



Sleuth

Luxury Daily Conference

09-26-17

# Brand investigation, positioning and activation.



# A story about taking back beauty



Dove

☐ wrinkled?  
☐ wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campa

## Dove's figures soar as 'real women' give beauty a new face

WILLISSA KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with single thighs, bellies and breasts are behind a sharp rise in sales of skin-creaming products, the company claims. Dove's share of the \$10 billion moisturiser market has grown by a third to 10.9 per cent nationally since the campaign was launched in late August.

Dove brand manager Brian Tatchell said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," she said.

In Britain, a 500 per cent growth in sales has been attributed to the campaign, which sparked new debates about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 1 per cent of women around the world described themselves as beautiful and only 15 per cent were satisfied with their body weight and shape.

In Australia, the skin-care com-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvy bodies instead of airbrushed, stick-thin figures.

pany is also launching a national competition to find curvy women aged 18 to 35 for a calendar.

Professor Ross Brown, head of Curtin University's school of marketing, said a campaign featuring

naturally beautiful women was a clever marketing strategy which instilled confidence in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this sells truth," he said.

Melissa Pys, founder of marketing consultancy "W", Cosmopolitan Group, said brands which used airbrushed images of models and ac-

tores lacked credibility. "Women are smart enough ... to realise Halle Berry or Sarah Jessica Parker are just paid models and of course they don't really dye their own hair or use Keratin make-up," she said.

# A story about small defeating big





A story about preserving personal freedom



**LIVE  
CAGE FREE**

DISCOVER A NEW KIND OF FREEDOM WITH THOUSANDS  
OF TEST RIDE OPPORTUNITIES.



**CHANGE EVERYTHING. LOSE NOTHING.**

# What we make is not what we sell



Safety



Freedom



Happiness



Wholesome



Creativity



Dependability



Personal  
Performance



Driving  
Pleasure



Purity



Progress



British cool



Local coffee  
house

Cut to May, 2016. Los Angeles, CA.





Cut to May, 2016. Los Angeles, CA.



*“Ma’am, has anyone  
shown you our new SUV?”*



Earning power and status are linked to mate selection and traditional gender roles in the mating game.

Therefore, evolutionary and socio-cultural theories of mate selection have influenced how luxury brands appeal to men and women differently.



# Cultural orientation shapes consumption patterns:

Traditionally...

## **Men:** Attainment Goals

- Task-oriented thinking and performance-motivated acting
- Independence
- Identity shaped by individualistic character of autonomy and independence
- Luxury establishes status, competitive advantage, badge value, elitism

## **Women:** Communal Goals

- Directed toward social and emotional relationships with others
- Interdependence
- Identity shaped by environment and interactions
- Luxury offers membership/inclusion, affirmation, confidence, competitive advantage

## Thus far, Two Dialogues



A black and white photograph of a man wearing sunglasses and a suit, driving a classic convertible car. The watch is shown in the foreground, featuring a blue dial with three sub-dials and a leather strap.

LIFE IS ABOUT MOMENTS  
CELEBRATING ELEGANCE SINCE 1830

CAPELAND  
STEEL, 44MM  
SELF-WINDING  
[www.baume-et-mercier.com](http://www.baume-et-mercier.com)

**Φ**  
**BAUME & MERCIER**  
MAISON D'HORLOGERIE GENEVE 1830



A black and white photograph of a woman holding a young child. The watch is shown in the foreground, featuring a white dial with diamond hour markers and a metal bracelet.

LIFE IS ABOUT MOMENTS  
CELEBRATING ELEGANCE SINCE 1830

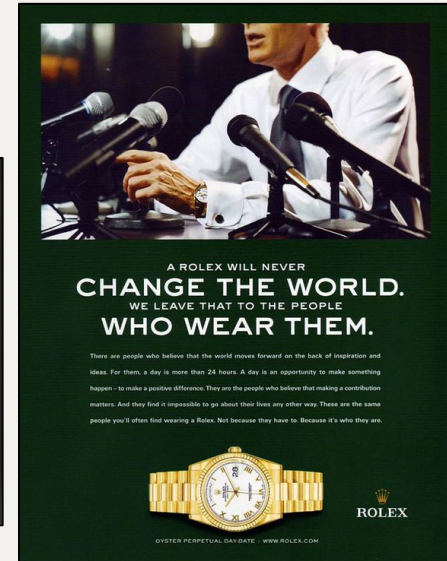
LINEA  
STEEL, 27 MM, QUARTZ  
DIAMONDS 0.04 CARATS  
[www.baume-et-mercier.com](http://www.baume-et-mercier.com)

