



 **DOVE® MEN+CARE™**
[MEN WHO CARE]

PROGRAM OBJECTIVES



Job To Be Done:

- Get men aged 35-54 to satisfy more of their personal care needs with DM+C products by reinforcing the relevance of care

Masterbrand Communication Objective:

- Build awareness and deepen his relationship with the brand via masculine content

Business Objectives:

- Build DM+C SOR by 5%
- Increase "Is a brand that truly understands the needs of men" by 5% in the male 35-54 segment, in each of the PW, hair, and AP/Deo categories

REAL MAN CHALLENGE



- Dove Men+Care pinned hockey legends Wendel Clark & Guy Charbonneau against one another in a series of challenges to see **who would man up more**
- Fans across Canada were invited to watch a series of vignettes that placed the hockey stars in a series of uncomfortable situations
 - serving beers during the intermission rush, selling programs, playing the organ in front of 20,000
- Viewers could vote on who they believe would **man up more**
- Youtube, Facebook & Twitter (#madeformen) allowed content to be easily shared
- Made for Men ad spots were produced (MLSE & Ogilvy) with Wendel & Guy and ran across Canada throughout the promotional period

**INTEGRATED APPROACH
OUR POINT OF DIFFERENCE**



STATUS, RIGHTS & EXCLUSIVITY



THE BIG IDEA

REAL MAN CHALLENGE

MASS MEDIA

DIGITAL

AIRCANADACENTRE

COMMUNITY

RETAIL



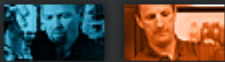
REAL MAN CHALLENGE

Wendel Clark or Guy Carbonneau - who manned up more? Watch and vote.

THE INTERMISSION RUSH



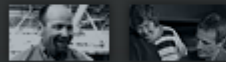
TRAINING



THE INTERMISSION RUSH



THE PROGRAM STAND

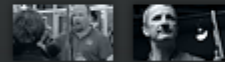


THE ARENA ORGAN

CHALLENGES



THE INTERMISSION RUSH



THE PROGRAM STAND



THE ARENA ORGAN

WATCH THE TV COMMERCIALS



THE MICROSITE
CLICK HERE TO SEE LIVE!

THE CHALLENGES



PROGRAM  \$5

THE CHALLENGES



THE CHALLENGES

[MAPLELEAFS.COM/MADEFORME]

[MAPLELEAFS.COM/MADEFORME]

[MAPLELEAFS.COM/MADEFORME]

3rd Annual **HOMECOMING GAME**

AIR CANADA CENTRE

AIR CANADA CENTRE

JIMMY HOLMSTROM
ORGANIST

RE/MAX

JIMMY HOLMSTROM
ORGANIST

SHOTS 19	2nd	SHOTS 24
0	5:43	3

SHOTS 19	2nd	SHOTS 24
0	5:43	3

FIGHTS DIRTY

MAPLELEAFS.COM/MADEFORME

THE AD SPOT
CLICK HERE TO WATCH



SOCIAL AMPLIFICATION

 **Caspar Yue**
@CasparYue

[Follow](#) 

@MadeForMen obvious choice! Wendal Clark!
#stacheFTW #MadeForMen #Leafs

9:04 PM - 23 Mar 12 via Twitter for iPhone · Embed this Tweet

[Reply](#) [Retweet](#) [Favorite](#)

 **Steven Drewniak**
@stevdrew

[Following](#) 

@MadeForMen your body beautiful for me

10:26 PM - 5 Mar 12 via web · Embed this Tweet

 **Dove Men+Care**
@MadeForMen

They wear razor sharp weapons on their feet...
What's not to love about this game? #Hockey

[Retweeted by A Ovadia](#)

 **Lisa**
@CarboYes

[Following](#) 

#TeamCarbo #MadeForMen #RealManChallenge
@MadeForMen

6:14 PM - 1 Mar 12 via web · Embed this Tweet

[Reply](#) [Retweet](#) [Favorite](#)

 **Josh Rosen**
@joshrosen19

[Following](#) 

@MadeForMen saw the #wendelclark spot yesterday. Nice work!!

7:59 AM - 16 Mar 12 via Twitter for iPhone · Embed this Tweet

[Reply](#) [Retweet](#) [Favorite](#)

 **Kevin Craig**
@KevinTCraig

[Follow](#) 

Awesome! RT @All_Habs Shots on goal 13-7 for the #Leafs in the first period. #Habs lead 1-0 on a goal by Cole. #allhabs #madeformen

7:54 PM - 3 Mar 12 via TweetDeck · Embed this Tweet

[Reply](#) [Retweet](#) [Favorite](#)

 **CP24**
@CP24

[Following](#) 

VIDEO: Former Maple Leafs captain Wendel Clark joined @CP24Breakfast today to explain the Real Man Challenge bit.ly/pTLNpS

10 RETWEETS



 **Craig Silva**
@Craig_Silva

[Following](#) 

