

Dove



Weiden + Kennedy


Wieden Kennedy⁺

- Use creativity and influence to change the world and **impact culture.**
- Emotional impact & **conversations starters**




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SMELL LIKE A MAN, MAN!
Old Spice



Believe in something.
If it means sacrificing everything.



 Just do it.

THE MALE BEAUTY INDUSTRY

2024
Rate of men's beauty spending

↑9.9%

2024
Rate of women's beauty spending

↑5.8%

“The male grooming industry is projected to be worth a staggering \$115 billion by 2028...
with Gen Z men driving the growth.”

[source](#) [source](#)



Dove



REAL BEAUTY.

TARGET AUDIENCE



- **Men 18–25**
- **Navigating identity, confidence, and self-worth in a digital-first world.**

**When there is always
someone bigger than you**



oh no chest press

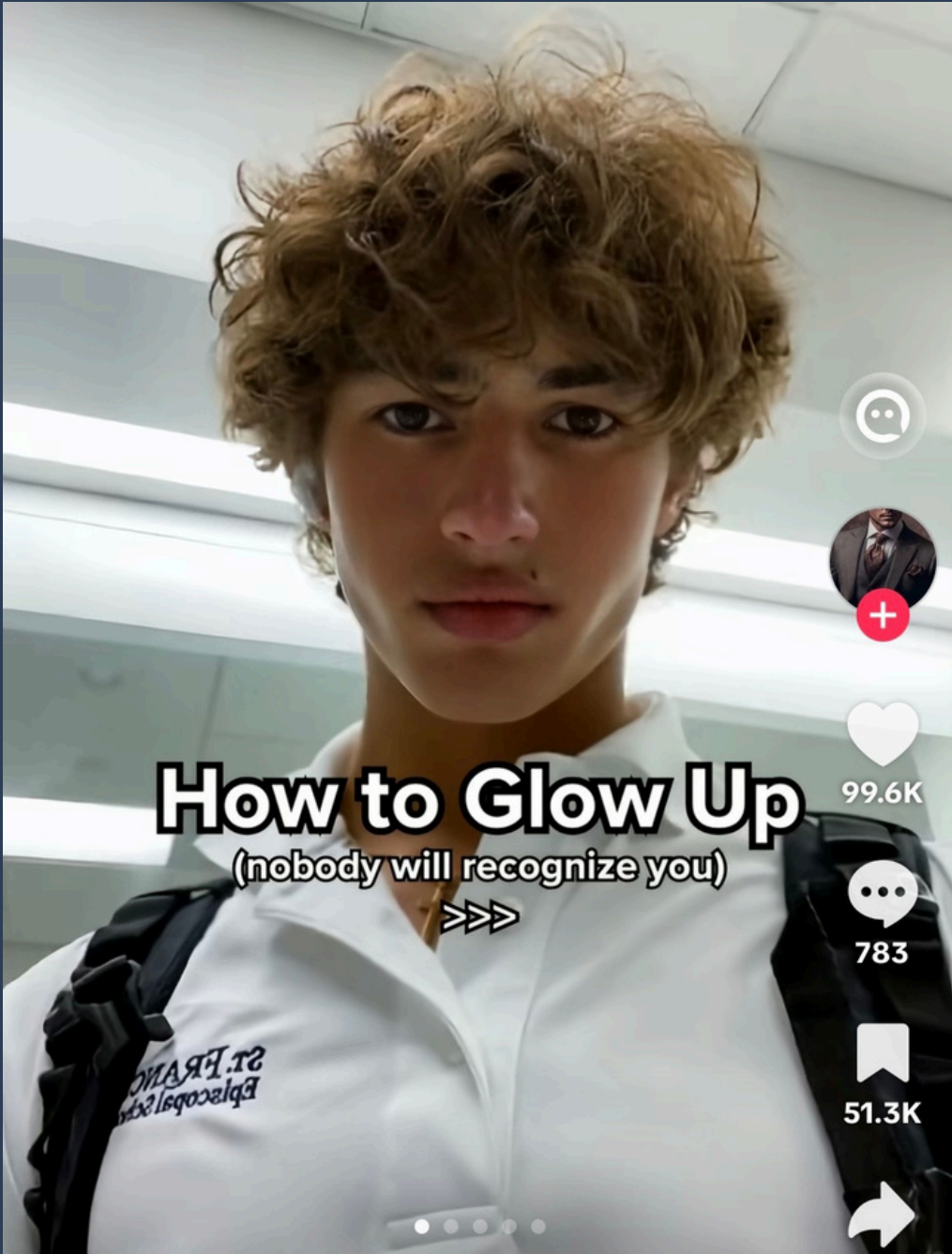
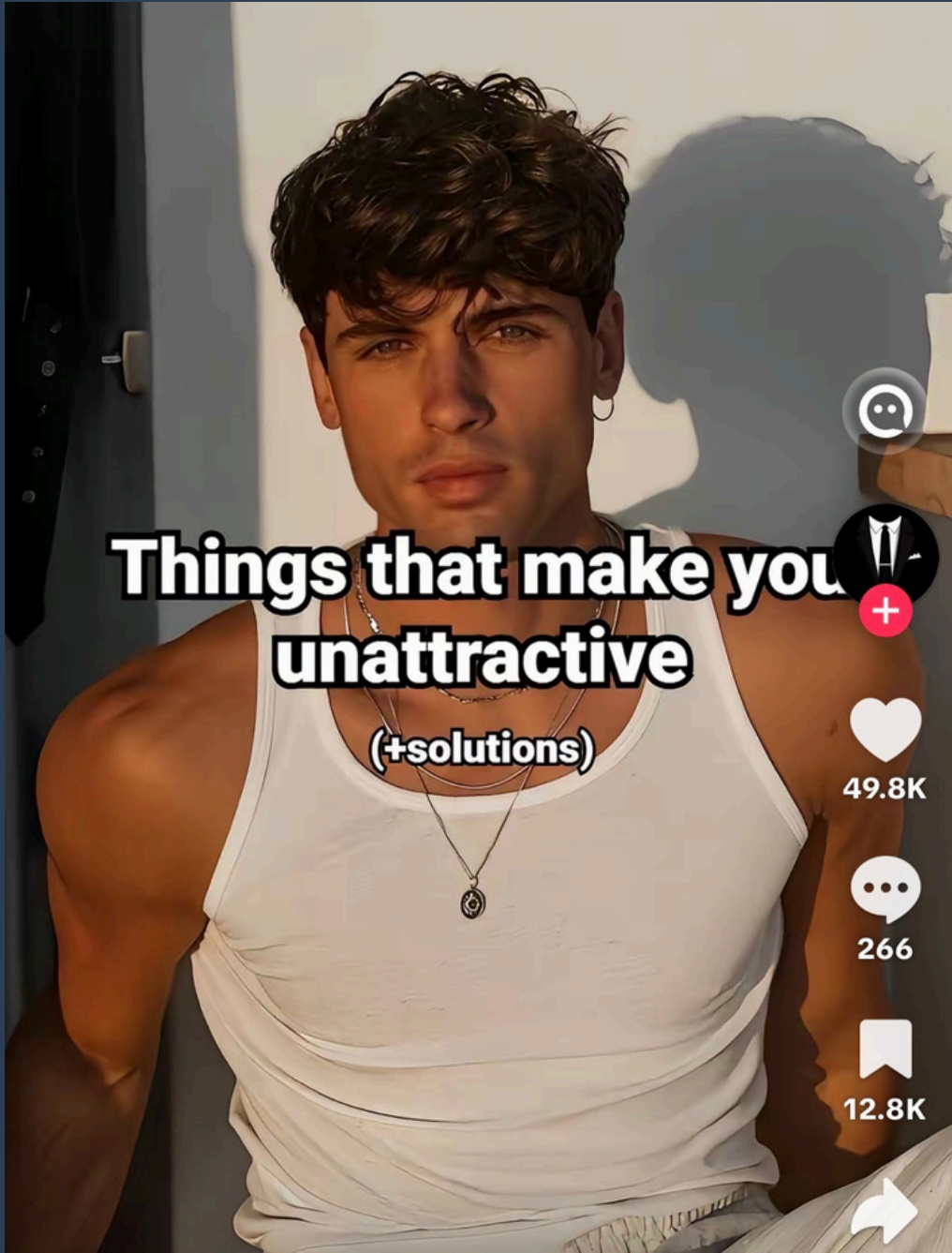
MEN STRUGGLE WITH COMPARISON

