

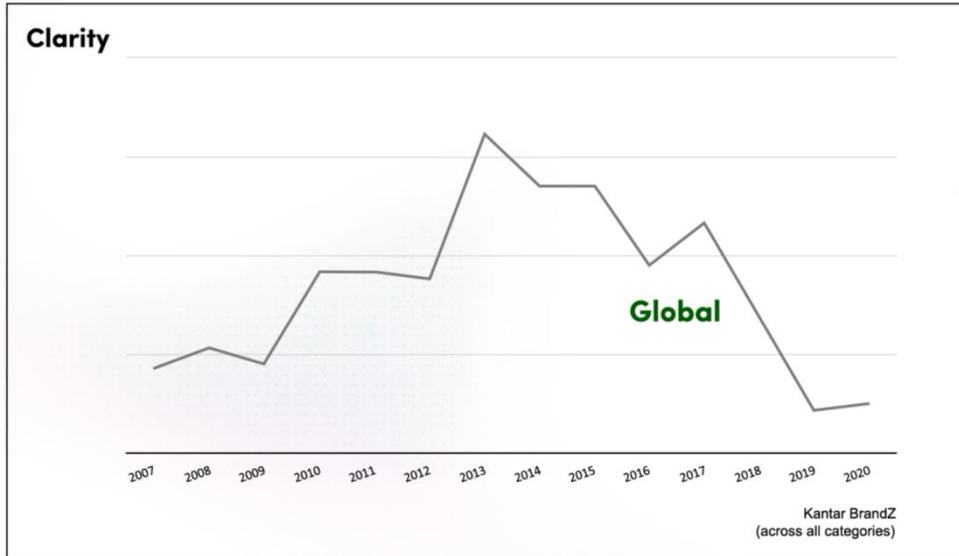


# Beyond the AI hype

How the best brands stay unshakeable in the age of AI

ALESSANDRO MANFREDI

FORMER DOVE CMO | FOUNDER IKIGAI BRAND CONSULTANCY



## CHALLENGE OF THE DECADE

KANTAR BRANDZ



TWICE THE NUMBER OF MESSAGES → LOWER CUT THROUGH

MORE MEDIA PLATFORMS → MESSAGE FRAGMENTATION

SHORTER AND SHORTER FORMATS → POORER CONTENT

PRIORITISED CONVERSION: 'BUY NOW' → POORER CONTENT

CHASING 'LIKES' AND 'TRENDS' → SCHIZOFRENIC CONTENT

AI CONTENT CREATION → 'AVERAGED' CONTENT



STANDOUT  
MEANING  
DIFFERENTIATION

## CHALLENGE OF THE DECADE



PEOPLE **WOULD NOT**  
**CARE** IF **78%** OF THE  
BRANDS THEY USED  
**DISAPPEARED**

(Havas Study)

CHALLENGE OF THE  
**DECADE**



LIGHT THE FIRE  
INSIDE YOUR BRAND



# From Soap into Beauty



1957  
Beauty bar



1995  
Body Wash



1997  
Deodorant



1999  
Hand and body



1999  
Facial cleansing



2000  
Hair



# The Tension

Only 2% of women worldwide are comfortable choosing the word "beautiful" to describe themselves.

Well over half of all women strongly agree that "the attributes of female beauty have become very narrowly defined in today's world."

*Source: Dove All the truth about beauty 2004"*



 Dove Firming. As tested on real curves.



new Dove Firming with seaweed extract. For beautifully firm skin.





→ | Dove

wrinkled?  
 wonderful?

Can 96 be beautiful?

Text your vote to:  
43683 (4Dove)  
**(A)** for wrinkled  
**(B)** for wonderful

