

The Dove Campaign for Real Beauty in Comparison to Misleading Advertising

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Zásady pro vypracování:

Zpracujte teoretická východiska k tématu práce.
Definujte cíl práce a metodický postup.
Definujte prvky klamavé reklamy.
Popište kampaň Dove a stanovte kritéria pro její analýzu.
Analyzujte kampaň Dove v porovnání s klamavou reklamou podle předem stanovených kritérií.
Z provedené analýzy vyvoďte závěry a případná doporučení pro praxi.

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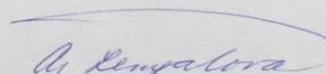
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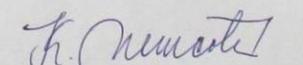
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ABSTRAKT

Tato práce je zaměřená na značku Dove a její Kampaň za skutečnou krásu. Cílem práce je zjištění efektivity této značky v rámci brandingů a také v rámci stereotypů spojovaných s ideálem krásy v médiích, dále pak zkoumání vztahu značky Dove s protichůdnou značkou Axe a porovnání Dove kampaně s klamavou reklamou. Práce je rozdělena do dvou částí. Teoretická část vymezuje pojmy z oblasti marketingu a zaměřuje se na reklamu, především klamavou, na etiku reklamy a stereotypy v médiích. Část praktická využívá pro analýzu výsledků výzkumu poznatků z části teoretické. Jedná se například o kritéria pro určení klamavosti reklamy a terminologii spojenou s brandingem. Závěr této práce tvoří interpretace výsledků výzkumu a doporučení do budoucna.

Klíčová slova: reklama, klamavost, Dove kampaň za skutečnou krásu, branding, nákupní chování zákazníka

ABSTRACT

This thesis concentrates on Dove brand and the Campaign for Real Beauty. The purpose of this thesis is to investigate the effectiveness of Dove in terms of branding and the 'ideal beauty' stereotype, as well as the relation of Dove to the contradictory Axe brand and to contrast the Dove Campaign with misleading advertising. The thesis is divided into two parts. Firstly, the theoretical part defines terms connected to marketing and focuses on advertising, especially misleading advertising, the ethics of advertising and stereotypes used in mass media. The practical part uses principles from the theoretical part such as criteria for the analyses of deception in advertising and terms connected to branding in general which are then analysed in the results of the qualitative research. The thesis ends with the interpretation of research results and with future recommendations.

Keywords: advertisement, deception, Dove Campaign for Real Beauty, branding, consumer buying behavior

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INTRODUCTION

Generally, advertising is the most powerful tool of every economy and each brand is targeted towards a mass audience with the help of mass media. Nowadays, as the competition rises alongside market saturation, it is much more difficult to maintain effective advertising. Every brand wants to be seen and heard in order to be sold and on that account different techniques are used with the purpose to catch each consumer's attention. Branding, which generally includes a brand image, brand narrative and brand awareness and loyalty, is the inevitable part of advertising in general as the relationship with a customer is the most significant one. Nonetheless, there has been a link between advertising and deception of a customer. Misleading advertising is a type of advertising prohibited and delimited by the rules of authorities; in spite of this, it still occurs frequently. This thesis concentrates on the brand Dove, specifically on the Campaign for Real Beauty. The Campaign focuses on the 'real' beauty of women and highlights the influence that the 'ideal beauty' stereotype portrayed in media may have on the consumer. Generally, as the advertising is targeted towards a mass audience, it may provide an influence on each customer. The 'ideal beauty' portrayed in media is regarded to have a rather negative influence on adolescent girls and women in general as the stereotypical portrayal sets expectations that the majority of women are not able to accomplish. The Campaign for Real Beauty shows the relation of 'ideal beauty' portrayed in media and misleading practices such as enhancement of the woman's image with the help of a computer through programs like Photoshop. Nevertheless, while this brand is engaging in the topic of false portrayal of beauty and misleading advertising, it has also been accused of deception. Therefore this thesis is not only concentrating on the Campaign for Real Beauty and overall portrayal of beauty in media, but also on the comparison of Dove's campaign with misleading advertising with the intention to investigate whether or not this brand is deceptive itself. Dove is also a brand that belongs to the company Unilever. This company also owns brands such as Axe, which represents completely opposite beliefs to those of Dove. The qualitative research is therefore concentrating both on the opinions about Dove brand as such and about its relation with Axe brand. The overall purpose of this thesis is to investigate the effectiveness of Dove in terms of branding and the 'ideal beauty' stereotype, the relation of Dove to the contradictory Axe brand, and to contrast the Dove Campaign with the misleading advertisement of Maybelline, a brand that portrays a typical deceptive advertisement.

I. THEORY

1 MARKETING COMMUNICATIONS

Marketing communications represent a communication towards a customer with the purpose of influencing their behaviour, ideas and beliefs about the purchase of a product or a service. (Komárková 2006, 14) In comparison to selling, marketing is a long-term activity concerning the life of a product. (Armstrong et al. 2005, 6) Nevertheless, not only the product, but especially the satisfaction of consumer's wants and needs through the exchange process is the crucial aspect. (Horňák 2010, 27) Dacko (2008, 318) describes marketing as "...an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

However, in marketing, customer has not always been the main goal. The principle of marketing has changed over last decades from product and overall business oriented activities towards the emphasis on a customer. (Dacko 2008, 318) Modern marketing is regarded as customer-driven process concerning segmentation, differentiation and offering of an added value. (Moriarty, Mitchell and Wells 2009, 81) On that account, all activities performed by each company should be targeted towards the customer's wants, needs and towards the society as a whole in order to be profitable, provide efficient customer relationships and preserve the set strategies and goals. (Dacko 2008, 318-319); (Arens, Schaefer and Weigold 2012, 118); (Armstrong, 2015, 32)

The overall key aspects of the marketing communications are: (Semenik 2012, 22)

- Referring to the marketing mix
- Reaching the market segmentation and positioning
- Developing a brand and its image
- Governing the revenue of a company

1.1 Marketing Mix

Marketing has developed on the basis of advertising which is a part of promotion, one of the essential parts of marketing mix. (Horňák 2010, 10) Marketing mix is a set of fundamental elements of marketing and traditionally consists of 4Ps: Product, Price, Place and Promotion. Product represents the offered goods or services, Price then the actual amount of money for a purchase of specific product or service, Place then concerns the availability of a product or a service and Promotion represents the actual communication towards the customer. (Armstrong, 2015, 81) Generally, as nowadays marketing efforts

involve customers more than before; the 4Ps are often changed into 4Cs, in customer perspective, representing: Customer solution, Cost, Convenience and Communication. (Dacko 2008, 335)

1.1.1 Promotion

Promotion is a part of marketing mix and is defined as a systematic activity with a purpose to inform a recipient about the product or service, influence them about the advantages and influence their behaviour. (Komárková 2006, 14) It is a communication targeted towards the creation and satisfaction of economic and microeconomic concerns and also the needs and wants of the marketer and the consumer in the communication process. (Horňák 2010, 20) It is a term superior to advertising, as advertising is a part of promotional mix itself. Except from advertising, promotional mix also includes: (Blakeman 2015, 11)

- Public relations
- Personal selling
- Direct marketing
- Sales promotion
- Out-of-home advertising
- New media, such as the Internet and social media, mobile, alternative media

Promotional mix as well as marketing mix should be coherent and relate to the market segmentation and positioning. (Kotler and Mingot 2005, 49)

1.2 Market Segmentation and Positioning

Not everybody has the same needs and wants, not every customer is the same, and therefore the market segmentation is crucial. (Brown 2000, 388) Market segmentation is a process of distinguishing groups or individual customers according to the similar needs, wants, beliefs and opinions. Market segments can be divided on the basis of demographics, such as gender, age, ethnicity or income; (Clow and Baack 2012, 114-117) and psychographics concerning customer's activities, opinions and interests. There also exists segmentation by generations claiming that the experience of people of the same generation have an impact on their attitudes, opinions and preferences. (Clow and Baack 2012, 114-119) Other segmentation might be geographic which concerns the specific occupied area. However, a combination of all kinds provides more space for variety of customers. (Clow and Baack 2012, 120)

Another type of segmentation might be market segmentation by brand awareness and loyalty. (Dahlen, Lange and Smith 2010, 81) According to Dahlen, this segmentation is the most important one, therefore every company should realize the current customer in order to keep and build the relationship, the potential customers and also customers of other brands which might be interested. (Dahlen, Lange and Smith 2010, 82) Segmentation provides differentiation from competition as well as positioning does. (Kotler and Mingot 2005, 45)

Positioning represents the way a brand wants to be looked at. It also provides the differences between competitors in the way that it highlights these differences in order to attract the customer in an ethical way. Positioning helps the brand to be seen differently on various markets; companies therefore determine the features according to which they want to be recognized. (Kotler and Mingot 2005, 48-49) Generally, segmentation and positioning are crucial strategies of marketing. (Kotler and Mingot 2005, 45) Market represents the existing and potential customers of each company and both segmentation and positioning may influence the whole message of a brand which is usually perceived through advertising. (Armstrong et al. 2005, 9-11)

2 ADVERTISING

The word advertising comes from the Latin term “*reclame*” meaning “*shout, call or recommend*”. Advertising represents the creation and spreading of specific information with the help of media with the intention to attract the recipient and rise the selling of a product or a service. (Hornák 2010, 17-21) The author states that on average, every person is exposed to at least 600 advertisements a day in every form. Nevertheless, it is impossible to create an advertisement for every customer; segmentation is therefore closely connected to advertising. (Clow and Baack 2012, 140)

Informing a small segment can be done by ‘word of mouth’, however, public advertising is used more often as it informs large amount of consumers. (Dyer 1988, 2-3) In order to reach to mass audience, mass media are usually used as a non-personal communication attempting persuasion both verbal and nonverbal. (Semenik 2012, 11); (Arens, Schaefer and Weigold 2012, 5) Another definition of advertising is that it is a commercial communication with the goal to influence the purchase of products or services which should provide a satisfaction of wants and needs of a customer. (Hornák 2010, 33) Advertising in general provides customers a wide range of choice. The function of advertising is to endorse the free market and introduce various goods and services to the potential customer. (Dyer 1988, 2) It also encourages competition, mass production and as a result it may provide better prices for the buyers. (Arens, Schaefer and Weigold 2012, 38)