“Men are increasingly subject to the demands of a culture preoccupied with looking good.”

[source](#)

“It kinda sucks being compared, especially by things I can’t control like my height.” - Eli, 24

AI ALGORITHMS AMPLIFIES MESSAGES OF COMPARISON



This constant stream of being told you're
not good enough yet erodes confidence
and fuels insecurities

A person is sitting on a concrete ledge, looking down at a smartphone. The scene is dimly lit, suggesting dusk or dawn, with a cloudy sky in the background. The person is wearing a dark jacket and sunglasses.

AI Affirmation to fight AI Amplification

- Young men are more than twice as likely to use AI for emotional and sexual intimacy than females.

[Research Initiative](#)

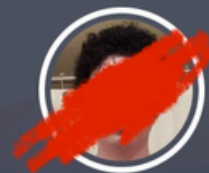
- Gen Z males are turning to AI for validation and to determine self worth. Reports show that some are already using AI chatbots to replace human Interactions. [NewYork Times](#)

LOOKSMAXXING

Online subculture and trend **focused on maximizing physical attractiveness**, primarily among **young men**, through techniques ranging from grooming and fitness to extreme, often dangerous, cosmetic procedures

You're a 5.9

Top 36% of men



Hairline 8.0
Full Hair

Skin 6.8
Clear healthy skin

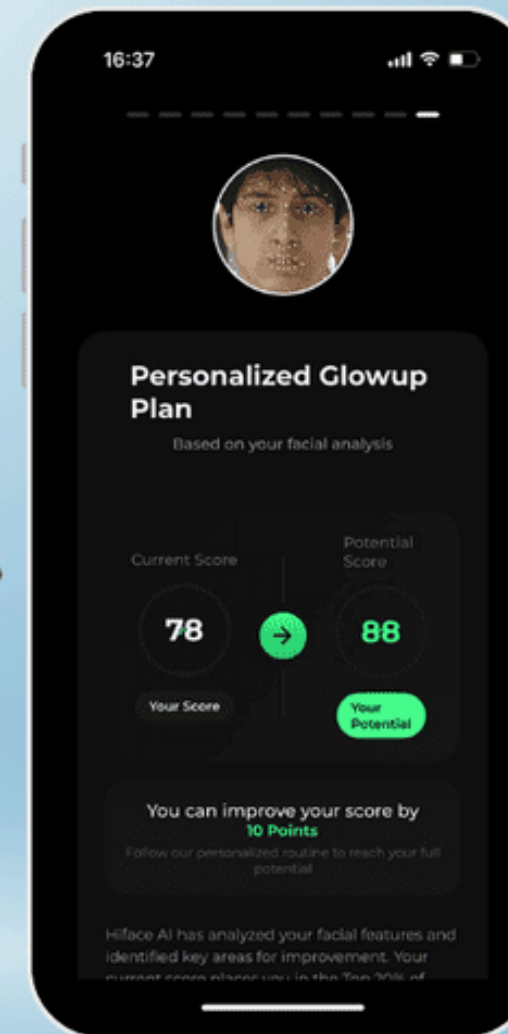
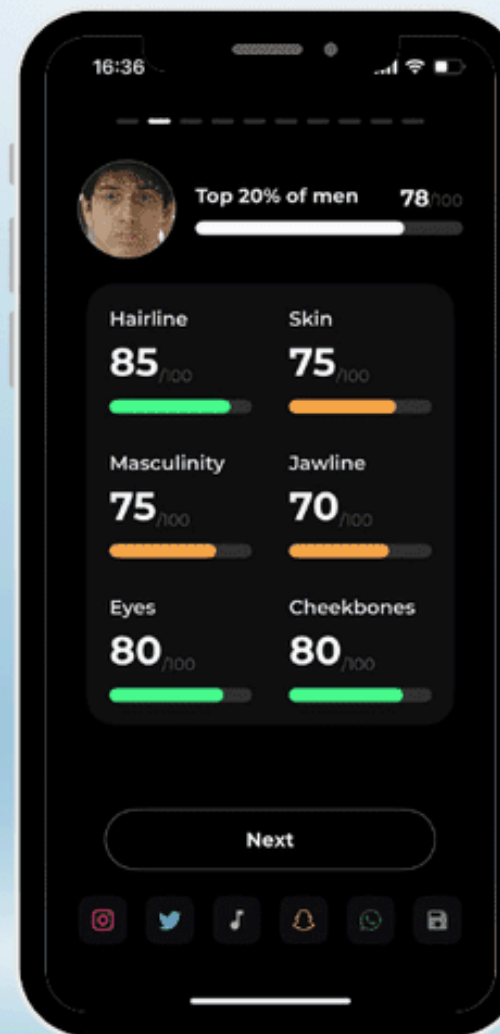
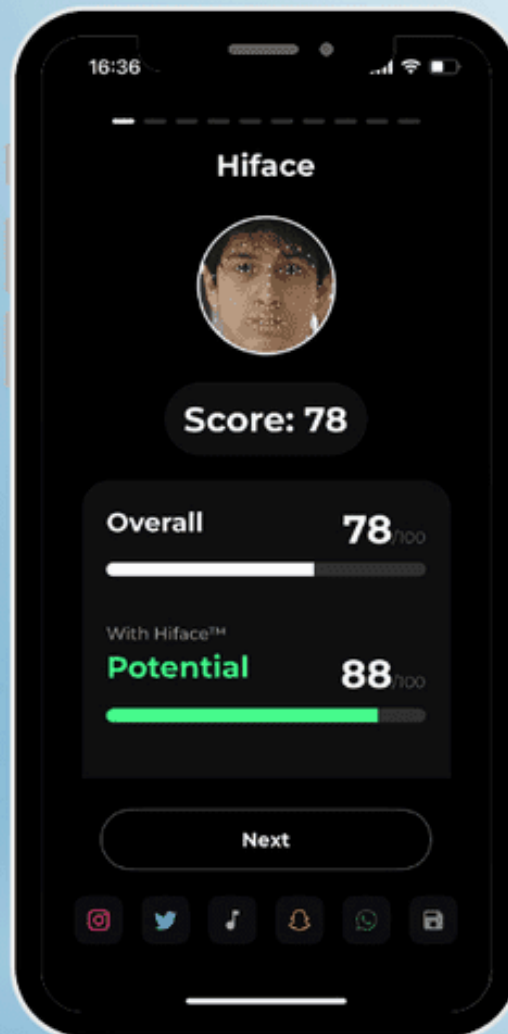
Eyes 5.8
Neutral Canthal Tilt