wrinkled: 34% 51

# Taking Action



All Tools scientifically proven and developed with academic experts



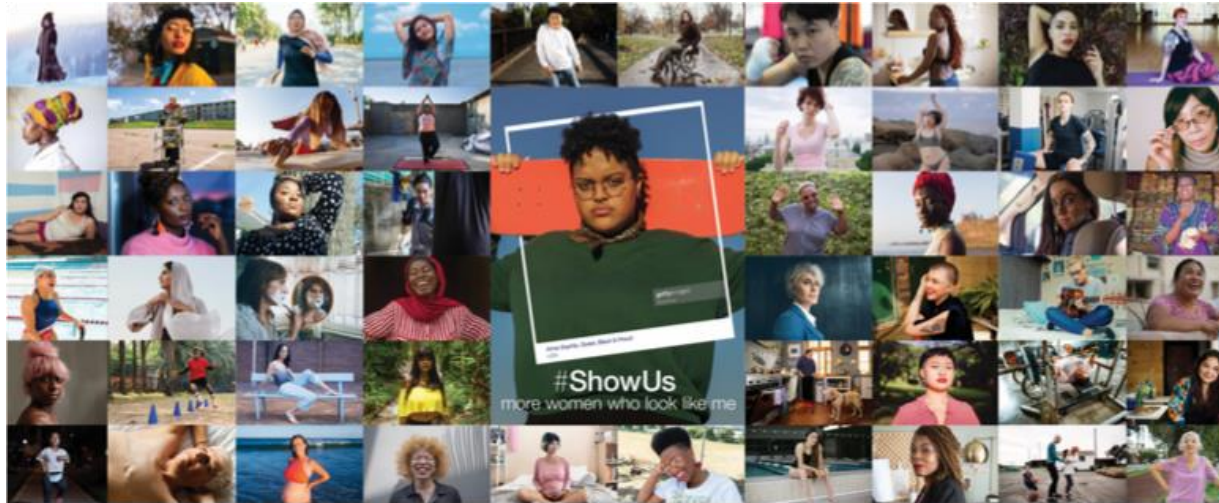
137 million  
young people in 150  
countries since  
2004

#1

Provider of Body  
Confidence  
Education in the  
world



# Representation in advertising




**+25,000** images created

**+7,000** companies used





# Social media's Dangers



Retouching  
her face  
crops her  
confidence.

Download our new Social  
Media Confidence Kit.  
[Dove.com/confidence](https://Dove.com/confidence)

  
Self-esteem project

Let's **Change**  Beauty



# Beauty and AI



**What kind of  
beauty do we  
want AI to learn?**

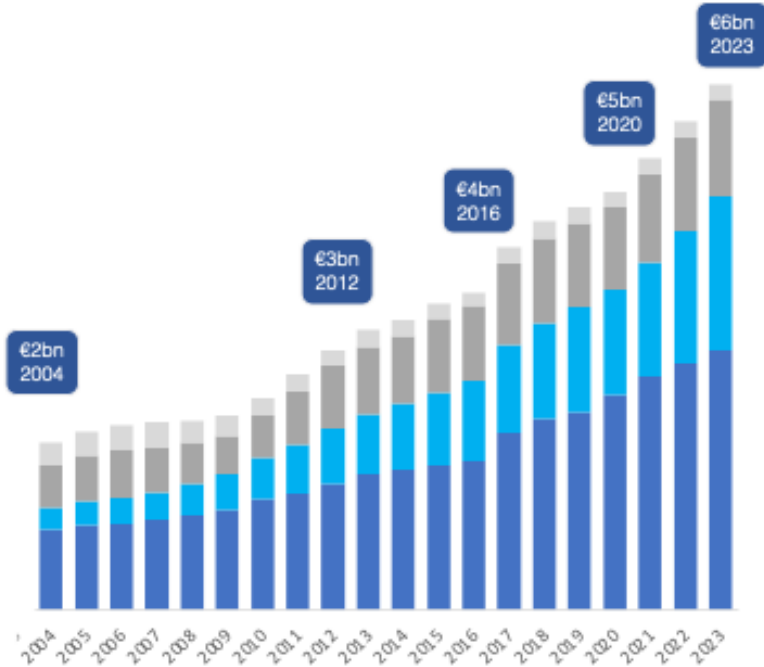
By 2025, 90% of online content is predicted to be generated by Artificial Intelligence. Dove will keep committed to real beauty. Learn more at: [Dove.com](https://www.dove.com)

**Dove**   
20 years **changing** beauty

\*Artificial Intelligence has been used in this advertising for the sole purpose of showing beauty bias in generative AI tools.