**Φ**  
**BAUME & MERCIER**  
MAISON D'HORLOGERIE GENEVE 1830

# Him: Breadwinner, Warrior, Sage



Appeal to: Ambition and desire for achievement/victory, acquisition, success, leadership





# Her: Romantic Partner, Wife, Mother, Matriarch



Appeal to: Allure. All traits required to lure and secure the alpha: Beauty, sexiness, femininity, nurturing, "The Neck"



# Let's check in on the current zeitgeist...

## **Entrepreneurship**

126 million women starting or running businesses

98 million operating established (over three and a half years) businesses

About 50% of the 9.72 million new jobs will be created by woman-owned SMEs. (US only)

## **Executive Leadership**

2016 marked the year in which there were the most women ever heading companies in the S&P 500.

## **The Tippet Top**

Women CEOs are still rare — just 3% of this year's incoming class — but they are becoming more prevalent, and we expect that trend to accelerate. By 2040, we project that women will make up 1/3 of new CEO appointments

Harvard Business Review, The Global Rise of Female Entrepreneurs

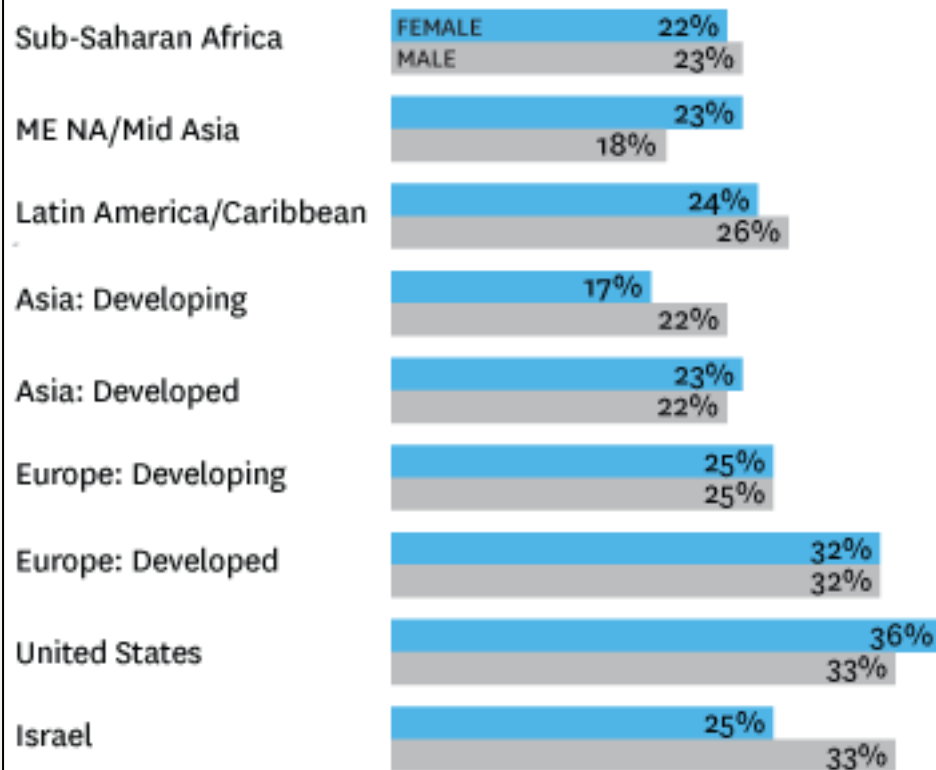
\*NERDY SLEUTH NOTE: That's 224 million women impacting the global economy — and this survey counts only 67 of the 188 countries recognized by the World Bank.



## Who's shaping V2?

### PERCENTAGE OF FEMALE AND MALE TOTAL ENTREPRENEURIAL ACTIVITY WITH INNOVATIVE PRODUCT OR SERVICE BY REGION

In some regions – like the U.S. and developed Europe – women entrepreneurs have higher levels of innovation than their male counterparts.



SOURCE GLOBAL ENTREPRENEURSHIP MONITOR (GEM) 2012

HBR.ORG

When defining innovation as “offering products that are new to some or all customers” women entrepreneurs have higher levels of innovation than their male counterparts, globally.