2.1 The Content of Advertisements

When it comes to advertising, persuading and influencing of a customer must be a complex system. Therefore the visual and verbal features are used to work together. Visual images help customers to remember and easily recognize the product or the brand itself and are used the most, because customers tend to remember both pictures and written words. However, in order to catch the attention of a consumer, both verbal and visual features are frequently combined together. (Clow and Baack 2012, 145) The advertisements may entertain, shock or even disgust the audience, however, all of it in order to attract and catch any attention. As Dyer claims, its function is also to manipulate and shape people’s behaviour and by monitoring their opinions and preferences reduce the diversity of people inside the segments of a society. (Dyer 1988, 2, 5)

2.2 General Patterns of Advertising

Even though advertisements should differ in order to be noticed, there are patterns which are generally followed when creating an advert. These patterns include: (Dyer 1988, 10-11)

- 1) Introduction of a problem, then solving the problem with the help of the specific product or service
- 2) Use of entertaining features such as dancing, singing or music in general
- 3) Use of famous celebrities in order to connect them to the product while playing a dramatic function
- 4) Portrayal of animals, children or even cartoon features in order to see the advert in a good light
- 5) Showing common everyday life situations while using specific product

2.3 The Development of Advertising

The roots of advertising lead to ancient times, where archaeologists found tables of traders and crafts. However, the development of advertising is especially connected to the development of market itself. Over the years, the advertising has been developing and changing its form. (Horňák 2010, 9) The first function of advertising was simply to announce, nevertheless, modern advertising is a complex institution connected to masses in forms of either money, people or production. The modern advertising dates in the 17th century. Earlier before, only word of mouth and spreading of information has been a part of people's lives. (Dyer 1988, 15-17)

The development of advertising is connected mostly to the Industrial Revolution in England, where the mass production began the rise of competition and also of the advertising. (Blakeman 2015, 1); (Semenik 2012, 135-136) During the Industrial Revolution advertisements became a way of how to announce, communicate and promote. Advertising campaigns and brand images came also into existence. (Dyer 1988, 39)

Since the 19th century the creation of brand names developed, the branding started to be popular as that was a step towards recognition and attention from the customers. It gave power to companies and helped to develop modern advertising. (Semenik 2012, 136) In order to be aware of the target consumers market segmentation began to be an important aspect, brand images as well as brand loyalty then started to develop. (Blakeman 2015, 2)

2.4 Branding

Advertising is a cultural phenomenon and a crucial marketing tool which represents the communication towards the customer and therefore builds the overall brand image. (Semenik 2012, 10) Generally, branding represents the creation of an idea and meaning of a brand, marked as brand image, through which advertisers communicate towards the customers. It also provides building of relationships and emotions between a customer and the particular brand while involving logos, brand names and messages that come from the advertisements and affect the consumer. (Moriarty, Mitchell and Wells 2009, 84-85)

2.4.1 Brand Image

Generally, every brand is supposed to have a meaning to the customer. (Dahlen, Lange and Smith 2010, 35) People have specific connotations with each well-known brand, therefore for the effective advertising it is crucial to be remembered. (Blakeman 2015, 40) Brand image shows the ideals, beliefs and intentions of a company to the customers. In order to purchase a product or a service, customers need to know information about the brand and have positive connections with it, since it is influencing the decision making process. The existing brands as well as the new ones entering a market need to assure the customer that the decision of buying their product is the right one. (Clow and Baack 2012, 47)

However, brand image is not only important to the customer but also plays an essential role for companies. People attracted to a brand or a product of a brand represent potential customers. In case customers are satisfied, they tend to repeat the purchase and create long-term relationships with a brand. Successful brand is then able to sell products of a higher price and generally has greater power in the market and is able to employ specialists in its field. (Clow and Baack 2012, 49)

Advertisers create advertisements connected to brand image therefore they may be biased and unreliable when it comes to objective information. On that account the informative and persuasive function cannot be combined together as they are diverse. Persuasive techniques are used in order to catch the attention; however, informative function is connected to the literal meaning of and advert. (Dyer 1988, 6-7)

2.4.2 Brand Narrative

Generally, advertisements provide characteristics and beliefs which may evoke expectations and set stereotypes. It is therefore important to meet the audience's preferences and beliefs. Dahlen et.al. mention '*Individual brand congruity*' which

represents an agreement when it comes to main brand's approach and beliefs and consumer's memories and core expectations. A brand narrative helps the brand to get closer to the customer, because it represents their values in a story. The level of connection between consumer and a brand represents the effectiveness of that brand. Consumers tend to create connections between brand and their lifestyle in order to create their identity. Following the brand narrative as the main brand idea is one of the keys to success. (Dahlen, Lange and Smith 2010, 2, 13)

2.4.3 Brand Awareness and Loyalty

In order to maintain brand awareness, it is important for a customer to remember the brand and recognize it during a purchase when looking for products or services similar to their wants and needs. (Blakeman 2015, 2-3) Brand loyalty is then a successful step forward into creating a long-term relationship between customer and a brand. "Brand loyalty occurs when a consumer repeatedly purchases the same brand to the exclusion of competitors' brands." (Semenik 2012, 26) Branding in general provides relationships between customer and a specific brand and as well as brand narrative, the loyalty is also the key aspect of a successful company. (Blakeman 2015, 2-3)

2.5 Advertising Campaign

In order to create brand image, brand loyalty and effective communication, the customer's knowledge about a brand should be developed. (Semenik 2012, 14) Advertising campaign represents an advertising program with ideas and beliefs of a brand created and combined together in order to deliver the main message. Each campaign may be focused around one advertisement or different advertisements with similar features and messages. (Clow and Baack 2012, 140); (Semenik 2012, 14)

The main goal of advertisements is to be remembered. Therefore the planning process of advertising campaign must be done in the right way so people have a connection with a specific brand. Each campaign is created from two types of financial sources. Specific amount of money is invested in media that broadcast the commercials and the rest goes to the advert itself. Generally, 80% of finances cover the media and 20% the creation of an advertisement. (Plessis 2007, 19)

2.5.1 Participants of Advertising

For the creation of advertising campaign and advertising in general, the main participants of this process are important. Firstly, there are advertisers who pay for the advertisements

of a specific brand. Secondly, there are agencies that create and prepare campaigns and advertisements. Other important participants are those who help with the creation of a campaign or advert such as photographers, printers, video creators and other professional services needed for the particular ad. The last group is the media or any other intermediary of the advertisement. (Arens, Schaefer and Weigold 2012, 59)

2.6 Consumer Buying Behaviour

The message of a campaign or advertisement itself is transferred to customer and in order to be effective it should correspond to the customer's wants, needs and preferences. A brand can only exist if the purchases are made. Generally, it is important to understand the customers and influence their behaviour in order to increase the purchase. The consumer decision-making process involves identification of a problem, the search of information, evaluation of given opportunities, the purchase itself and also retrograde evaluation of the purchase. Consumer behaviour and the decision making process depend on: (Dahlen, Lange and Smith 2010, 9)

- Personal preferences
- Differences across consumers and cultures
- Motivation of customers
- Means of consumers
- External factors and influences

Advertising and brand image represent those external factors important in the decision-making process, because the evaluation of given opportunities is influenced not only by the needs, wants and motivations, but also by the brand image, advertising techniques and the price of a product or a service. (Clow and Baack 2012, 76)

Marketing, especially advertising, is supposed to help consumers with their buying decisions; therefore advertising and buying behaviour are closely interconnected. (Dahlen, Lange and Smith 2010, 9) Advertising must take into consideration the needs and wants of a customer. Yet, the advertising of the product itself may change the wants of a customer, as it may bring value to the customer. (Dahlen, Lange and Smith 2010, 53)

People in society are in general exposed to influences that shape their opinions and this change of behaviour is influenced by observation of others in society, by role models who can be anyone with whom a person comes into a contact. However, role models are not only those people in direct contact, but often those which are used in media, especially in advertising. They are called '*vicarious role models*' and may embody customers'

motivations, catch their attention and create desires for a product or a service. (Brown 2000, 78-79)

The response of a consumer is in fact the main goal of an advert. It may represent the change of behaviour or beliefs towards the product or the actual purchase of it. (Armstrong et al. 2005, 762) In the consumer buying behaviour process memories, experiences or visuals are also important. Mass media are then those intermediaries which help the product or the service to be reminded to the customer. (Dahlen, Lange and Smith 2010, 90)

2.7 Mass Media

In order to catch the attention of a customer, to play a role in their buying decisions and create an overall effective advertisement, the knowledge of current media and its importance is essential. (Arens, Schaefer and Weigold 2012, 83) The means through which advertising may be spread are television, radio, magazines, newspaper, internet, direct mail, billboards, mobiles or other devices. (Semenik 2012, 11)

However, advertising must reshape according to the consumers' preferences and incoming trends. (Semenik 2012, 7) New technologies have brought modern approaches towards marketing and became a part of everyday lives of people. Digital platforms nowadays connect people together with the brand and give the brand a possibility to spread more quickly and effectively. (Armstrong and Kotler, 2015, 33-52, 399)

“Today's graphic artist, illustrator, and retoucher must be computer literate in addition to having a thorough knowledge of aesthetics, rendering, and design.” (Arens, Schaefer and Weigold 2012, 227) Programs such as Adobe Photoshop enable manipulation of images. Advert must attract the customer within seconds, therefore the advert's design and visuals in general are important. (Arens, Schaefer and Weigold 2012, 227)

Although new technologies play an important role in advertising, the brand itself is still the most essential aspect. Without fulfilling the customer's needs, a brand will not become successful and its advertising will not be effective. It is vital to hold on to the idea and beliefs in order to be perceived correctly. (Semenik 2012, 8) The most important aspect is to avoid any misunderstandings, adhere to the ethical principles and build a trust. (Dahlen, Lange and Smith 2010, 9)

2.8 Ethics in Advertising

Advertising is considered to raise the standard of living of people and also businesses. It is an inevitable part of marketing needed in every economy which causes higher number of

sales, competition and more places for employment. (Dyer 1988, 4) Yet, it has been also criticised and accused of non-ethical behaviour. In 1914 the Federal Trade Commission (FTC) was created in order to prevent the unethical and false advertising practices which may otherwise affect the society. (Arens, Schaefer and Weigold 2012, 23, 29)