# The Business Case



# Light the fire inside your brand

STRATEGIC  
CLARITY

X

CREATIVE  
MASTERY



AI IS A FORMIDABLE  
WEAPON FOR EXECUTION



# Bullet Proof Brand Fundamentals

**SIMPLICITY**



**CENTER OF GRAVITY**



# Ruthless Simplicity



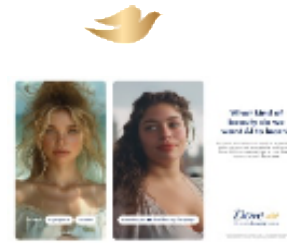
CHILDHOOD MAGIC



ULTIMATE INDULGENCE



SAFE DRIVING



REAL BEAUTY



DEMOCRATIC DESIGN



# Bullet Proof Brand Fundamentals

SIMPLICITY



CENTER OF GRAVITY

**CONSISTENCY**



**BOUNDARIES**



# Boundaries



Assets



Narratives



Experiences



Behaviours



# Bullet Proof Brand Fundamentals

SIMPLICITY



CENTER OF GRAVITY

CONSISTENCY



BOUNDARIES

**EMOTIONAL  
CONNECTION**



**HUMAN TENSION**



HAVING A POINT OF VIEW

≠

HAVING A PERSONALITY





If you have a body  
you are an athlete



*Barbie*

Giving girls freedom to dream  
helps maximise their potential





The more I consume  
the more I pollute



Creative play develops children skills  
and inspires the builders of tomorrow

**DON'T BUY  
THIS JACKET**



**COMMON THREADS INITIATIVE**  
Together we can reduce our environmental footprint.

**TAKE THE PLEDGE**

**What it is  
is pioneering.**

They're not just playing with LEGO bricks, they're showing their creativity. Fast forward a few years and they'll be running the world. We are joining forces with UN Women, rebuilding the LEGO Group into a more equal and inclusive workplace that will be ready for leading.

Discover more at [LEGO.com/FutureBuilders](https://LEGO.com/FutureBuilders)

#LEGOFutureBuilders



**What it is  
is creative.**

They're not just playing with LEGO bricks, they're showing their creativity. Fast forward a few years and they'll be running the world. We are joining forces with UN Women, rebuilding the LEGO Group into a more equal and inclusive workplace that will be ready for leading.

Discover more at [LEGO.com/FutureBuilders](https://LEGO.com/FutureBuilders)

#LEGOFutureBuilders



**What it is  
is imaginative.**

They're not just playing with LEGO bricks, they're showing their creativity. Fast forward a few years and they'll be running the world. We are joining forces with UN Women, rebuilding the LEGO Group into a more equal and inclusive workplace that will be ready for leading.

Discover more at [LEGO.com/FutureBuilders](https://LEGO.com/FutureBuilders)

