



DOVE EXFOLIATING BODY SCRUB



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INTRODUCTION

In project 2, you will research a product's packaging and select packages from similar market segments.

During this research, evaluate them for their successes and flaws. Make note of all information on the packaging. Identify brand content, images, colors, illustrations, hierarchy, type, etc.

Once you have successfully completed your thorough analysis and documented your findings in a design brief, you will develop a new package design.

The task is to present thorough research to support your proposed solutions and to clearly articulate how you would improve the packaging design for their intended audience.

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PRODUCT OVERVIEW

Who is Dove

Dove is an American personal care brand owned and operated by the global consumer goods company Unilever. The brand was first started by the Lever Brothers in 1957 with the release of its iconic beauty cleansing bar. However, over time, Dove has grown from a small beauty bar company into one of the most famous and well-known brands globally. Dove now sells a wide variety of products such as; body washes, hand/ body lotions, facial cleansers, deodorants, shampoos, conditioners, hair styling products, etc. Their products are sold all over the world and are offered for all different types of people.



Guidelines and Expectations

Dove's guidelines and expectations are extremely important to the brand and are evident throughout all of their products and advertising. Dove strives for inclusivity and diversity while also being a brand that can foster a supportive and encouraging environment. While Dove sells products for all types of people, their main target audience is women. The brand aims to be "an agent of change to educate and inspire girls on a wider definition of beauty and to make them feel more confident about themselves" says the parent company Unilever. Dove is principally committed to all women by creating products that develop a positive relationship with the way the user looks, raising self esteem and helping people realize their full potential.

Mission Statement: "Dove is committed to helping all women realize their personal beauty potential by creating products that deliver real care. Dove believes that beauty should be for everyone, because when you look and feel your best, you feel better about yourself."

Logo and Motifs

The Dove brand logo is a combination logo, consisting of both an icon and a wordmark which was created and designed by Ian Brignell. Both the word and the symbol of a dove represent purity, love, peace and gentleness; all which correlate with the brand in one way or another. This can be seen as the way that the brand promotes and advertises self love or the gentleness of their products for hair and sensitive skin. The logo also is set in a custom cursive typeface which also helps portray the brand's look of being delicate, elegant and smooth.



Color Palette

The brand's color palette has remained the same since the beginning of the company, a simple combination of royal blue, gold and white (sometimes with an additional color depending on the scent of the product).



The word Dove is always written in the royal shade of blue from their color palette. Royal blue is often associated with excellence, reliability and professionalism.



The symbol of the dove is always a shade of yellow or metallic gold. Yellow and gold are often associated with feelings of happiness, luxury, elegance and success.



The bottle or container of the product is almost always white, with the exception being products for men. The color white is associated with purity, cleanliness and serenity.



All of these colors help represent and speak to the quality and the purpose of the brand.

Dove Body Scrub

The particular product of Dove's I am choosing to focus on is the Dove Exfoliating Body Polish (body scrub). Body scrubs are products that are exfoliants, meaning they remove old and dead skin cells from the skin's surface. I am choosing to focus on Dove's body scrub above all else because personally I love to use body scrubs and want to see it designed in a different way.



TARGET AUDIENCE

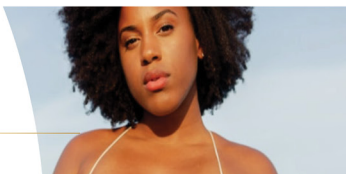
Dove's main target audience is women. The brand prides itself on helping women with self-esteem and confidence issues and empowering them to celebrate their authentic self through their products. Some examples of the target audience include promoting their products using storytelling and varied research case studies to depict inspiring stories of various women's journey to self-acceptance or even having unconventional shapes in some products to highlight one size does not fit all.

Our Community

Asha Bromfield's Truth: My Father, My Natural Hair and Me

Join Asha's journey of rebirth, hair pride, and self-love.

[Read more >](#)



Leah Vernon's Story: My hair journey

Rejected to respected: read one woman's natural hair journey



Dove Talks

In a series of Dove Talks, we're joining forces with...



Breaking beauty standards with Lizzo

We couldn't be more excited to announce that...

PRICE POINT



Amazon.....\$6.97

Walmart.....\$6.97

Kroger.....\$7.32

Walgreens.....\$7.99

Target.....\$8.79

CVS Pharmacy.....\$10.99



COMPETITORS

Tree Hut

Frank Body

First Aid Beauty

Ouai



Tree Hut

Price: \$7.79

Mission Statement: "We believe that everyone deserves self-care without compromise, so we craft delicious and delightful beauty products with exceptional quality."

Tree Hut is a brand of personal care products owned by consumer products and marketing company Naterra. The company was founded in March 2002 in the United States and is a family owned and operated brand, who has built their brand largely based off of word of mouth and social media. The body scrubs are known for their natural ingredients and the certified shea butter that is in every product.