Generally, ethics is a discipline that concerns moral aspects and belongs to every culture of a society. (Horňák 2010, 179-181) Advertising in general influences the recipients and it should obey the general ethical norms fundamental for most people. (Horňák 2010, 187)

However, not every advert keeps to ethics, therefore these basic problems has been represented as unethical concerns in advertising in general: (Clow and Baack 2012, 423)

1. Influencing people to buy more than they need or can afford
2. Stressing the materialistic behaviour
3. Using stereotypes
4. Advertising alcohol or tobacco
5. Using offensive advertisements
6. Showing unethical advertisements to children
7. The fact that advertising generally increases the prices of products and services

Nevertheless, as advertising is targeted towards the customer, it should preserve the ethical rules of a society. Basic principles in advertising require the advertising to be: *legal, polite, honest, truthful and accountable*. (Horňák 2010, 187) Obeying the ethics in marketing communications ensures the harmony between the seller and the buyer. (Horňák 2010, 184) According to Horňák, these aspects are the most observed ones when it comes to advertising and ethics: (Horňák 2010, 189-208)

- *Truthfulness* – the obligation of not spreading misleading information about a product or a service. The provided information should correspond to the real information and provide objective message. The truth should not be kept from the consumer or distorted in any form.
- *Politeness* – those are information which offend dignity, portray men and women, children and others in any indecent way. The presentation of one's body should not offend any consumer. The provided information should correspond to the basic moral code of a society.
- *Honesty* – any misuse of a trust of a consumer, of the lack of knowledge and the manipulation with it.

- *Usefulness* – the advertising should be useful not only to the brand, however, also to the recipient. It should not intentionally encourage to the excess purchase, especially with tobacco and alcoholic products.
- *Imitation* – imitation as well as harming of competition should not occur in advertising.
- *Protection* – promotion and advertising cannot use any sort of private information and should not disturb the privacy of any consumer.
- *Identification of promotion* – advertising should not be hidden and at the same time a customer should not be manipulated in any form.

For any brand in general, it is important to create a good public image and credibility. However, it has been proven that from the point of view of customers the advertising is often viewed as untrustworthy due to the fact that the market saturation is becoming bigger and everyone wants to sell. (Brown 2000, 157) Due to the high competition, companies try to differentiate and it may indeed bring disputable advertising tactics as companies still want a persuasive advertising. (Meijer and Styvén 2001, 4) Yet, credibility in advertising is still the most important factor, therefore unethical or dishonest advertising might eventually affect the product or the whole brand the most. (Meijer and Styvén 2001, 16)

3 MISLEADING ADVERTISING

As the truthfulness and honesty are the two basic ethical aspects, advertising is often investigated in terms of manipulation and control of the behaviour of costumers as advertising influences a mass audience. (Semenik 2012, 10) According to FTC, an advertisement is considered as deceptive: "...if there is a misrepresentation, omission, or practice that is likely to mislead the consumer acting reasonably in the circumstances to the consumer's detriment." (Belch and Belch, 2012, 704)

Deceptive advertising concerns every product which does not meet its advertisement and is factually untrue or if the impression of falsity is deceptive to the consumer. (Arens, Schaefer and Weigold 2012, 34) Generally, advertising and promotion represent biased communication towards the customer. However, this subjectivity may transfer to the manipulation by creating false impressions. (Arens, Schaefer and Weigold 2012, 34)

Misleading advertising may not only harm the consumers, yet also the brand itself as the trust of consumers and potential buyers is the most important factor in business. (Armstrong et al. 2005, 172); (Arens, Schaefer and Weigold 2012, 34) In order to keep the consumer's trust and effectiveness of a market as well as keep an eye on moral code and ethical issues, the terms of the European Commission's Directive verify the deception in advertising. (Semenik 2012, 105) According to the Directive, deception in advertising is perceived in terms of: (European Commission 2016); (Semenik 2012, 105)

- The way goods or services are characterized
- Price of a product or a service
- Conditions concerning the supply of the goods or the way services are provided
- Qualities and rights of the advertiser

As a part of the delivery conditions, Armstrong et al. also point out the misleading packaging including deceptive labelling or lying about the size and amount of a product. Generally, if the value a customer gets from a specific product is overestimated or modified it can be perceived as a deceptive practice. (Armstrong et al. 2005, 171-172)

3.1 ASA

People as well as organizations have the power to assault a brand of using misleading advertising. In case they do so, the authorities may order the advertiser to prove the advertised message. If an advertisement shows any kind of deception, it may eventually be prohibited. The Unfair Commercial Practices Directive functions in order to lessen the unfair practices in business. (Semenik 2012, 106) The European Advertising Standards

Alliance is an organization created in order to regulate ethical issues in terms of communication towards the customers in commercial practices of the European countries. In the UK specifically the Advertising Standards Authority (ASA) is representing a self-regulator of advertising. This system is based on the standards given by the Committee of Advertising Practice (CAP) and generally the code of advertising in Britain is strictly given, especially in the terms of misleading advertising and unethical advertising. Nevertheless, this authority nowadays functions also in Ireland, New Zealand, South Africa and Australia. (Semenik 2012, 114-116)

3.2 Deceptive Practices

In terms of advertising, these practices are illegal and generally considered as deceptive: (Arens, Schaefer and Weigold 2012, 47)

- *Untrue promises* – false and unreal facts which are hard to achieve, such as hyperbolic and exaggerated promises
- *Incomplete information* – describing a product with only some characteristics and intentionally hiding other facts
- *False comparisons* – advertising based on comparison to competitive brand or product in a misleading way
- *Deceptive pricing* – advertising a price of a product when in reality the product costs more or if only the more expensive alternative is available for the consumer
- *False or distorted visuals* – using adjusted photography and other computer modifying tricks
- *Small sized writing of important facts*
- *False expertise* – showing famous persons known as ‘endorsers as users of a product while in reality they are not

‘Endorsers’ are those who hand over a brand’s message, have identical beliefs as the brand and are usually represented by a well-known person. However, these representatives might be used only to raise the attention about a brand, while in reality not using products or not even believing in those products. Endorsers must not only use the product, but also must be experienced to send those messages and when using comparative strategy, they

must have an experience with the use of both products. (Moriarty, Mitchell and Wells 2009, 122)

3.3 Puffery

As misleading practices are forbidden, brands generally tend to use ‘puffery’ in advertising. ‘Puffery’ represents a legal technique created of exaggerated subjective claims. These hyperbolic statements are used without specific proves in order to persuade and attract the customer. (Arens, Schaefer and Weigold 2012, 34-35)

4 STEREOTYPES IN ADVERTISING

Generally, the criticism of advertising does not only concern misleading practices, yet also generalizations of specific groups, known as stereotyping. (Arens, Schaefer and Weigold 2012, 37) “Advertising has long been criticized for insensitivity to minorities, (...) the elderly and other groups.” (Arens, Schaefer and Weigold 2012, 37) Stereotyping mostly relates to age, gender or race. For example, as Moriarty states in his examination, black people in advertising were portrayed as having inferior roles and staying in the background, Asian were not shown or only very little and elderly people were portrayed negatively as too frail.

Gender stereotypes are connected to the self-image in media. (Moriarty, Mitchell and Wells 2009, 118-119) “Advertising has been criticized for glorifying glamorous looks in both men and women.” (Moriarty, Mitchell and Wells 2009, 118) Advertising has also been accused of using the insecurities of consumer’s appearance as a strategy of persuasion. However, it has also been discussed whether advertisements shape people’s opinions, construct the conventions and norms of a society or whether only reflect the society as it is. (Meijer and Styvén 2001, 5); (Komárková 2006, 33)

4.1 Women in Advertising, Representation of the ‘Ideal Beauty’ in Media

People generally construct an opinion about self-image throughout their whole life. The self-image opinion named ‘*self-schema*’ is influenced by the society, preferences and also by media through observation. (Biocca and Myers 1992, 115) Advertising also affects values and opinions of the society, especially of social groups people are surrounded by, therefore expectations arise. People determine the general ‘*expected self-schema*’ and physical attractiveness is regarded as a construct which accompanies the life of every human being. (Biocca and Myers 1992, 116); (Shinners 2009, 1)

Komárková claims that self-image has been mostly connected to women as the appearance of women is centred in advertising. Model types regarded as attractive are also role models which represent the ‘ideal beauty’. (Komárková 2006, 148) Komárková also mentions that the portrayal of women has not relevantly changed over last decades. (Komárková 2006, 149) According to Downs and Harrison, the analysis from 1985 showed that: “On the average, 1 out of 3,8 commercials involved some form of an attractiveness-based message.” (Biocca and Myers 1992, 111)

Although different background and values are important and the ‘ideal beauty’ differs among countries and cultures, it may affect women’s perceiving of beauty and what is expected from them to look like in general. (Bibi and Grydeland, 2014, 9-10) The most stereotypical features which are considered to be attractive are the ones such as *symmetry, not being too different from the average, femininity, healthy skin and hair* etc. (DeBruine, Little and Jones 2011, 1639-1643) There has always been a high tendency to use ‘perfect’ female models with such features in advertising or famous people when targeting a product or service towards women, as it is one of the persuasive techniques to catch their attention. (Bibi and Grydeland, 2014, 12); (Bower 2001, 51)

The portrayal of attractiveness in ads is regarded as an effective tool and has been widely used. Nonetheless, there are global concerns on the effect on women and their self-confidence when over-using of these images in advertisements. The ‘ideal beauty’ concern is a source of comparison for women. This comparison might be hidden or not expressed. However, media are a part of people’s lives and the messages they broadcast are not being ignored. The comparisons with ‘ideal’ models might bring negative opinions, jealousy and dissatisfaction with one’s body. (Bower 2001, 51-52)