# Along with gender roles, the forces motivating women (and men) have changed drastically...

Women now make up almost half of American workers (49.9% in October).

Women run PepsiCo, Archer Daniels Midland and W.L. Gore.

Women earn almost 60% of university degrees in America and Europe

Versus in previous decades in which women worked menial or support jobs if they worked at all, today women make up the majority of professional workers in many countries (51% in the United States, for example)

Today 80% of American women with a college education are in the labor force compared with 67% of those with a high school diploma and 47% of those without one.

More women with more marketable education: In 1966, 40% of American women who received a BA specialized in education in college; 2% specialized in business and management. The figures are now 12% and 50%.

As marketers, however, we don't deal solely in reality. We deal in aspiration.



“Someone that looks like me”

# Same old strategy is hitting walls

## Performing Well?

- Clothing (75%)
- Hair care (74%)
- Fragrance and cosmetics (72%)
- Shoes (72%)
- Watches and jewelry (62% from 53%)

## Performing Poorly?

- Cars (6%)
- Real estate (7%),
- Home improvement (8%)
- Credit cards (13%)  
pharmaceuticals (15%)
- <5%: Insurance, Liquor,  
Electronics and Banks



What's that saying about the  
definition of insanity again..?



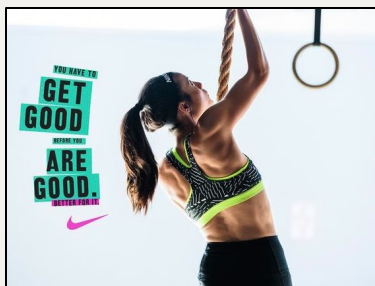
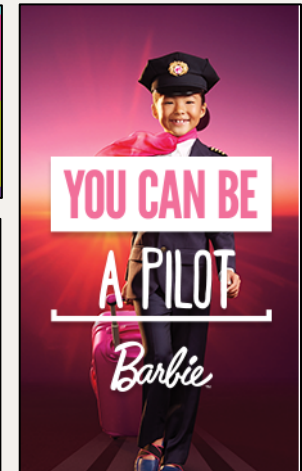
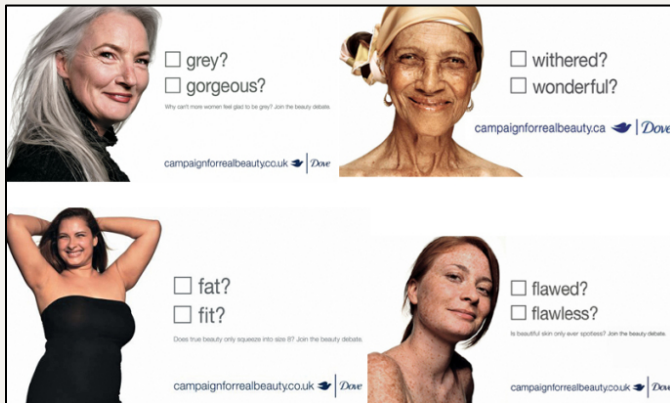
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Until recently the only thing  
scarier than a woman's  
success and independence,  
was her DESIRE for those  
things..





Of course, the paradigm shift has begun...



## A Luxury example



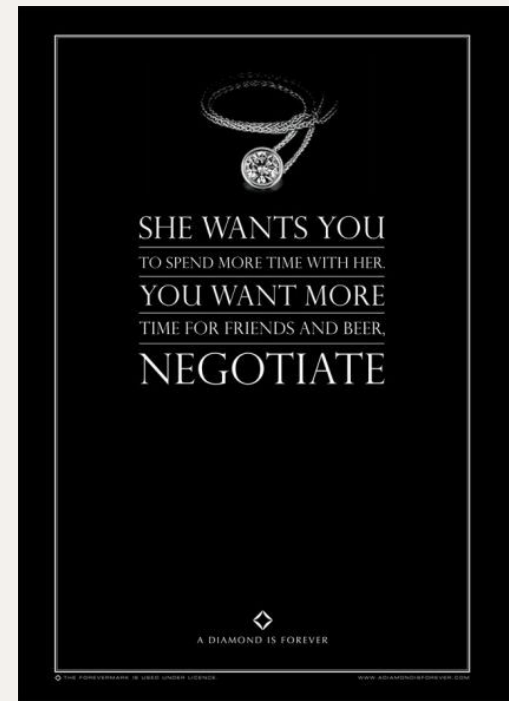
—  
This is not a diamond.



