

Dove produces a wide variety of personal care products such as beauty bars, body washes, shampoos and conditioners, etc. Most of its products are for women. It is renowned for its beauty bars which were invented during the Second World War when other brands of soaps caused *irritation*.

Dove believes that all women, regardless of their body size or age, are beautiful. In 2004, it has launched The campaign of 'Real Beauty', which is consistent with its beliefs. Instead of hiring celebrities for its products, Dove often invites consumers to take part in its commercials. This can be shown in a video clip named 'Real Beauty Sketches' in which an artist draws portraits of women based on their friends' descriptions.

1. Identify the target segment for Dove.

2. Suggest the satisfaction customers seek from using Dove's products.

3. With reference to Maslow's Hierarchy of Needs, explain two levels of needs that Dove's products may satisfy.

4. Explain why Dove does not hire celebrities to promote its products.

Case: Dove P.88

1 Dove's target segment is women, regardless of their body size or age.

2 Female customers can maintain their personal hygiene by using Dove's products.

As Dove links its products with 'real beauty', women perceive themselves as attractive when they use the products.

(Any other reasonable answers)

3 Dove's products may satisfy consumers' safety needs because they help users keep their bodies clean and reduce the chances of infections.

Dove's products may also satisfy consumers' ego needs because they remind users of their real beauty.

4 As Dove emphasises that every woman has her own beauty, the company invites typical consumers to be its spokespersons. As consumers consider themselves similar to the spokesperson, they believe that using Dove's products can also satisfy their needs. As a result, Dove does not hire celebrities to promote its products.

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