#LEGOFutureBuilders



BRAND DO

VS

BRAND SAY



# Brand Do



Products



Activations / Experiences



Behaviours



# Building emotional connections today

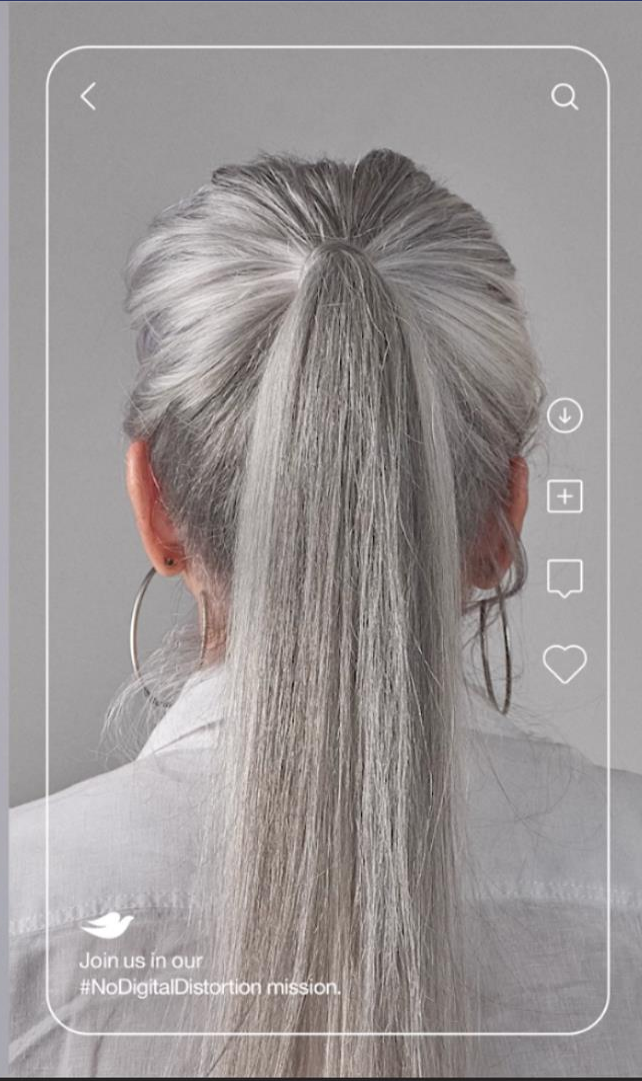
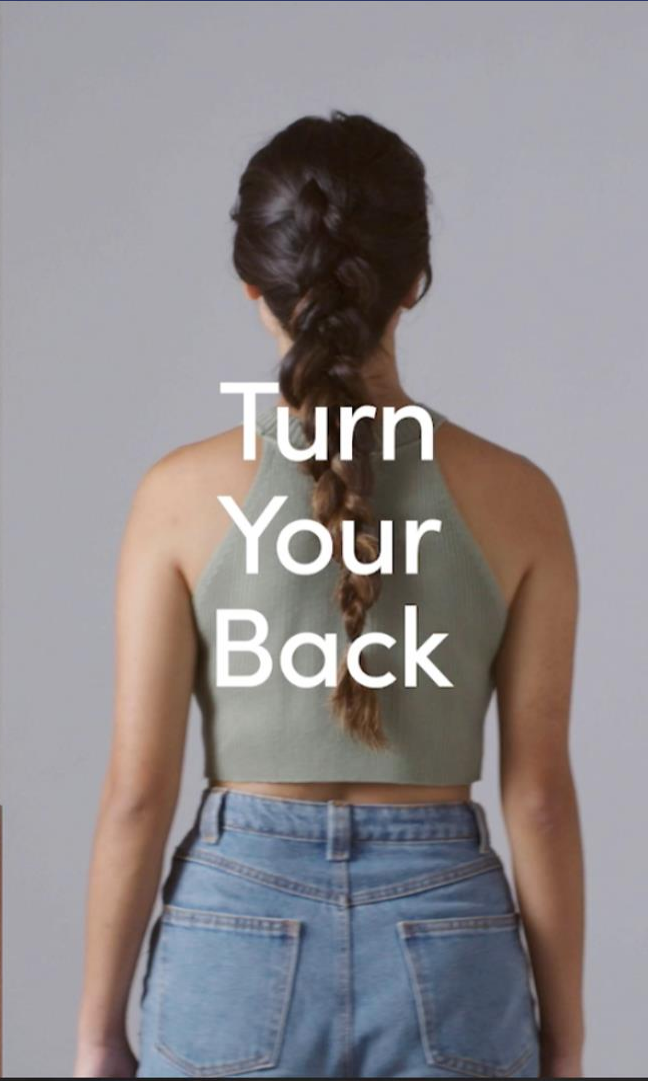
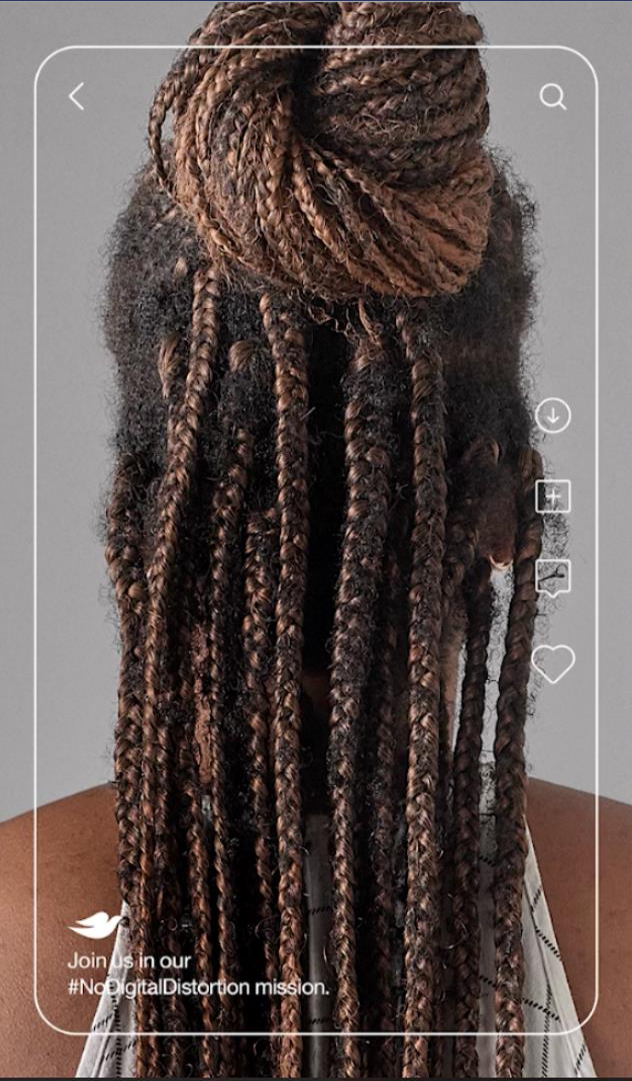


# Let's make virtual beauty, real.

Did you know that 2 out of 3 female gamers in the UK agree there is a lack of representation in gaming characters?  
We're partnering with Women in Games and Unreal Engine to change that.



*Dove*  
Let's Change Beauty



# In closure

- We have entered the Perfect Storm: are your Brand Fundamentals ready ?
- What are you asking from AI ?
- What is your Fire and your Compass ?
- Are you building a Creative Excellence culture inside your company ?