According to Rhodes (2010, 6): “...90 percent of women consider looks important to their self-image, (...)” Beauty is generally interconnected with positive aspects of life such as *happiness, self-confidence, being likeable, healthy* and also *smart* and *successful*, as the connection between appearance and good job positions and higher income has been recorded. These aspects might bring consideration about self-image and attractiveness in general. (Rhode 2010, 6); (Biocca and Myers 1992, 109) On the other hand, for instance obesity is represented by *health problems, dissatisfaction* and *general negative mood*. (Biocca and Myers 1992, 109) Nonetheless, negative features might also occur with attractiveness, such as being *self-interested* and even *senseless*. All of these constructs are represented by stereotypes. (Shinners 2009, 1)

4.2 Self-enhancing Techniques used in Advertisements

It has been proven that the development of self- enhancing technological tools and the rise of cosmetic procedures are closely interconnected. (Rhode 2010, 8) “The media in general and advertisers in particular have played an important role in magnifying the importance of appearance and the pressures to enhance it.”(Rhode 2010, 8)

As mentioned in Chapter 2.5, new technologies have brought new approaches towards marketing and therefore graphic designers and illustrators are needed. Adobe Photoshop

and other programs are used daily, however, the crucial aspect of it is the amount of its use and whether it shapes the reality or not. (Armstrong and Kotler, 2015, 33); (Arens, Schaefer and Weigold 2012, 227)

4.3 The Effect of Ideal Beauty

The perception of one's body satisfaction, especially among girls, starts usually at the age of 7. The media's exposure to 'ideal beauty', especially thin ideals, is regarded as one of the main factors concerning body dissatisfaction. The body dissatisfaction may also lead to unhealthy eating behaviours like dieting, bingeing, using of medication for weight loss or eating disorders such as mental anorexia or bulimia. Body satisfaction is therefore crucial for the physical health and well-being. (Shelly, Hyde, Ward, 2008, 460); (Dittmar 2010, 2)

Former researches took all women as one unit, assuming that all see idealized women in media in the same way. Nonetheless, there have been proven diverse views on the topic of ideal beauty effecting women in general. In the terms of thin ideals, some women admitted to feel better about themselves after looking at those models in advertisements. (Herman, Polivy and Joshi 2004, 333) In 2002 the research of Mills et al. suggested that exposure of thin models in media might be also a sort of motivation to feminine consumers and the outcome might be positive. Yet they also claim that women tend to answer negatively to obvious questions concerning ideal beauty; therefore the general outcome may be negative. (Herman, Polivy and Joshi 2004, 334) In 1999 Lennon, Lillethun and Buckland did a research where respondents – all women – were exposed to images of idealized women and average ones. As a result, respondents compared themselves rather to the average women than to the role models, which was a surprise. From the marketing point of view, they suggested that average women should occur more in advertising as they nowadays might catch more attention. They also suggested that if media show unrealistic ideal beauty, they might not be trustworthy. (Meijer and Styvén 2001, 15)

The exposure of 'ideal beauty' in magazines and television and its connection to body dissatisfaction has been widely researched. However, these studies were often criticized for being one-sided, meaning that the prior dissatisfaction of women may occur even before the exposure to media and therefore women with prior low self-esteem are those affected by media much more than others. (Shelly, Hyde, Ward 2008, 461) Moriarty states that a research done on female college students showed that on average, women did not see the stereotypical portrayal of women in adverts as a dangerous aspect that would influence them. (Moriarty, Mitchell and Wells 2009, 118) Another research of Grabe et al. showed

that the body-satisfied respondents stated a positive outcome after viewing advertisements with the 'ideal beauty' portrayal. Nevertheless, they also stated that objectified ideals in media may really lead to reflection of these in reality and affect women in general. (Grabe, Hyde and Ward 2008, 471-472)

In 2009, a research summary was sent to ASA concerning the negative and positive effects to the exposure of 'ideal beauty' images in media for adults and teenagers as well. This summary stated the majority of findings as being negative. In the same year, there was a meeting of Liberal Democrat Party with ASA and CAP about the effect of ideals in media on body satisfaction. The authors supposed that non-realistic often enhanced ideals in media are related to lower confidence of women about their bodies. They also depicted the effect of toys, especially dolls which may represent 'ideal' beauty for girls from early ages. These toys are also shown in media in advertisements. There exist several researches concerning this topic, and although some of them show positive or neutral effect, the major opinion is negative. (Dittmar 2010, 1-2)

5 METHODOLOGY

5.1 Marketing Research

As has been already mentioned, in marketing the orientation on costumers and their wants and needs is crucial. The best way how to get to know the customer is to use tools of marketing research. Marketing research includes planning, collection and analysis of given data essential for the decision making process in marketing communications. Information provided in marketing research help to realize changes and progress in marketing and customers' preferences. It also enables to learn about the consumer in an objective and systematic way. (Foret 2008, 3-4).

Marketing research is divided into primary and secondary one. Primary research includes one's own collection of data, whereas secondary research works with data already discovered by others with the goal to deepen the information or give them a new interpretation. (Foret 2008, 10)

5.1.1 Qualitative Research

Primary research can be further divided into qualitative and quantitative research. On the one hand, quantitative research addresses extensive amount of recipients, hundreds or even thousands of them. This research tries to find the most standardized ideas, beliefs and similar behaviour. There are several types of quantitative research including especially questioners, personal interviews, observation, experiments and also content analysis. Although this type of research is time consuming and usually more expensive, its advantage is that it provides clear objective information concerning one segment or researched element. (Foret 2008, 14)

On the other hand qualitative research enables to discover deeper information about the customer and their behaviour, beliefs and preferences. The most used techniques are: (Foret 2008, 14); (Bradley 2013, 238)

- **Individual in-depth interviews** - which are constructed in order to discover causes of specific beliefs and behaviour. Interviewees are opened to their own answers; the interviewer then carefully records their unrestrictive narratives. Visuals such as projections or images are widely used in order to arouse associations and imagination of each respondent.
- **Focus groups** - which represent a discussion of group of around 10 people, usually in a circle. It is led by a moderator who is in charge of the discussion to keep it

fluent and up to the point. This person starts and also closes the debate. This technique provides the effect and influence of opinions of others and the confrontation concerning those opinions.

The advantage of a qualitative research is that it is less time-consuming, less expensive and generally less demanding in terms of its realisation. It provides individuality and uniqueness of each respondent and wider differentiation in general. (Foret 2008, 14) As Bradley states “..in qualitative research, there is an emphasis on understanding rather than measurement.” (Bradley 2013, 15) In comparison to quantitative research which concerns quantities of respondents, qualitative research only deals with small number of participants; therefore the results cannot be objectified in terms of whole population. (Foret 2008, 14)

5.1.1.1 In-depth Interview

One-to-one interviews named as in-depth interviews represent a type of qualitative research which will be applied in the analytical part of this thesis. Generally, structured interviews are prepared in advance in terms of type and order of questions with possible prescribed answers. Nevertheless, a small amount of deviation is possible as those interviews are individual and therefore provide flexibility of both interviewer and interviewee. (Foret 2008, 61) With the relation to the topic of this thesis, the qualitative research in-depth interviews were chosen in order to analyse the beliefs and attitudes of respondents towards the researched topic and overall research question.

5.2 Methodology of the Thesis

With the relation to the theoretical part, the practical part of this thesis will be concentrating on two main topics. First of all, according to criteria of deceptive practices in advertising (3.2), the author compares one of the Dove advertisements from the Campaign for Real Beauty with a misleading one in order to contrast two advertisements both accused of deception. While using the comparative method as a part of qualitative strategy, the author chose comparison as the first method for the analyses. The author analyzed each advertisement in relation to deceptive practices set in the theoretical part and line by line compared those criteria in terms of two selected advertisements. (Goulding 2005, 297)

The second part of the analyses of this thesis is then represented by qualitative research which is concentrated around the Dove campaign as a whole in terms of ‘ideal beauty’ representation in media, branding of Dove and consumer buying behaviour. The

research also concentrates on the controversial topic of the relation of Dove and Axe brands as both belong to the company Unilever. The brand Axe represents the opposite of Dove and has been considered as deceptive. This part of the analysis is concentrating on the perception of such relation from the respondents as well as the overall perception of Dove in terms of branding.

5.2.1 The Research Question

The practical part is divided into two parts, one being the comparison of Dove Campaign for Real Beauty with misleading advertising and the second one a qualitative research concerning Dove as a brand and the relation to Axe. The research question of the practical part is whether Dove Campaign for Real Beauty which provides 'real beauty' beliefs contains deceptive practices and whether the Dove's messages are effective in terms of branding and consumer buying behaviour.

6 SUMMARY OF THE THEORETICAL PART

First of all the theoretical part defined basic terms such as marketing communications and advertising as it is a part of the marketing mix. The general patterns and the development of advertising were then delimited as well as branding which consists of brand image, brand narrative and brand awareness and loyalty. Other defined concepts related to advertising were advertising campaign, consumer buying behaviour and mass media. The chapter about misleading advertising provided criteria for the analyses of deception in the practical part. Furthermore, the stereotypes in advertising and the overall portrayal of women and the ‘ideal beauty’ concept were depicted in order to introduce the Dove Campaign for Real Beauty in practical part which is closely connected to those terms.

