

Jay Chiat Awards 2019

Dove Project #ShowUs

Title: Project #ShowUs

200-word Introduction:

Research on global equality movements and media representation informed us that 70% of women — inclusive of all female-identifying and non-binary individuals — still don't see themselves represented in the media & advertising. Many images impose unrealistic beauty standards that present a narrow view of who women are, what they should look like, and what they can achieve. Women's lives are affected by these limitations, exclusions and stereotypes, affecting their health, relationships and opportunities.

To create systemic change, Dove has taken action with Getty Images and Girlgaze to create Project #ShowUs, the world's largest stock photo library created by women to shatter beauty stereotypes by showing women as they are, not as others believe they should be.

Project #ShowUs features 5,000+ photographs of women from 39 countries. 100% created and photographed by women, with zero digital distortion. Available to all media & advertisers worldwide at GettyImages.com. For the first time in stock photo history, every woman photographed has personally defined their own search tags, so they can be seen on their own terms.

By showing more women as they truly are, we can improve the self-esteem and quality of life for all women everywhere, and they can show the world what's possible.

Written Overview:

Background & Strategy

Dove is globally committed to making beauty a source of confidence, not anxiety. But confronted with new challenges in a highly competitive market, Dove needed to rethink their comms model, with an emphasis on purpose-driven marketing. The brand needed to overcome the challenges of a cluttered "Femvertising" space, consumer suspicions surrounding advertising, brand fragility, and a decrease in brand trust particularly amongst their younger, more socially aware Millennial & Gen Z audiences.

To overcome these landscape challenges and reassert themselves as a leader in the beauty category, Dove established a new marketing model: from making an impression to making a difference. To put their point of view on beauty into action, Dove wanted to take aim at liberating all women — inclusive of all female-identifying and non-binary individuals — from the

oppressive stereotypes that limit them, and create an experience of beauty that is universally accessible to women worldwide.

But Dove understood that societal change cannot be made by one brand alone, so they set out to identify and partner with the experts, change-makers, and like-minded organizations to help the brand create a more inclusive vision of beauty.

By combining research on global equality movements and media representation, we discovered that 70% of women — inclusive of all female-identifying and non-binary individuals — still don't see themselves represented in media & advertising. Furthermore, 6-in-10 women feel that more diverse and authentic depictions of women would increase their own beauty confidence and that of the next generation, too.

Many images continue to impose unrealistic beauty standards that present a narrow view of who women are, what they should look like, and what they can achieve. Essentially, “you can't be what you can't see”. Studies have proven that women's lives are affected by these limitations, exclusions and stereotypes in many ways. It affects their health, relationships and opportunities in life. But women worldwide are demanding change and accountability for how they are portrayed in media & advertising.

While narrow beauty stereotypes affect women worldwide, the nuances of exactly who and how they limit vary based on local values. So, we conducted market-specific research - across 39 different countries - to determine each country's beauty ideal, who is represented in media, who is marginalized and why. The result was a data-informed approach to break stereotypical portrayals of women in ways most authentic to their own personal experience. Some of our findings include:

- Women with disabilities are rarely featured in fulfilling relationships
- Older women are stereotyped in media as geriatric
- Women with visible skin conditions are encouraged to hide their bodies
- Women who don't conform to traditionally feminine roles are deemed unbeautiful
- Higher-weight women are less likely to engage in sports due to inadequate clothing options
- Higher-weight women earn significantly less over a lifetime (~\$200K)
- In U.S., African-American/Natural hair is deemed 'unprofessional' in the workplace
- In China, unmarried women over 25 are deemed “leftover” – unfit for marriage
- In Asia, women are discouraged from exposing their skin to the sun because darker skin is considered “ugly”
- In Asia, women whose looks don't conform to standards are not considered trustworthy in the workplace

Creative Idea

Dove has taken action with Getty Images and Girlgaze to create Project #ShowUs. After 18 months of deep partnership, we've built the world's largest stock photo library created by women — inclusive of all female-identifying and non-binary individuals — to shatter beauty stereotypes by showing women as they are, not as others believe they should be.

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But action without awareness makes little impact, so Dove created a global campaign that was a call-to-arms for women to further grow the collection, and for our industry to use it. A campaign toolkit (films, print, OOH, social + events) was locally-adapted in 39 countries. And partnerships with media powerhouses ensured that Project #ShowUs images were used on an unprecedented scale.

This is just the beginning. 10% of every image licensed supports women photographers and further grows the collection. Together with women and industry change-makers worldwide, Project #ShowUs aims to show all women as they are, so they can show the world what's possible.

Results

Project #ShowUs launched on 27 March, 2019, completely re-imagining how stock imagery is conceived, produced and distributed, setting a new standard for authentic representation of women — inclusive of all female-identifying and non-binary individuals.

Since then, 100,000+ women worldwide raised their hand to support the collection. 1,300+ companies in 40+ countries have downloaded 15,000+ images from the collection. Project #ShowUs has garnered 100% positive sentiment. 62% of women believe #ShowUs images better represent how most women in their country look. 66% say they're more likely to use/purchase brands that use #ShowUs images.

Project #ShowUs has inspired Getty Images to implement the groundbreaking self-defined photo tags across their entire platform. And increased women in their workforce by 35%. They've established grants to support future female-identifying photographers, committing to more diverse representation behind the lens. It also facilitated the creation of Girlgaze's global jobs platform, and accounted for 116 jobs at gender parity for female-identifying photographers worldwide.