What Works:

- Designs, Illustrations and images on the packages
- Legibility and readability of typefaces
- Shape of container

What Doesn't Work:

- Inconsistency throughout all scrub packaging
- Does not highlight best selling points of product
- Logo size and hierarchy inconsistency throughout products





Frank Body

Price: \$20

Mission Statement: "At frank, we believe everybody is a babe. We're here to make babes feel good, and we're here to do good too."

Frank Body is an Australian skin care company that was founded in 2013. The company has 5 founding members and launched their company entirely through their social media channels, relying on Instagram and Facebook to grow their business. Frank's mission is to make clean skincare fun, leading to their packaging and advertisements to have a cheeky and unique voice, one not typically seen before in products. Their products are known to be clean and have all natural ingredients, the most surprising ingredient that sets their body scrub apart is the fact that they are coffee-based.

What Works:

- Minimalistic design of product
- Use of drawings and illustrations
- Legibility and readability of typefaces

What Doesn't Work:

- The packaging container
- Logo is too small
- Hierarchy of information





First Aid Beauty

Price: \$30

Mission Statement: "First Aid Beauty is on a rescue mission to solve your skin challenges and provide you with everyday essentials that will help your skin reach its full potential – even if it's sensitive. Our problem-solving formulas deliver visible, clinically-proven, confidence-boosting results without irritation to help you look and feel FABulous in your own skin."

First Aid Beauty is a skin care and makeup company that was founded in 2009 by CEO Lili Gordon. The idea for the company First Aid Beauty comes from how every household has a first aid kit, so everyone needs first aid beauty products too. Their goal is to have a product that is a solution for universal skin challenges that deliver immediate relief, long-term results, and have a luxurious feel. Many discovered the KP Bump Eraser Body Scrub on TikTok and that's when it really gained popularity.

What Works:

- Color Palette
- Hierarchy of information
- The packaging container

What Doesn't Work:

- Composition of product feels very busy
- Logo is too small
- Bad choice of typeface





OUAI

Price: \$38

Mission Statement: "OUAI's mission is to make the selection of high quality hair care products more effortless via its simple online platform and subscription model."

OUAI is a hair and cosmetics company that was launched in 2016 by founder Jen Atkin. The company is primarily a hair care company but has recently expanded into body care and fragrance as well. OUA I has a large social media presence, as well as the backing of celebrities which creates a stronghold for the company's advertising and publicity. The brand is all about letting go of unrealistic expectations and embracing imperfections and their products also look and feel very luxurious thanks to its very minimalistic design. What sets OUA I apart from its competitors is that their scrub is only for your body but your scalp too.

What Works:

- Size of logo
- Hierarchy of information
- Type of container

What Doesn't Work:

- Too minimalistic
- Does not highlight best selling points of product
- No designs, illustrations or images on the packages



MATRIX

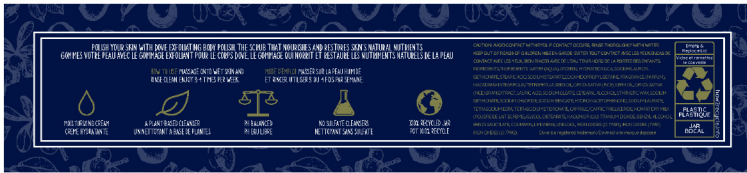
| | Tree Hut | Frank Body | Dove | First Aid Beauty | Ouai |
|-------------------------------|----------|------------|------|------------------|------|
| Instructions Listed | ● | ● | ● | ● | |
| Logo Bigger Than Product Name | | | ● | | ● |
| Natural Ingredients | ● | ● | | ● | ● |
| Recyclable | ● | ● | ● | | ● |
| Has Graphics | | ● | ● | | |
| Has Photography | ● | | ● | | |
| Dermatologist Tested | | | ● | ● | |
| Has Symbol or Pictorial Logo | ● | | ● | ● | |
| Cruelty Free | ● | ● | ● | ● | ● |
| Has Serifs | ● | | | | |
| Made In USA | ● | | | ● | ● |

WHY THIS PRODUCT

My research has shown that there are two distinct and popular ways to market a product towards a woman. The first way is very stereotypical. The products are primarily pink in color and include feminine graphics such as flowers or fruits and label it a women's product. The second way is more subtle. The products are more minimalistic and use a pastel or shiny color palette. Overall, the product feels very round or soft due to its graphics or shape of container, all of which has been proven to be marketable aspects that women tend to like.

I chose Dove as my product to develop a new package for because I wanted to come up with a different way this company could market towards women. When researching this product, I noticed how well Dove markets their products towards women in a subtle sense but I couldn't help but wonder if I could market the same product in a more unconventional style.







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