



Ideal H+K
Strategies



DJUNA PR BRAZIL

Influencers + Press media

3

#NosMostre

mais mulheres que
se parecem comigo

Beatriz, Brasil

GOALS

- Enlighten the conversation of real beauty through representativeness on media and publicity
- Engage an authentic conversation on social networks of breaking beauty stereotypes, identification of body positive.
- Highlight Dove's positioning on real beauty

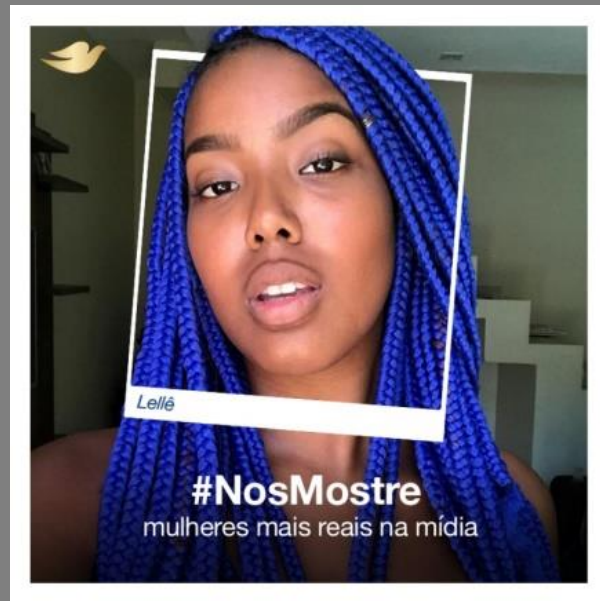
STRATEGY

- Create different narratives to achieve media/ad market and consumers combining buzz on social media with PR pitches.

Buzz on social media

Ambassadors – leading the storytelling on Instagram

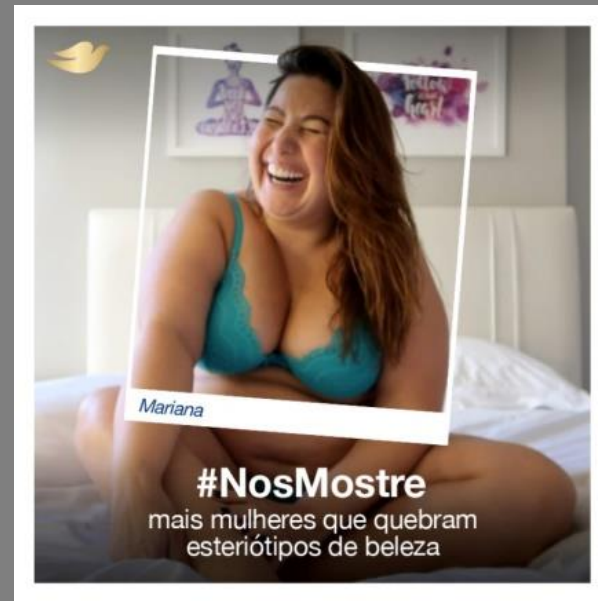
We identified 3 digital influencers who clearly talk about female representativeness encouraging the breakdown of beauty stereotypes. In posts made on their social networks, they explained to the public about the project and encouraged the use of images with real women in the media.



Lellezinha, singer

[@lelle](#)

1M followers



Mariana Xavier, actress

[@marianaxvieroficial](#)

1.6M followers



Ellora Haone, activist and writer

[@ellorahaonne](#)