II. ANALYSIS

7 DOVE BRAND

Dove is a cosmetic brand providing shower gels, body and hand lotions, deodorants and hair care products all concentrating on real care. This brand started in 1957 with the introduction of 'Beauty Cleansing Bar providing clean, soft and moisturized skin. Since the beginning, Dove has been a part of Unilever, a company producing more than 400 brands concerning health, food and wellbeing. In the Czech Republic Dove is a part of its market since 1995. The overall mission of the Dove brand is to help women feel beautiful every day. (Unilever 2016); (Dove 2016) As the Unilever website claims: "Dove is committed to helping women realise their personal potential for beauty by engaging them with products that deliver real care." (Unilever 2016) However, not only 'real care' is the goal of Dove brand, especially the 'real beauty' is. Since 2004, Dove's attempt is to intentionally show different perspective of what is beautiful and awaken self-confidence in every woman. The Campaign for Real Beauty is the real prove of it. (Bibi and Grydeland, 2014, 8)

7.1 The Campaign for Real Beauty

7.1.1 What preceded the Campaign

In 2004, between February and March, a study called 'The Real Truth about Beauty' was conducted as the most important step towards the Campaign for Real Beauty. Dove came up with a plan to find out about understanding of women's self-esteem and beauty in general, with the aim to raise the well-being of women and their self-confidence. They wanted to discover what women find beautiful, how they see themselves, what they think about the portrayal of beauty in society and whether there could be another way of portraying beauty, especially in media. 'The Real Truth about Beauty' study was based on quantitative research of 3200 female respondents aged 18 to 64 in U.S., Canada, Great Britain, Italy, France, Portugal, Netherlands, Brazil, Argentina and Japan. The study itself was an anonymous telephone survey done without any links to the Dove brand or Unilever. (Etcoff et al. 2004, 2-3)

"Only the minority of women see themselves as above average in appearance, and only 2% claim to be beautiful" was the initial outcome of this research. (Etcoff et al. 2004, 4) Etcoff et al. claim that 75% of respondents wanted to broaden the representation of women and their beauty. (Etcoff et al. 2004, 5) The questions concerned word 'beautiful', especially "how comfortable women are with using the word to describe themselves; their level of satisfaction with their own beauty; its impact on their sense of well-being; and,

how important it is to them.” (Etcoff et al. 2004, 9) Nonetheless, the findings revealed that the word *‘beautiful’* is not used often among women in connection to one-self. The most common used were *‘natural’* or *‘average’*. The most important finding was that “only 2% of women around the world [of all age groups] choose *‘beautiful’* to describe their looks.” (Etcoff et al. 2004, 9) 47% of respondents consequently admitted to feel too big in comparison to the *‘normal’* weight. (Etcoff et al. 2004, 16)

Nevertheless, this research also examined the perception of beauty in society and media in order to get to know how much external factors influence the women’s overall perception of beauty. On average, 60% of women stated that nowadays society urges women to enhance their looks, and that overall physical attractiveness is regarded as more important than earlier. At the same time, according to them, the *‘what is expected to be beautiful’* has been narrowed by media and advertising. (Etcoff et al. 2004, 25-27)

On average, 80% of respondents pointed out the fact that beauty is in every woman regardless the age and stereotypes. (Etcoff et al. 2004, 40) In conclusion of this research, on average, 75% of women wanted a change in beauty portrayal in media, such as diversification of age, shapes and not see *‘beautiful’* as only *‘physical attractive’* as they also value beauty as being happy, kind, intelligent or loved. (Etcoff et al. 2004, 43, 47)

7.1.2 The Evolution of the Campaign for Real Beauty

In September 2004 The Campaign for Real Beauty launched with the portrayal of non-professional ordinary women as models for their advertisements. The aim of the *‘Real Women Campaign’* was to display reality, most specifically *‘real beauty’*. Dove brand with the help of Ogilvy and Mather, as one of the agencies involved, first introduced advertisements which portrayed photos of non-stereotypical women. (Moriarty, Mitchell and Wells 2009, 174) Images of women above 50 years with grey hair stating *“gray or gorgeous”*, others of even older women stating *“wrinkled or wonderful”*, images with freckled woman stating *“flawed or flawless”* or another with a woman either *“oversized or outstanding”* were also a part of public voting. Women all around the world were able to participate in those *‘Vote Ads’* and also in a discussion stating if the women on the photos represent what can be seen as beautiful and what characteristics would a woman use to describe them. (Infanger 2009, 16) This voting was done online at campaignforrealbeauty.com. (Dove 2016) The English version of this first part of the campaign used usually the same first letters for portraying characteristics of women, showing people how diverse beauty can be. (Froehlich 2009) Within Czech Republic those

advertisements used more of a rhyme in statements “*Na kráse chyby nebo krásné pihy?*” or “*Vrásčité stáří či šarmem září?*”, “*Oplácaná nebo krásně tvarovaná?*”

The second advertisement of this campaign was in the year 2005. Six diverse women different in body sizes and skin colors posed in front of the camera. Those selected non-professional models posed only in their underwear, showing the audience that they are aware of their beauty, even if it is against the stereotypes. (Dove 2016)

The year 2006 brought a spot called ‘Evolution’ in which technological enhancing of real women was portrayed. The spot starts with an ordinary woman coming into a studio, sitting in front of the camera. Her make-up and hair is done and after that several pictures are taken with only one of them being chosen. This one picture is then put into Photoshop for adjustments. At the end of this process the woman is transformed into a different person, having her neck lengthened, her face, eyes and lips adjusted and her skin retouched. The ending scene of this spot shows the model on billboard with the intention to show how these images people see in media are made. This advertisement first introduced the topic of unrealistic portrayals of beauty in media. (Dove 2016)

In 2007 Dove aimed its messages towards women concerning aging in general. Firstly they introduced ‘Pro-Age campaign’ which celebrated women above 50 years old and depicted their beauty in advertisement. The aim of this campaign was to support the beauty of older women by giving them confidence. Women in these advertisements posed naked showing their bodies as they are. Statement such as “*Too many wrinkles to be in anti-aging ad.*” Or “*Too old to be in anti-aging ad*” were supposed to fight against the ‘anti-aging’ ads of competition usually portrayed by famous persons and usually women under 50. (Dove 2016); (Morel 2009, 37) Secondly, the ‘Onslaught’ short film directed towards young girls was created. This video was centered at the media’s portrayals of beauty and overall stress on beauty, using also images with plastic surgery enhancing with the intention to show how it may impact even small girls, the ones who are creating their values and beliefs while being surrounded by these portrayals. This short film ends with statement “*Talk to your daughter before beauty industry does.*” (Dove 2016) In connection to the ‘Onslaught’ video, Dove started the Movement for Self-Esteem in 2010 where programs, workshops, events and overall mentoring as an inspiration for girls all over the world were created. This program engages also parents, teachers and youth leaders to appreciate the inner beauty. (Froehlich 2009); (Dove 2016)

After 6 years, Dove and its research ‘The Real Truth about Beauty’ did another global study in which only 4% of women all around the world could call themselves ‘beautiful’.

(Dove 2016) Therefore in 2013 the Dove ‘Real Beauty Sketches’ experiment was done. In this experiment women hidden behind a curtain were asked to describe their looks to FBI forensic artist. Based on their own words the artist made a portrait of each woman. Before the whole experiment, women were asked to meet with one another without any purpose being said. The artist made two portraits for each woman, one based on the woman’s own description of herself and another on the description of a stranger. The final two images ended up being totally different, the ones described by a stranger being more optimistic, beautiful and realistic. Therefore the conclusion that women are their own worst critics was made. (Dove 2016) Overall, the advertisements of the campaign were first shown in the UK, however, the popularity rose and advertisements spread to North America and Europe very quickly. (McCleary 2014, 3) In April 2013, Dove’s ‘Real Beauty Sketches Video’ reached over 62 million views in one year. (McCleary 2014, 14)

Although the campaign’s beginnings date back in 2004, Dove is still actively spreading its visions. From the year 2016, Dove created a new partial campaign targeted towards social media. The ‘*speakbeautiful campaign*’ based on Twitter was created with the intention to lower women’s negative tweets about themselves. The ‘*jsmekrasne*’ Czech campaign was created for Instagram and Facebook where women can share a photo with a hashtag¹ symbol #jsmekrasne to show the world women can be self-confident. Both campaigns are centered on one topic Dove has been focusing on since the beginning, the ‘real’ beauty and self-confidence. (Dove 2016); (Unilever 2016)

7.1.3 Competitive Advantage, Effectiveness of the Campaign

The campaign with its advertisements and short films attempted to broaden the perception of beauty in general by using indirect comparisons with ideal beauty adverts which use misleading techniques and might shape the opinions and perception of beauty of women as consumers. As mentioned in Chapter 4, beauty and attractiveness have always been connected to stereotype, in some cases even discrimination. Therefore the deviation from stereotypes which Dove offered helped to gain a general competitive advantage over other cosmetic brands. The campaign has been concentrating on television advertising, Internet advertising and also printed one, believing that printed adverts may lead to higher attention of women, because of the possibility to concentrate on the content for a longer time. On

¹ ‘Hashtag’ is an assigned keyword to specific information used as a help in social media searching. (Small 2011)

that account, outdoor advertisements such as billboard were also widely used as a marketing tool. (Moriarty, Mitchell and Wells 2009, 176)

This campaign captured the attention of consumers, because it showed beauty from the point of view which women as customers were not used to see in media. (Celebre and Denton 2014, 1) Their website provides information about the campaign itself, however, also functions as an online platform for discussions and for women being able to say their opinions on so called “*message boards*”². (Infanger 2009, 20-21) It gives women freedom to express opinions and feel safe. Dove’s Campaign for Real Beauty is therefore considered to be representing a true brand narrative. (Infanger 2009, 51); (Dahlen, Lange and Smith 2010, 13)

At the same time, Dove managed to get close to mass audience through TV and internet advertisements, however, also through the word-of-mouth as they have been encouraging women to tell their stories and to realize the beauty in them. (Dahlen, Lange and Smith 2010, 14) With the campaign, brand awareness increased. In 2006, two years after introducing the campaign, “two-thirds of Dove’s sales were generated by people who bought more than one Dove product” which was doubled number when compared to the year 2003. (Celebre and Denton 2014, 2)

In the UK, the discovery of the campaign led to increased sales mostly because of high frequency of the adverts. Therefore this campaign was spread to the rest of the world with a purpose to continue to show the ‘real beauty’ to women who are used to see only one type of beauty, the ‘ideal’ one. The aim was also to increase the confidence of women and to encourage them to be satisfied with themselves. (Bibi and Grydeland, 2014, 8); (Dove 2016)

However, even despite the fact that the sales of Dove increased by 24% and that the 2.3 % market share was earned only within first 6 months of this campaign, there has still been a question whether the campaign worked as an effective advertising in general. As Dahlen et.al. mention, brand is supposed to have a meaning to the customer. Therefore the important aspect of a campaign is to gain the brand awareness, loyalty and provide a brand narrative. The trust of a customer is then the most important aspect. There have been, however, facts which were seen as threats for the Dove’s campaign. (Moriarty, Mitchell and Wells 2009, 203); (Dahlen, Lange and Smith 2010, 35); (Morel 2009, 27)

² Message boards represent a method of online communication accessible to every Internet user which enables people worldwide to share and post content at the same time. (Infanger 2009, 21)

