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Harvard Business School Dove Case

Examines the evolution of Dove from functional brand to a brand with a point of view after Unilever designated it as a masterbrand, and expanded its portfolio to cover entries into a number of sectors beyond the original bath soap category. The development causes the brand team to take a fresh look at the cliches of the beauty industry. The result is the controversial Real Beauty campaign.

Dove: Evolution of a Brand - Case - Harvard Business School

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Hayes, Robert H. "Explosion in the Dover Plant." Harvard Business School Case 681-043, November 1980. (Revised February 1982.)

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Dove Evolution Of A Brand Harvard Business School Case 9 What was Dove's market positioning in the 1950s? What is its positioning in 2007? Dove back in the 1950's had one product that was the "beauty bar", it was positioned upon its function as a superior product that doesn't dry out the skin the way soap did.

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Dove : evolution of a brand (Book, 2008) [WorldCat.org]

In Harvard Business Review Case, Dove: Evolution Of A Brand,

1. What. is a brand? Why does Unilever to want fewer of them? 2. What was Dove's market positioning in the 1950s? What is its positioning in 2007? a) What data did Dove see that this new positioning was a good direction for consumers and right for the brand?

[Solved] In Harvard Business Review Case, Dove: Evolution ...

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