I'm pretty sure @WendelClark17 manned up with 157 sold and signed programs... and signed some jerseys too! #MadeForMen #realmanchallenge

8:18 PM - 25 Feb 12 via HootSuite · Embed this Tweet

[Reply](#) [Retweet](#) [Favorite](#)

 **David Pagnotta**
@TheFourthPeriod

[Following](#) 

Leafs legend Wendel Clark tries to get the home crowd going #madeformen #realmanchallenge yfrog.com/obloqtbj

 YFrog

Flag this media

Dove Men+Care
@MadeForMen

Following

Wendel after taking down all 3 Real Man Challenges. #Leafs #MadeForMen #TMLtalk
pic.twitter.com/1WK4MG2K
Retweeted by Rick Cordeiro™



Gareth Wheeler
@gareth_wheeler

Follow

My friend and yours... **SOCIAL AMPLIFICATION**
for the Dove Real Man Challenge. #madeformen
yfrog.com/h6yawrrj



Follow

TORO Magazine
@toromagazine

Not kidding when we say centre ice. Wendel Clark's up for the Real Man Challenge #madeformen
yfrog.com/nyhhjgj



Flag this media

NATIONAL BRAND ASSETS

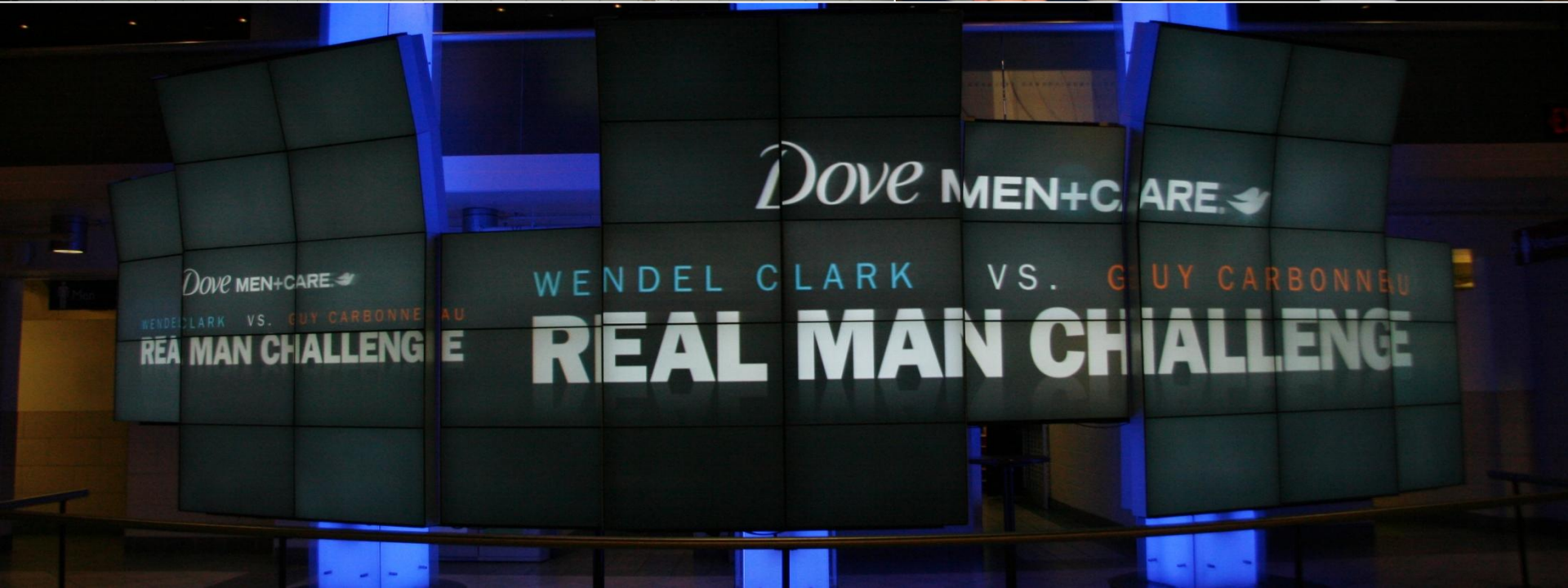


MEDIA AMPLIFICATION





ACC BRAND ASSETS





ACC BRAND ASSETS





AUTHENTIC PROGRAMMING



PROGRAM RESULTS



Business Results:

- 74% **volume sales** and 72% **market share** increases vs year ago (Jan – April)
- **6.3% increase** in household penetration – Irish Spring, Old Spice, and Gillette declined during this period
- 1,600% increase in social share of conversation (SSC)
- 4.3M online views (pre-roll)
- 2.2 million social media impressions
- Real Man Challenge nominated for a 2012 CMA Award and winner of an Applied Arts Magazine Award and International Echo Award



Dove[®]

MEN + CARE

MADE FOR MEN