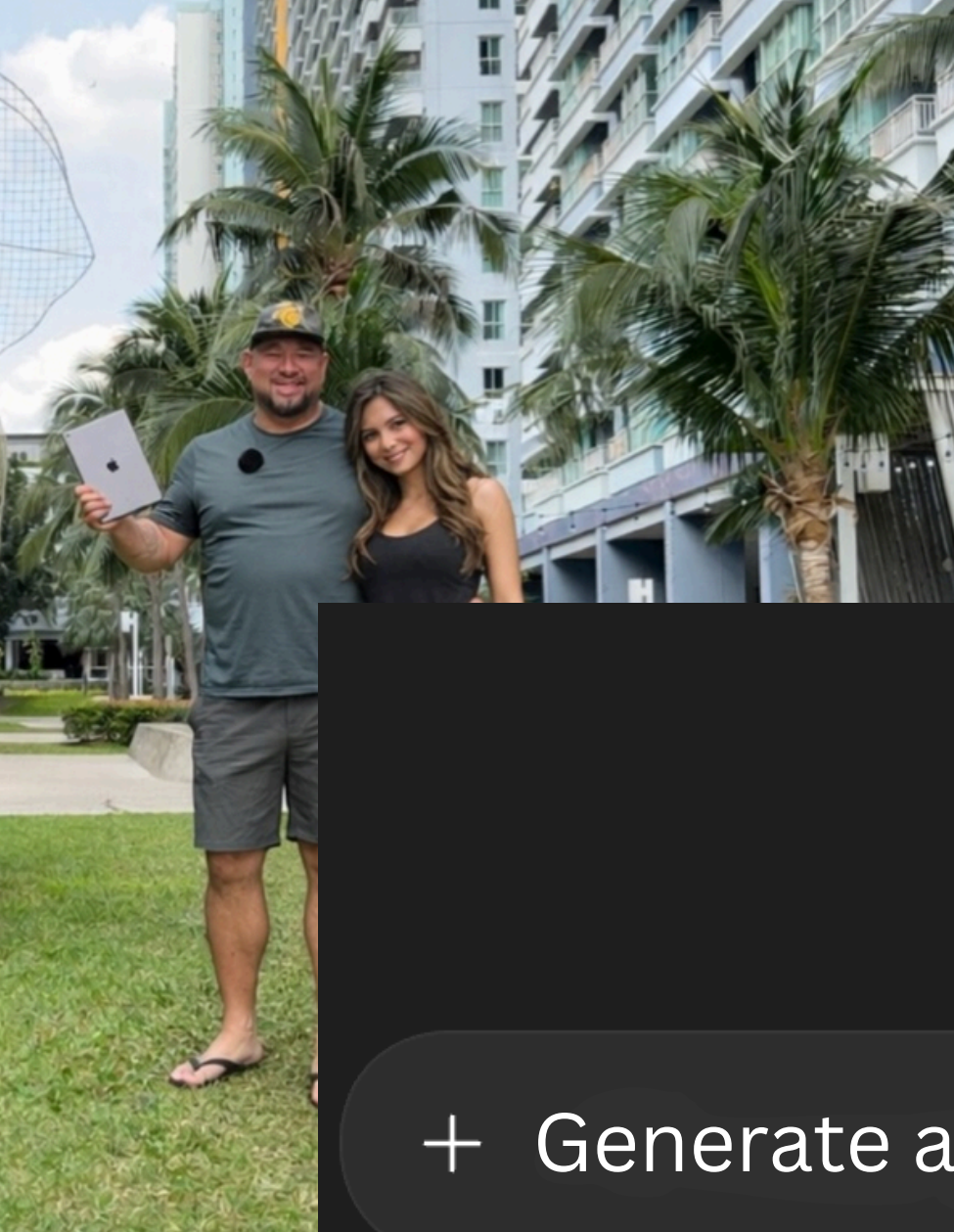
Masculinity 5.9
Moderate Dimorphism

Jawline 5.7
Normal Jawline

Face 5.6
Moderate Buccal Fat

looksmax.ai







johnnyfdj 13w
 Meet my girlfriend according to ChatGPT when I asked it to: Generate a girl next to me that you think would be perfect for me.
 If anyone knows this the in real life her cuz she seems perfect match.




14w
tabithawoodhall sweet home alabama
 14w 66 likes Reply
 View replies (1)
officialjaykob 🤔🤔🤔
404Snake 🍰 · 1y ago


What's on your mind today?


+ Generate a girl that suits me.  