7.1.4 The Criticism concerning Dove's Campaign

Dove's Campaign introduced women in the representation of 'real beauty' in advertisements, however, the campaign itself has also brought some doubts. (Celebre and Denton 2014, 1) First of all, as mentioned in Chapter 4, body image is connected to comparisons by which people perceive what they see in media and therefore build beliefs. Yet, not only 'ideal beauty' may be a source of comparison, but just every media portrayal concerning beauty and body images. Celebre and Denton point out that even the 'real beauty' comparison when watching Dove advertisement might cause dissatisfaction with women's bodies. Another opinion is that women who have already been shown the idealized beauty of models in media might be reminded of them when viewing adverts providing average women as the stereotypical ones are still the set 'ideals' and advertisements such as Dove's may "...remind women of the difficulties in achieving the thin ideal". (Celebre and Denton 2014, 3) According to Johnston and Taylor, Dove Campaign for Real Beauty indirectly shows how important role the beauty actually represents in the lives of women in order to raise a corporate growth. (Johnston and Taylor 2008, 961)

The study of Mascelli showed that average sized models in media do not affect the body image perception in any way, stating that if women much heavier than the audience appear, the other women as consumer might feel even more heavier themselves, therefore finds the campaign of Dove ineffective. (Mascelli 2010, 28-29) McCleary then points out another problem, especially of so called 'Vote Ads' and criticizes the fact that women are portrayed as objects for judgement by others while the physical appearance is still being depicted. According to McCleary, Dove's campaign still shows the importance of beauty in life of every woman. (McCleary 2014, 10-11)

7.2 Dove Brand and Misleading Advertising

Although Dove has been questioned in terms of their campaign, one of the biggest concerns has still been the fact that Unilever as the mother company of Dove also owns brands such as well-known Axe, which has been representing sexualization and stereotypical 'ideal beauty' within their advertisements. These advertisements represent 'ideal' beauty beliefs and therefore might put Dove in the negative light, as Celebre and Denton claim. (Celebre and Denton 2014, 4-5); (Dahlen, Lange and Smith 2010, 14)

Axe as a brand targeted towards man hygiene products is also a brand owned by Unilever. However, it is considered as a contrast to Dove, stating Axe portrays what Dove

criticizes. (Dye 2009, 120); (Froehlich 2009) Women portrayed in Axe advertisements are represented by the stereotypical ‘ideal’ models who are usually tempted by the smell of a deodorant or shower gel a man uses. Although these advertisements are portrayed in an entertaining way, they usually show a man being ‘hunted’ by ‘ideal’ stereotypical women. (Dye 2009, 120)

The relation of Dove and Axe has been also criticized by the Campaign for a Commercial Free Childhood³. Furthermore, the advertiser Ryan Clifton edited the advertisement of ‘Onslaught’ with words *“Talk to your daughter before Unilever does”*. One company is sending two different messages; therefore the intentions of Unilever may not be seen as clear. (Froehlich 2009) In addition Axe has been also considered as misleading by the customers as their advertisements show situations and effects of the product which in most cases do not meet the reality.

Nonetheless, another criticised issue was that in year 2013, Dove itself had to face the complaint against the Dove Hair Care advertisement which stated that *“90% of New Zealand women recommend Dove Hair care therapy”* which was seen as misleading statement and was examined by the ASA board. This statement provided in the advertisement was able to mislead the customer that *all* women in New Zealand use the Dove product. This advertisement was, therefore, declared as deceptive and the advertiser had to clarify that the survey was done only on women who had used the product and had to change this statement in the advertisement. (NZ ASA Complaint Statistics, 2013)

With the reference to Chapter 3.2 concerning deceptive practices, the author would label the Dove’s Hair Care advert as the one using incomplete information as those provided did not meet the reality and were considered as factually untrue. The misleading practices will be further analyzed in following section.

7.2.1 The Comparison of Dove Campaign with Misleading Advertising

Within the Campaign, Dove as a brand providing ‘real beauty’ and portraying reality claimed to not use any techniques such as retouching in their advertisements. (McCleary 2014, 3) However, after introducing the Pro-Age campaign, it has been proven that visuals

³ The Campaign for a Commercial Free Childhood represents a mission targeted towards the parents with the intention to lessen the advertisement access to children while growing up, being often ‘easy’ targets of marketing. (CCFC 2015)

portrayed within this campaign were in fact retouched (CD Appendix, Picture X), which brought doubts to this campaign. (Morel 2009, 37-38)

The Dove's Pro-Age campaign was launched with the reference to 'anti-aging products' of competitors advertised by women too young for these products. The brand Maybelline introduced the prototypical 'anti-aging' advertisement for the product 'The Eraser' make-up. This advertisement was, however, declared to be deceptive. In the picture, a face of the model Christy Turlington was shown with only parts being covered by the product showing the effect after the application of 'The Eraser'. Nonetheless, the image seemed unreal and was in fact created with the use of re-touching which was visible to the eye. The suspicion of the advert being misleading was therefore upheld by ASA and since 2011 the advert cannot appear again in its form. (ASA 2015)

With reference to Chapter 3.2, the misleading practices used in advertising were given as criteria for the analysis and comparison of the two advertisements - Dove's 'Pro-Age' advertisement (CD Appendix, Picture X) and Maybelline's 'Anti-aging Eraser' advertisement (CD Appendix, Picture Y).

	Dove	Maybelline
Untrue promises	No	Yes
Incomplete information	No	No
False comparisons	Yes	No
Deceptive pricing	No	No
False or distorted visuals	No	Yes
Small sized writing of important facts	No	Yes
False expertise	No	Yes

Table 1. The Comparison of Dove Campaign with Misleading Advertising (own creation)

Concerning the first criterion – Untrue promises – the author did not find such practices in the advertisement of Dove. On the contrary, the Maybelline advert is considered to use untrue promises when portraying images of the 'after-effect' of the product which cannot meet the reality. Secondly, both advertisements did not show any kind of use of incomplete information. Furthermore, the author did not find any false comparisons concerning the Maybelline advert, however, in contrast, the Dove brand might be considered as the one using false comparisons, even though these comparisons are not directly portrayed or referred to. The 'Pro-Age' campaign was created in order to portray real women who are not portrayed in typical 'anti-aging' advertisements; which may be seen as a comparison

with those typical ‘anti-aging’ advertisements. However, the one criticized aspect is the use of re-touching in advertisements and if Dove used the technique which was being criticized, the author sees this as a false comparison, because it is done in a misleading way. In terms of advertising, both advertisements did not portray any signs of misleading pricing techniques.

Although Dove has been accused of using re-touching with their ‘real’ advertisements, the author did not see this as a sign of a use of false or distorted visuals as the images were not deceptive, yet ‘only’ enhanced in a way which did not mislead the customer in any way. Nevertheless, the Maybelline advert is the typical portrayal of the use of false or distorted visuals as this was the main aspect of the ASA meeting’s decision. The advert used re-touching in order to enhance even the effect of the product, therefore the product itself was not able to meet the advertisement’s promises.

The use of small sized writing of important information was another aspect which the author found in relation to Maybelline’s advert. As ASA stated: “Small print along the bottom of the ad stated that the image was an ‘Illustrated effect’.” (ASA 2015) From the author’s point of view, this information was supposed to be shown more visibly to the eye, as a common consumer does not have a chance to read this statement. Dove, on the other hand did not use such technique at all.

As already stated in Chapter 3.2, ‘Endorsers’ are those who hand over a brand’s message, have identical beliefs as the brand and are usually represented by a well-known person. (Moriarty, Mitchell and Wells 2009, 122) The Maybelline’s advertisement used the model Christy Turlington to be portrayed as the one using their product. Generally, misleading advertising deceives the customer and does not meet the reality. This advertisement contained a lot of re-touching in order to portray the effect of the product on the model. However, the product was not able to perform such effect and because of that the advert was prohibited. It is then obvious that if the product was not able to show such effect in reality, the ‘endorser’ Christy Turlington did not use the product in a way she was portrayed to.

8 QUALITATIVE RESEARCH

The research was concentrating on Dove in general with all of the topics being related to this brand. First of all the author tried to find out whether Dove is a brand known to every recipient and what relations they have with this brand. During this research the author also provided non-biased information concerning this brand and their Campaign for Real Beauty showing pictures related to the advertisements which are available as an appendix on a separate CD. The author also tried to discover the perception of the fact that Dove and Axe are two brands related.

One of the purposes of this research concerned the topic of 'ideal beauty' and misleading advertising in media in general as these subjects are interconnected. The Axe brand as such has been linked to deception, on that account the effect of the relation to Dove's Campaign was investigated. The purpose was also to discover the effectiveness of Dove in terms of branding and consumer buying behavior.

8.1 Methodology of Data Collection

In terms of data collection for this qualitative research, the in-depth interviews were applied as a chosen method. Individual interviews with 15 women chosen according to the selected segment were conducted at a set place and time convenient to the respondents, each of the interviews lasting around 30 minutes on average. At first the interviewer started with simple questions and then continued with more complex ones, all of them were prepared before the interview. Nonetheless, as qualitative research is generally more flexible method, the author was also prepared for follow-up questions in order to keep the interview compact. Altogether, the interview included around 30 questions with these 27 questions being prepared ahead:

Q1: How old are you?

Q2: Do you work or are you a student?

Q3: Do you know the brand Dove?

Q4: Do you use the products of this brand?

Q5: Are you able to describe the logo of this brand?

Q6: Are you familiar with the Dove's Campaign for Real Beauty? (CD Appendix, Pictures 1, 2, 3, 4)

Q7: What feelings do the advertisements of this Campaign arouse?

Q8: Do you know the new 2016 campaign called 'Jsmekrasne'?

Q9: Do you think you will recommend this brand or at least talk about this brand with your family or friends?

Q10: Does this campaign influence your consumer buying behavior in terms of Dove products?

Q11: Do you often compare yourself with women portrayed in media, especially advertisements?

Q12: Do you think media somehow define beauty?

Q13: Would you change anything about the portrayal of women in media?

Q14: What is your opinion about the use of Photoshop and other enhancing techniques in advertising?

Q15: Do you recall any misleading features? What forces you personally to question an advertisement?

Q16: Do you know this Maybelline advert? (CD Appendix, Pictures 5)

Q17: What feelings do you get from this advertisement?