693K followers

Results - Ambassadors



1.7MM
Impressions



388.000
Reach



3 feed
22 Stories

739.000
Stories views



105.000
Engagement

3,3%
engagement average.*



R\$ 123.000
Investment

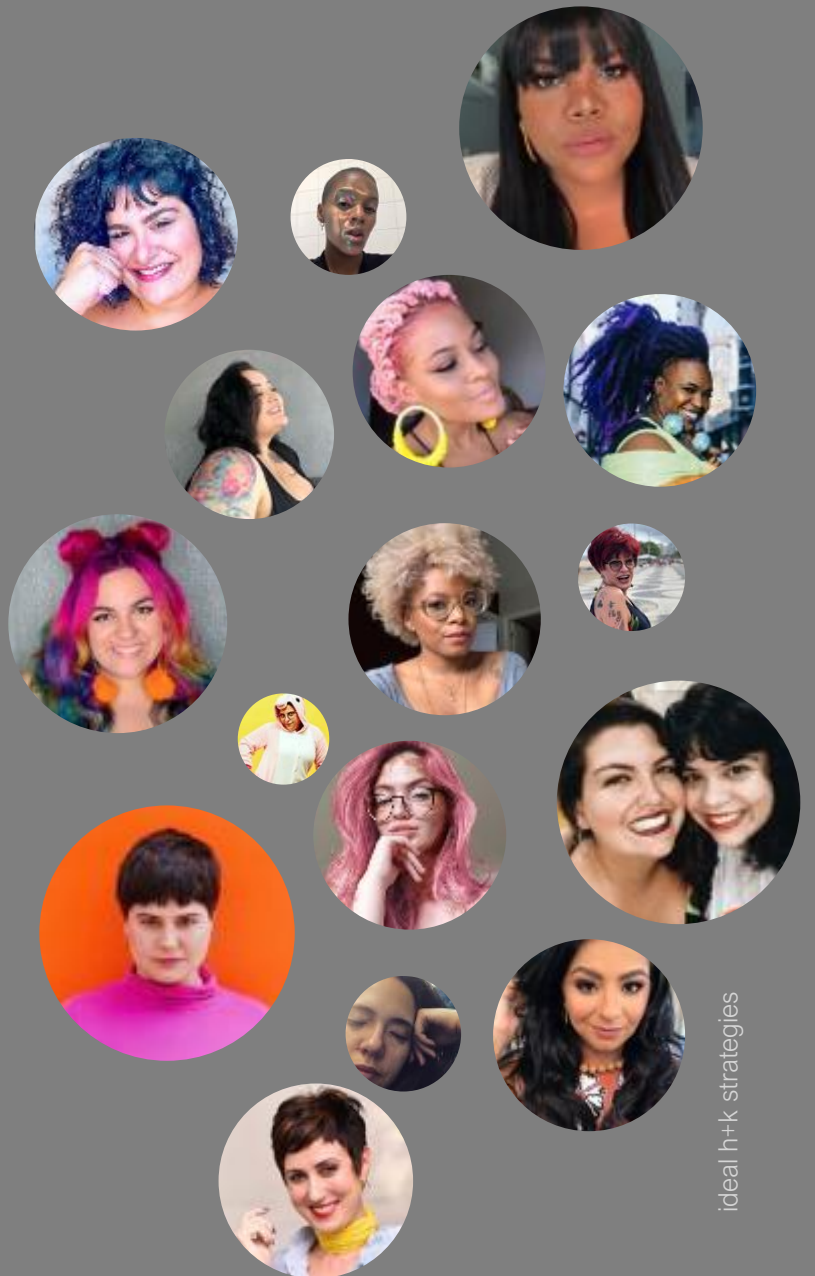
Buzz on social media

Organic Influencers – engaging an authentic conversation

We wanted to call the attention of 3 groups of digital influencers and provoke a spontaneous conversation on social media.

- Real Beauty Activists
- Real Beauty but not political
- Beauty Mainstream

In order to sustain and amplify the initial buzz with ambassadors we selected a team of influencers to send a customized kit with a picture in a frame following the concept of the campaign and a letter to their followers to explain the #showus proposal. The box included an instantaneous camera to stimulate them on taking pictures of people who could be shown more often on media. They shared it and talked to their audience.



Results - Organic Influencers



14.5MM
Potential impact

Alexandrismos



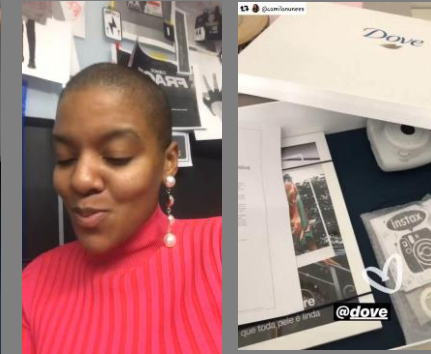
Tiê



Barbarhat



Suyane Ynaya

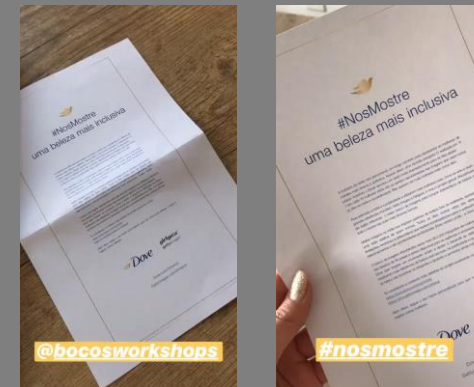


10.7MM
Potential Reach

Nany People



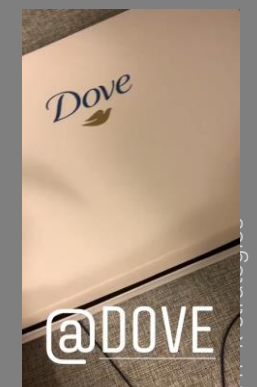
Coisas de Diva



O Averso da Moda



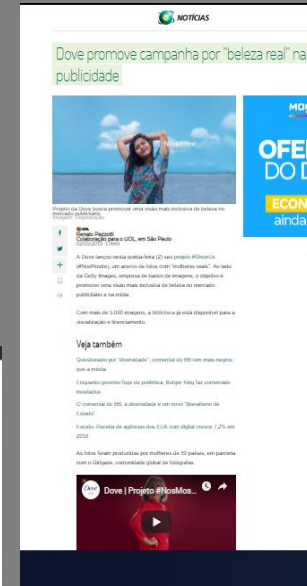
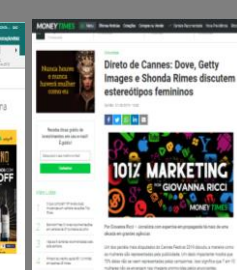
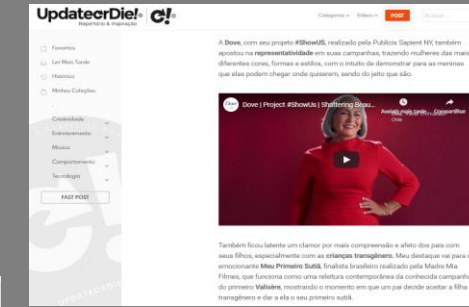
Mari Maria



109
Posts in Instagram

Results – Press Media

- + 40 articles
- Ad value: R\$ 213.445,30
- Estimated impact + 15 MM





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