"A Girl That Suits Me"


 189
 13w

 x


+ Generate a girl next to me that s 



This is mine.

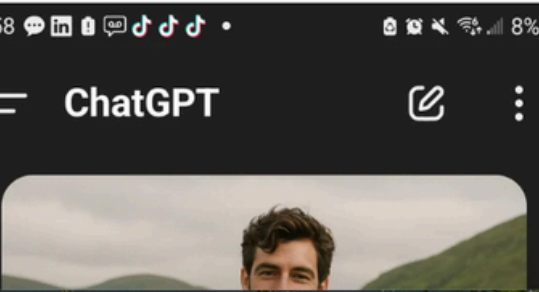
 49  Award Share ...

 **PineappleNo6573** · 1y ago

I think mine gave me the husband for yours 😂 His name is Ronan

9:58  8%

ChatGPT  



AI AFFIRMATION IS **COUNTER PRODUCTIVE**

“AI use was significantly associated with **greater depressive symptoms**”

source

Men looking for affirmation through AI instead face more **negative effects** as they simply cover their insecurities **instead of working to improve their confidence.**

“AI's default flattery **can hinder genuine personal growth**”.

source

CULTURAL TENSION

Men who want to feel valuable and have been stuck comparing themselves to other men are now turning to AI to determine their worth, but these AI's don't create confidence, they feed insecurities.

WE FOUND WHAT CREATED REAL CONFIDENCE IN MEN

COMPLIMENTS.

IN THE FACE OF EMPTY AI AFFIRMATION, GENUINE COMPLIMENTS ARE WHAT BUILD GENUINE CONFIDENCE

“when you compliment your guy friends you make sure bro has a good day and does everything with **the confidence of a thousand suns**” - Ben, 23

“I’d prefer a compliment from a real person over AI. AI compliments **don’t mean as much** as from a real person.” - Eli, 24



DTS_Sanchez · 1y ago

man

Most men rarely get compliments so yes it does catch us off guard. In my opinion it makes us feel great. It's a **huge confidence boost** that we don't soon forget. Something as simple as a nice compliment can really do a lot for a mans low self esteem.

↑ 3 ↓ Reply Award Share ...

A young man with short brown hair, wearing a dark navy blue jacket over a black hoodie, stands in profile looking towards the left. He is positioned in front of a stone building with a large wooden door featuring a lattice pattern above it. To the right, there are several arched windows with dark frames. The scene is lit with soft, golden light, suggesting late afternoon or early morning. The overall mood is contemplative and quiet.

HOWEVER, COMPLIMENTS ARE RARE.

“I **don't think I've ever** had a convo with a dude about appearance.” - Kaulani, 24

“Guys don't get complimented. **It's not socially normal.** It's not a good thing, because they don't have anything to fuel their confidence from.” -Spencer, 23

GandalfTheJaded · 1y ago
man Top 1% Commenter

I remember them for a long time. One of my favorites is one person

3 3 ↓ Reply Award Share ...

Balumburger · 1y ago

I've had that one before! It was in May 2016 and I have a very v

2 ↓ Reply Award Share ...

Low-Transportation95 · 1y ago
man

I don't remember when I received a compliment last

3 ↓ Reply Award Share ...

OuttHouseMouse · 1y ago
man

Exactly. I am simply not accustomed to compliments

Benchod12077 · 1y ago
man

This gets asked every week and I'll answer every time. Guys do not get compliments ever and if they do it's very little. Every compliment a man gets he will remember because we get so little of them.

1 ↓ Reply Award Share ...

yetagainitry · 1y ago
man Top 1% Commenter

What's a com...pli...ment?

1 ↓ Reply Award Share ...

Wilddave59 · 1y ago
Suspicious

xczechr · 1y ago
man

Like we won the lottery.

1 ↓ Reply Award

Low-Transportation95 · 1y ago
man

I don't remember when I received a compliment last

3 ↓ Reply Award Share ...