Q18: Generally, what type of portrayed women do you usually see in terms of 'anti-aging' products?

Q19: Do you know the 'Pro-Age' campaign of Dove? What is your attitude towards the topic of the representation of women above 50 in advertisements? (CD Appendix, Pictures 6)

Q20: In terms of 'anti-aging' advertisements, would you prefer any kind of change?

Q21: What feeling do you generally have in terms of Dove brand as a whole?

Q22: Do you know that Unilever, a company which owns Dove, is also an owner of the brand Axe?

Q23: Do you know the Axe brand? Are you able to describe any of their advertisements? (CD Appendix, Pictures 7)

Q24: How do you perceive the fact that one company owns two opposing brands?

Q25: Does it change your opinions about Dove and their Campaign?

Q26: What do you consider as beautiful?

Q27: Do you consider yourself beautiful?

8.2 Selected Segment

The selected segment was represented by women aged 19-29. The author chose this segment because of the fact that generally, young women, especially adolescent girls, tend to be influenced the most by the stereotypes in media in terms of ideal beauty, yet this segment is able to provide recipients both adolescents, but also adults. The research was conducted with 15 recipients, 5 working women and 10 students, who all individually took part in in-depth interviews. With the reference to the topic of this thesis, all chosen respondents were female of Czech origin; consequently this research was done anonymously.

8.3 The Preparation and Process of the Research

Before the research itself the preparation was an inevitable part of the process. Based on the theoretical part, the author chose pictures of advertisements as a part of the research and set the target segment. These selected advertisements included pictures from 'Real Women Campaign', Dove's six diverse women advert, the spot 'Evolution' and Dove 'Real Beauty Sketches'. All of the images are available on a separate CD disk together with the audios of these interviews.

The adverts were chosen according to the occurrence in Czech media as all of the respondents were of Czech origin. The research questions and possible additional questions were constructed with the intention of logical order and preserved flow of the interview. The in-depth interviews took place in March 2016, each being done in person and recorded on a tape. These tapes are available on a separate CD as the thesis' appendix. Before the first interview a pre-test was done on 3 women in order to measure the time of such research and sample the prepared questions. The interviews were concentrating on five main topics which will be further interpreted, questions being in different order than in the questionnaire. The research itself was conducted on Czech women in Czech language; therefore the author had to paraphrase the statements.

8.4 The Interpretation of the Research

8.4.1 The Perception of Ideal Beauty in Media

Dove Real Beauty campaign is generally connected to the portrayal of 'ideal beauty' in media as this campaign is seen as the one going against those stereotypes. Therefore with reference to the Chapter 4, the perception of 'ideal beauty' in media was one of the

researched questions. Out of 15 respondents, 14 women think that media in some way define the 'what is considered as beautiful'. A young, beautiful, skinny and white woman with perfect skin and hair seems to be the overall stereotypical portrayal of a woman in media. With the reference to Dove's research 'The Real Truth about Beauty', women were asked about their perception of what is beautiful for them and whether they consider themselves beautiful. In most cases, the respondents answered that beauty represents the state of being satisfied with one's body. Furthermore 40% of respondents did not consider themselves as beautiful, while the remaining 60% would prefer expressions such as 'nice' or 'average'. When asked whether they compare themselves to the women in media, especially in advertisements, 13 out of 15 respondents answered that they do. Even though some respondents felt like the representation of women in media has improved, all of them agreed that a change in women's portrayal in media is still needed and would be beneficial.

8.4.2 The Use of Misleading Practices in Advertisements

Generally, the process of declaration of an advert of being misleading is a complex process which involves authorities and specific rules and regulations. Nonetheless, only the perception of a consumer itself is vital. As mentioned in Chapter 2.4, a trust of a customer in terms of brand and their beliefs is a crucial aspect of advertising, consumer decision making and post-purchase behavior. Therefore, even though the advertisement may not be declared as misleading, if the consumer feels any kind of deception the brand loyalty might decrease. In terms of deception, these practices were found as the misleading according to the respondents:

- If the quality of a product or a service does not meet the advertisement
- If the looks and overall beauty is being enhanced
- The use of superlatives, the use of 'puffery'
- If the advertisement does not concern the product or a service
- Showing the effect of a product on a representative who does not need it

Even though the use of Photoshop and other techniques for enhancing the looks might seem as a misleading practice, 14 out of 15 respondents confirmed that the use of those techniques is accepted if not overused.

The respondents were at first shown an image of mentioned Maybelline advertisement

(7.3) without any links to the deception which this advert was accused of. Nevertheless, the responses to this advert as such were mostly negative, only 4 respondents stating a positive feeling from this advertisement, especially because of a beautiful endorser. Furthermore, all women agreed that this woman is not a good choice for an ‘anti-aging’ advertisement, stating that this woman looks too young and without skin imperfections. Therefore the topic of the research moved to the representation of women in anti-aging advertisements in general.

8.4.3 The Representation of Women in Anti-aging Advertisements

Stereotypes in advertising are mostly connected to age, gender or race and Dove’s Campaign involves each of these aspects. When concerning the representation of gender and age, women above 50 years old are generally considered to be shown rarely in advertising. As mentioned in Chapter 7.1.2, one part of the Dove’s campaign was concentrating on the increase of the portrayal of women above 50 in media, especially in advertisements for ‘anti-aging’ products. When asking the respondents about the typical portrayal of women for ‘anti-aging’ products, 14 out of 15 women stated that what they usually see are 30 year old women promoting such products. All of them agreed that the scale of the age of women in media should be wider and that ‘anti-aging’ advertisements would be more convincing when portrayed by older women who need the use of these products. The images of Dove’s ‘Pro-Age’ campaign appeared to be the solution as the reactions to this campaign were mostly positive. Although 4 respondents stated that some photos are extreme, all of them would eventually prefer these advertisements over the stereotypical ones.

8.4.4 The Perception of Dove’s Campaign for Real Beauty

In terms of Dove as a brand, every recipient recognized this brand and 9 out of 15 women were able to describe the logo of this brand. Within this research, photos from Dove’s Campaign for Real Beauty commercial spots and advertisements were shown to the recipients. (CD Appendix, Pictures 1-4) First of all to introduce this campaign, the ‘Real Women Campaign’ and photos of six diverse women, both from the beginnings of this campaign, were chosen. The visuals of the two spots – ‘Evolution’ and Dove ‘Real Beauty Sketches’ were then shown. These advertisements were chosen due to the fact that these occurred in Czech media the most and were likely to be familiar to the recipient. The recipients were then able to express their opinions, ideas and overall perception of this campaign. After receiving information about the Campaign, women were then asked

whether this campaign influences their consumer buying behaviour in terms of Dove products. Although this campaign had all positive responses, only 3 out of 15 women stated that this campaign might influence their purchase decisions. On the whole, the women portrayed in Dove's advertisements were perceived positively and were seen as a step forward in the portrayal of women in media. Yet some recipients pointed out that even though the general stereotypical portrayal of women in media is an extreme, Dove sometimes depicts overweight women which may be perceived as another extreme. Furthermore, all of the recipients were able to discover the new campaign of Dove for the year 2016 which was not familiar to them and all women stated that they might recommend the campaign to their family and friends.

8.4.5 The Opinions Concerning the Relation of Dove and Axe brands

As mentioned in 7.2, Unilever, a company which owns Dove brand is also the owner of Axe which is a company of opposite beliefs and representation in comparison to Dove. This aspect has been strongly criticized therefore this topic was also introduced to the recipients. Only one of the women knew about this relation, for the remaining 14 recipients this fact was new information. However, most of the recipients were able to recognize the Axe brand and describe it as the one promoting products for men and portraying perfect women in their advertisements, some respondents immediately stated that Axe advertisements seem like a direct opposite to the Dove's Campaign and that their adverts might even be seen as misleading. (CD Appendix, Pictures 7)

Nonetheless, out of 15 respondents only 2 women stated that the fact of Dove and Axe being a part of one company changes their perception of Dove in some way. The remaining respondents stated that this aspect does not change the positive perception of Dove; some of them distinguishing Dove and Axe as two different brands targeted towards opposite gender therefore the advertisements are expected to be different.

9 EVALUATION AND FUTURE RECOMMENDATIONS

9.1 Evaluation of the Comparative Analyses

The practical part of the thesis was first concentrating on the comparison of Dove with misleading advertisement of Maybelline. Although the two advertisements bear some similarities, the differences were much evident. Concerning the similarities, neither Dove nor Maybelline advert showed any kind of incomplete information in terms of deception. Furthermore the author did not record any deceptive pricing technique which was the second similarity. However, the differences between the two advertisements concerning misleading practices were noticeable as well as the overall level of deception.

In terms of Dove advertisement and the deceptive practices the brand was criticized for using retouching of their visuals even though the brand's messages went against retouching and the use of Photoshop in general. Nonetheless, the author did not see any false or distorted visuals which would mislead the customer. The use of Photoshop might be considered as just for enhancement and little adjustment of the representatives. The only aspect which could be considered as deceptive with the relation to the use of retouching in their advertisements might be the fact that this Campaign used false comparisons. While referring to the overuse of Photoshop in their spot 'Evolution' and aiming at the real beauty of every woman, the use of enhancing techniques goes a little against those beliefs. A consumer might then be confused, because if the 'real beauty' is in every woman regardless the computer adjustments the audience may ask why the brand would then use those techniques.

In contrast to Dove, Maybelline advert demonstrated more deceptive practices and the author was able to understand and confirm the ASA statement when forbidding this advert. This advert contained untrue promises of the effects of the product which were connected to the false visuals of the model. The use of retouching was the main subject of the complaint against Maybelline; however, ASA also stated that this brand used small sized writing of information as a form of deception. According to the author, the overall impression was that while using retouching and therefore false visuals, the use of false expertise was also present, as the product was not able to show the portrayed 'after-effect' in reality and therefore the model Christy Turlington did not use the product in the way she was portrayed to.

9.2 Summary of the Qualitative Research

The overall perception of Dove Campaign for Real Beauty and Dove brand itself is seen as positive. All respondents sympathized with the brand narrative and their beliefs and agreed that the message Dove is sending is perceived as truthful and real. Even though this Campaign was launched in 2004, women nowadays still feel that media somehow define beauty and show stereotypes; therefore the values Dove shows to costumers are still perceived as unique. Yet some respondents agreed that even though Dove portrays ‘real beauty’, some showed images were considered extreme in terms of weight or even age. As a result, the respondents stated that even though stereotypes in advertising are not perceived positively, neither are the opposite extremes.

