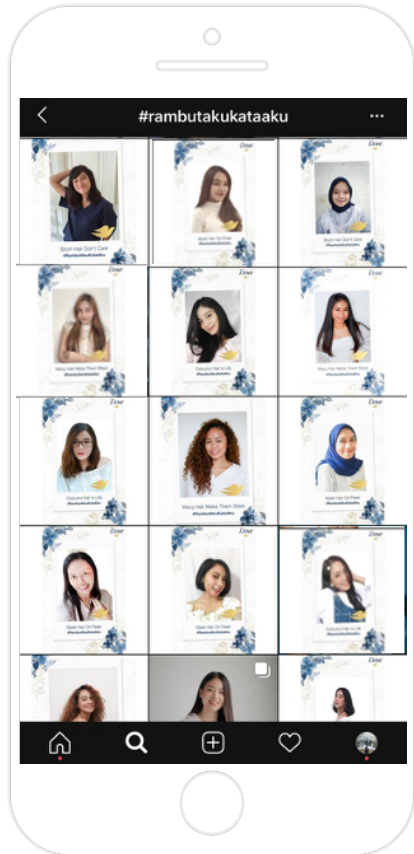
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Local targeting with Hijab Female as representatives created a connect with the Indonesian consumers.



[Experience Here](#)

Through the creative experience, Dove encouraged the female audiences to upload their pictures on the ad unit. The confident women in Indonesia uploaded their proud hairstyles on the ad unit, and shared their hair photos through their social media accounts. From social media, many young female audiences interested in this campaign joined to celebrate their "Real Beauty" #RambutAkuKataAku and made this campaign viral.



'Real' Indonesian Female share their stories of confidence on the Social Media with the hashtag #RambutAkuKataAku

The Results

As a result of the campaign, in which the female audiences actively participated, the brand witnessed a tremendous response.

<p>2.6 Million</p> <p>female audiences reached</p>	<p>2X</p> <p>higher engagement than the Indonesian benchmark³</p>
<p>82,357</p> <p>clicks directed to Dove's official campaign webpage</p>	<p>6902</p> <p>#RambutAkuKataAku photo submissions received</p>
<p>2540 total uploads recorded on Social Media</p>	



3. [https://dijpstrategy.com/blog/berapakah-nilai-ctr-click-through-rate-yang-baik//](https://dijpstrategy.com/blog/berapakah-nilai-ctr-click-through-rate-yang-baik/)