If a girl tell me I am Fabulous like a peacock I would jump through the ceiling, drive my spaceship to the moon and celebrate with the aliens.
Actually no I would take it happily, no matter a male or female say so I'll take the compliment and happy for the rest of the day.

Upvote · 40 ↓ 1

DrDirt90 · 1y ago
man

Men almost never get compliments from women. So, yes we look surprised and wonder what does this person want in exchange.

2 ↓ Reply Award Share ...

IN005 · 1y ago

Kaiser-Sohze · 1y ago
man

A woman receives a compliment and it is often forgotten. A man receives a compliment, his world stops, and he remembers it to the grave.

Makes me uncomfortable.

2 ↓ Reply Award Share ...

downsouthcountry · 1y ago
man

I feel uncomfortable and I feel like the person giving me compliments wants something from me.

jibsand · 1y ago
man

Men pretty much never receive compliments so unfortunately it usually makes them uncomfortable.

1 ↓ Reply Award Share ...

CONSUMER INSIGHT

Human compliments build real confidence, but men often feel uncomfortable complimenting each other because they live in a culture where they rarely receive them.





Has the power to change cultural norms.

Ad About Women's Self-Image Creates a Sensation

Share full article



Project

Dove

Has the power to change cultural norms.

Results

The "Real Beauty" campaign was a resounding success, both in terms of impact and financial performance. Key outcomes include:

- **Significant Increase in Sales:** Dove's sales soared from \$2.5 billion to \$4 billion within the first three years of the campaign (Unilever, 2007).
- **High Engagement Rates:** The campaign achieved a 700% increase in engagement on social media, with thousands of women sharing stories and experiences using the hashtag #RealBeauty (Hootsuite, 2007).
- **Positive Brand Perception:** Surveys indicated that 71% of women felt more positively about Dove as a result of the campaign, and 52% reported an increased likelihood of purchasing Dove products (Nielsen, 2007).
- **Cultural Impact:** Dove's campaign sparked a global conversation about women's self-image and beauty standards.





Dove can use their platform to empower men to overcome insecurities caused by artificial intelligence and gain confidence through **human connection.**



THE STRATEGY:

Dove will inspire men 18–25, **who** are increasingly turning to AI and algorithmic systems to define their value, **to** reclaim beauty as a human experience **by** encouraging them to express it directly to each other.



WE WANT MEN TO...

Rethink where real validation comes from, recognize that all men are valuable, and feel comfortable complimenting each other more.



CREATIVE STRATEGY

Use Dove's ownership of "Real Beauty" to invite men to start sharing beauty with each other





Dove
Call Your Boys Beautiful.



HE'LL REMEMBER.



CALL YOUR BOYS BEAUTIFUL

Dove

DON'T OVERTHINK IT.



CALL YOUR BOYS BEAUTIFUL

Dove



MAN TO MAN.

CALL YOUR BOYS BEAUTIFUL



Activation Overview

Social Media

We will meet our audience across platforms where they already live, such as Instagram and TikTok. These posts will serve as gentle reminders to “Call Your Boys Beautiful” in an attempt to establish more of a norm as they scroll.

Out of Home

Billboards and wallscapes will be fitted into urban areas that may already contain the social norms we are working to rectify. The simplistic design combined with the athlete partners will be firm but not over the top in messaging.

Dove



This campaign will restore men's confidence and position
Dove as the driving voice of men's beauty.



We created not just another beauty campaign, but the ultimate beauty campaign for men while directly addressing the tension between why men use AI and its harmful effects.

AI REFLECTION

Weak AI Idea:

THE PROMPT: “Can you change the caption to be ‘Real men, real beauty, real compliments.’?”



Improvement through AI:

Does a good job of finding cultural tensions from research, but bad job of turning that into clear, inspiring language

We created a polished brief by using Chatgpt to write the backbone and then using our human intuition to enhance and edit

Misleading AI output:

AI would give conclusions and “research” without any backed resources.

Dove



Weiden + Kennedy

Sources:

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[Gemini](#)

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