However, while considering the whole research and the feeling the author got from the answers, Dove in terms of brand name and brand narrative seems like an effective one. Concerning the overall effectiveness of this campaign, that might be questioned, because as already stated, only 3 out of 15 respondents admitted that the campaign and beliefs of Dove may influence their decisions when purchasing cosmetic products. Most of the respondents stated that this campaign does not arouse any connections with the products of Dove. Generally, every brand wants to make a profit and while providing brand narratives and advertisement connected to it the intention is to get the attention of a customer to purchase the product or a service. Therefore it may seem that even though the message they send is effective and appealing, the brand as such is not as effective as expected.

In comparison to misleading advertising, the topic of this research was concentrating also on the relation of Dove and Axe brands. Axe as a brand providing controversial advertisement is sometimes from the customers’ point of view considered as deceptive as the advertisements portray situations which men may expect from using their products. Although Dove and Axe are the two brands both belonging to company Unilever, this relation was generally not seen as the one that would hurt Dove and their brand messages.

9.2.1 Limitations of the Research

In conclusion, the author as an interviewer tried to objectify the research and provide non-biased information. However, when entering the research every interviewee had different information base about the discussed topic and brands, which is a factor that may in advance influence the answers, yet it is a factor not suggestible. Furthermore, the author chose only some advertisements according to their own consideration, which may be seen as a limitation of the research. Another one might be the fact that the chosen respondents

of this research were represented by female only. Although this topic concerns women the most, the point of view from men could also be beneficial as this point of view may be the one most influencing women's perception of themselves. The last limitation worth mentioning is that generally, qualitative research is the type of research providing individuality and understanding; therefore the research may be done in-depth. However, this type of research deals with small number of recipients and on that account the outcomes cannot be generalized. The author would recommend quantitative research as a further method used for the topic of 'Effectiveness of Dove in terms of consumer buying behavior'.

9.3 Future Recommendations

When referring to the findings from the practical part, it is clear that Dove as a brand has both strengths and weaknesses and that within this analysis more is to be understood and further researched might be appropriate. For example, as mentioned above, the future researched could use quantitative data and could be sampled also on male respondents. Men in general may represent the biggest influencers while concerning the portrayal of women's beauty in media.

While considering men as participants of a future research, they could be a good target segment to refer to as well as Dove provides also products for men. Generally, a person's self-esteem is important regardless the gender, therefore advertisements as those targeted towards the women could be beneficial when targeted towards both female and male. Another idea is that the 'message boards' which Dove uses could be a place for the men to express their opinion about the portrayal of women and media.

The fact that most of the respondents of the research did not find much of connections between the Campaign and the products of Dove, the brand might start to focus on engaging more of the products into the Campaign. Even though Dove as such is an effective brand, the sales of their products could be even higher when customers would be able to change their consumer buying behavior because of the Campaign and brand's beliefs.

Within the research, some women depicted the fact that even Dove's advertisements sometimes promote extremes in terms of weight or age. Some pictures portraying 'real women' were seen as promoting obesity, which is not healthy in any way to any consumer. Therefore from these findings, the only recommendation would be that even though

extremes in general might catch the customer's attention, the advertisement as appealing to mass audience should still promote healthy lifestyle and healthy body images in general.

CONCLUSION

This thesis was concentrating on Dove and its Campaign for Real Beauty. Over the years, this Campaign had to deal with criticism, especially concerning two issues: one of them being the fact that the Dove and Axe brands belong to the company Unilever, which creates a relation between two brands of totally opposite beliefs. Secondly, Dove as a brand promoting real beauty and going against the use of techniques for enhancing body image, such as Photoshop, was also accused of deceiving customers while using retouching for their Pro-Age campaign. Furthermore, beyond the Campaign for Real Beauty, the ASA also proved deception in one of their advertisements for Dove's Hair Care while providing incomplete information in their advertisement. Therefore the purpose of this thesis was to investigate the relation of Axe and Dove brands in terms of brand effectiveness with the overall perception of this Campaign and their messages targeted towards the stereotypical portrayal of 'ideal beauty'. Nevertheless, the comparison of Dove and misleading advertising was the goal of the thesis as well while the proof of deception in such a campaign could make the brand's message anything but effective.

In terms of deception, the analysis focused on the comparison of Dove and Maybelline advertisements. The advertisement of Maybelline has already been proven by the ASA as misleading whereas Dove advertisement was only accused of deception. However, with the relation to the message Dove sends to its customers it is a vital feature which cannot be ignored. Therefore the author tried to analyze and compare those two advertisements with criteria given in the theoretical part. The outcome of this analysis was that even though Dove advertisement may include features such as the use of Photoshop which can be regarded as deceptive, this feature does not mislead the customer in any way. On the other hand this comparison proved that the Maybelline advert is indeed deceptive.

Furthermore, the author used in-depth interviews as a means of qualitative research with the purpose of evaluating the Dove effectiveness as a brand while including the relation of this brand with Axe. The research done on 15 respondents proved that Dove with its message is effective in terms of making a positive impression on the recipients and being regarded as a true brand narrative. Nonetheless, most of the respondents admitted that the Campaign for Real Beauty does not influence their buying behavior in terms of Dove products; therefore, the effectiveness in terms of selling is open to doubt. Generally, the author would recommend Dove to engage their products more into the campaign and to think about engaging also males into the whole brand narrative.

To conclude, even though Dove's Campaign for Real Beauty has been spreading their message of 'real beauty' since 2004, it is now 2016, and women still feel like the media defines beauty in a stereotypical way. With the reference to the ASA's Rulings, the use of misleading practices is still frequent in terms of advertising. However, as discovered from the analyses, Dove as a brand does not represent deceptive advertising. While referring to the research, from the customer's point of view even the use of superlatives, called 'puffery', may be seen as a deceptive practice. On that account every brand should be aware of how misleading advertising may not only harm the consumers, but also the brand itself as the trust of a consumer and a potential buyer is the most important factor in business.

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LIST OF ABBREVIATIONS

ASA	Advertising Standards Authority
FTC	Federal Trade Commission
UK	United Kingdom
Q	Question

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APPENDIX P I: CD

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 - 5 - Maybelline's misleading advertisement
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- Interviews:
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APPENDIX P II: QUESTIONNAIRE – CZECH VERSION

1. Kolik vám je let?
2. Studujete či pracujete?
3. Znáte značku Dove?
4. Používáte produkty této značky?
5. Znáte logo této značky?
6. Znáte kampaň Dove za Skutečnou krásu?
7. Jaké pocity máte z této kampaně ?
8. Víte o nové kampani na rok 2016, která se jmenuje Jsmekrasne?
9. Myslíte si, že se o Dove a její kampani zmíníte svému okolí ?
10. Ovlivnila tato kampaň vaše rozhodování v rámci nákupu produktů Dove ?
11. Porovnáváte se často s modelkami zobrazovanými v médiích, především v reklamách?
12. Myslíte si, že media jakkoliv definují krásu?
13. Zvolila byste jiné modelky pro použití reklam než ty, co byly používané doposud?
14. Jaký máte názor na používání Photoshopu a jiných technik úprav fotek pro reklamy?
15. Napadají vás nějaké prvky klamavé reklamy? Co vás nutí reklamu zpochybňovat a dokonce i považovat za klamavou?
16. Znáte tuto reklamu od Maybelline?
17. Jaké ve vás vyvolává pocity a dojmy?
18. Jaké ženy všeobecně vidíváte v reklamách na protistárnoucí tzv. anti-age produkty?
19. Znáte Pro-Age kampaň od Dove? Jaký máte názor na používání žen starších 50 let v reklamách na anti-age produkty?
20. V rámci anti-aging reklam, uvítala byste nějakou změnu ?
21. Jaký dojem na vás tedy celkově Dove dělá?
22. Věděla jste, že Unilever, firma, pod kterou dav spadá vlastní i značku Axe?

23. Znáte reklamy Axe? Znáte některou z jejich reklam?

24. Jak vnímáte fakt, že jedna firma zastřešuje dvě značky, které jsou úplným protipólem a propagují jiné hodnoty?

25. Mění to u vás pohled na samotný Dove a jejich kampaň?

26. Co pro vás osobně znamená krása?

27. Považujete se za krásnou?

APPENDIX P III: QUESTIONNAIRE – ENGLISH VERSION

Q1: How old are you?

Q2: Do you work or are you a student?

Q3: Do you know the brand Dove?

Q4: Do you use the products of this brand?

Q5: Are you able to describe the logo of this brand?

Q6: Are you familiar with the Dove's Campaign for Real Beauty?

Q7: What feelings do the advertisements of this Campaign arouse?

Q8: Do you know the new 2016 campaign called Jsmekrasne?

Q9: Do you think you will recommend this brand or at least talk about this brand with you family or friends?

Q10: Does this campaign influence your consumer buying behavior in terms of Dove products?

Q11: Do you often compare yourself with women portrayed in media, especially advertisements?

Q12: Do you think media somehow define beauty?

Q13: Would you change anything about the portrayal of women in media?

Q14: What is your opinion about the use of Photoshop and other enhancing techniques in advertising?

Q15: Do you recall any misleading features? What forces you personally to question an advertisement?

Q16: Do you know this Maybelline advert?

Q17: What feeling do you get from this advertisement?

Q18: Generally, what type of portrayed women do you usually see in terms of anti-aging products?

Q19: Do you know the Pro-Age campaign of Dove? What is your attitude towards the topic of the representation of women above 50 in advertisements?

Q20: In terms of anti-aging advertisements would you prefer any kind of change?

Q21: What feeling do you have in terms of Dove brand in general?

Q22: Do you know that Unilever-a company which owns Dove- is also an owner of the brand Axe?

Q23: Do you know the Axe brand? Are you able to describe any of their advertisements?

Q24: How do you perceive the fact that one company owns two opposing brands?

Q25: Does it change your opinions about Dove and their Campaign?

Q26: What do you consider as beautiful?

Q27: Do you consider yourself beautiful?