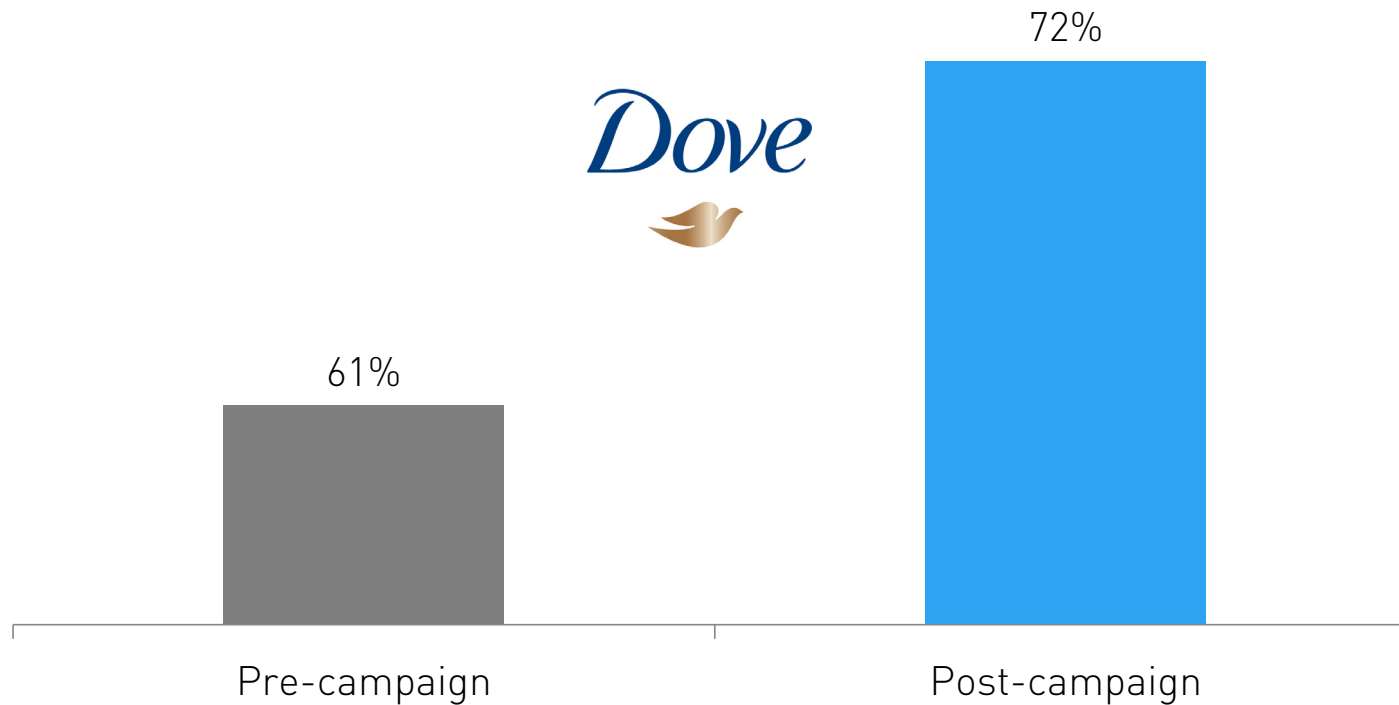


# Dove

Utilising radio's cost efficiency and ability to reach listeners at a key time of the morning to increase saliency of a luxury brand

## Spontaneous awareness of Dove shower gel and body wash



### Background

Dove wanted to convince women that Dove Supreme Cream Oil Body Wash is an everyday luxurious treat that is worth paying more for and encourage them to switch from the existing products they were using.

### Why radio?

A key 'moment' for Dove is catching women during that time of the morning when they are getting ready for the day ahead – and radio provided the perfect opportunity to do so in a more cost-effective manner than TV.

### Implementation

Prior to the six month sponsorship of Neil Fox's weekday breakfast show starting, Magic ran 'Ladies Week with Dove' and replaced all male DJs with female counterparts across the day. Throughout the sponsorship promotions, voiced by Dove's TV voiceover, gave listeners the chance to win luxurious experiences.

### Results

Spontaneous awareness of Dove shower gel and body wash rose from 61% before the campaign to 72% post-campaign amongst listeners. Additionally, 52% of listeners said they would choose Dove shower gel and body wash after the sponsorship – compared to 43% before the campaign.

### Radiocentre Comment

The Dove campaign is an example of the recency theory of advertising working in practice i.e. reaching an audience at relevant times to maximise cut through and memorability. It's also an excellent illustration of working the flexibility of the medium to the full through an exclusive partnership - in this case taking over the station's output for a full week to reinforce Dove messaging prior to the start of a six month sponsorship.