It's an expression of my eternal love.  
(3,000% margin)



## Co-opting western-style courtship and love



## The business challenge?

- Too many small stones accumulating.
- Not useful in the current product design and marketing framework.

## Marketplace challenge?

- 21 in 1973 to 25.3 in 2013, according to the U.S. Bureau of the Census
- “We have to wait for a rock?”
- Purchase opportunity for primary and ensuing product plummeting


“Women of the world...”



YOUR LEFT HAND SAYS "WE." YOUR  
RIGHT HAND SAYS "ME." YOUR  
LEFT HAND LOVES CANDLELIGHT.  
YOUR RIGHT HAND LOVES THE  
SPOTLIGHT. YOUR LEFT HAND  
ROCKS THE CRADLE. YOUR  
RIGHT HAND RULES THE WORLD.  
WOMEN OF THE WORLD, RAISE  
YOUR RIGHT HAND.

A DIAMOND IS FOREVER

THE NEW DIAMOND RIGHT HAND RING. CONTEMPORARY, ROMANTIC, MODERN VINTAGE AND ROMANTIC STYLES AT [ADIAMONDISFOREVER.COM](http://ADIAMONDISFOREVER.COM)



YOUR LEFT HAND LOVES CANDLELIGHT. YOUR  
RIGHT HAND LOVES THE SPOTLIGHT. YOUR  
LEFT HAND DECLARES YOUR COMMITMENT.  
YOUR RIGHT HAND IS A DECLARATION OF  
INDEPENDENCE. WOMEN OF THE WORLD,  
RAISE YOUR RIGHT HAND.

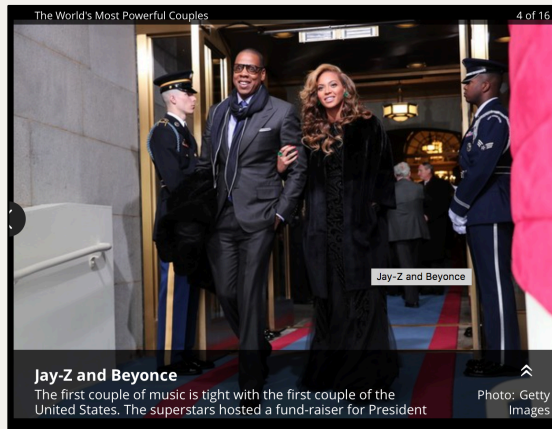
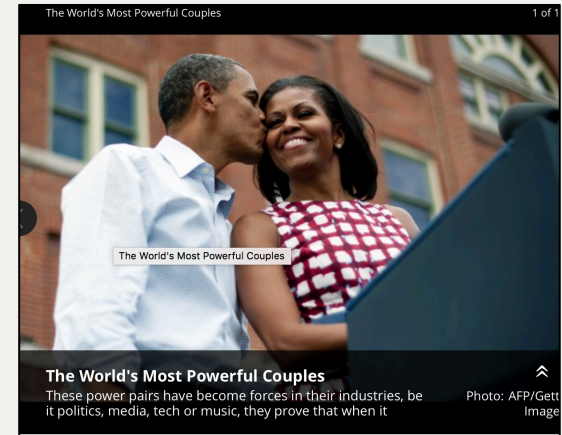
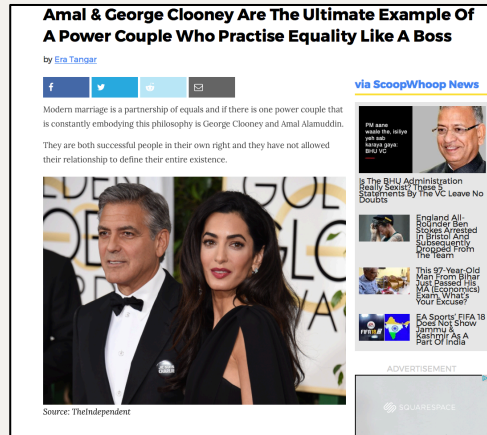
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Top right: quartz bracelet. Bottom right: 11.000 carat. Top left: quartz bracelet. Bottom left: 11.000 carat.



# Culture points to GO.



*We'll take what she's having*

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*When the winds of change  
blow, some people build walls  
while others build windmills*

– Chinese Proverb