Market
The personal care products market in Turkey reached US$1.8 billion in 2004 and makes up 7.5% of the fast moving consumer goods market. This market, in contrast to developed countries, is far below its real potential in Turkey. Nevertheless, despite its small size, it is an extremely competitive market. Rapid growth has been seen in this market due to the diversification of and increase in consumer demand, coupled with an increasing number of brands over a number of years. In addition, leading brands have expanded their product portfolios.
Achievements
Dove has grown by 235% in two years, thereby setting an important record in the personal care products market. Results from the first quarter of 2005, showed that Dove had become the number one women’s cosmetic brand with a 3% market share.

Today, Dove, as a brand, has a higher turnover than many fast moving consumer goods markets, such as mayonnaise and bouillon. It is on its way to becoming a ‘mega’ beauty brand, redefining the standards for all personal care categories it enters.

The main reasons for Dove’s success in the intensely competitive environment in which it operates is its functional and emotional differentiation from its competitors in the four main categories (skin cleansing products, skin care products, deodorants and hair care products) in which it is present.

The best example of this is Dove Cream Bar, the core of the Dove family. Since entering the beauty soap market in 1993, it has grown rapidly, becoming the second brand in the market, with a 19% share. The fact that Dove, a premium brand, holds second place with only two products in a market, where variety and price have major importance, says a lot about the brand’s success.

Another example of Dove’s success is Dove Body Silk. When it entered the hand and body cream market in 2002, it had competitors of 30-40 years standing. Within three years, it has become the leading soft cream brand in the market.

In most of the markets in which Dove is present, the competitors are well-established expert brands. Because of this, there is strong competition, more so than other personal care markets. An example of this is the hair care market, which Dove entered in 2002. In only two years, Dove achieved 10.4% market share and became the third brand in the tough shampoo market. The major contributor to this success was the Moisturising Anti-Dandruff Shampoo launch in 2004. With this launch, Dove carried its expertise in skin care to hair care. As a result of the launch, which was supported by above and below the line communications and the slogan ‘Dandruff is a skin problem’, Dove achieved a market share above 10% and became the third largest brand in the competitive shampoo market.

Due to its quality and uniqueness, Dove was given the Golden Quality Award by Consumer Magazine, in 2002. Consumers clearly perceive that Dove is offering things that are different from its competitors. For instance, 70% of beauty soap consumers see Dove Cream Bar as ‘a better quality product and significantly different from its competitors’. Similarly, the consumers who perceive the quality and uniqueness of Dove Shampoo increased from 24% in 2004 to 37% in 2005.

History
The legend of Dove – the flagship of Unilever in personal care category with US$2.5 billion turnover – began with the launch of Cream Bar in the USA in 1957. Over time, Dove became one of Unilever’s fastest-growing brands. Since 1991, the worldwide launch of Dove has begun. Between 1991 and 1994, Dove was launched in 55 countries and the Dove family started to expand rapidly. With skin cleansing, skin care, deodorant and hair care product launches following each other, Dove continued to grow rapidly. The interesting thing about this growth was that it did not always occur in growing markets. Within the last three years, while the beauty soap market has declined by 2% globally, Dove has grown up to 30% with its strategy of geographical expansion and product diversification. This figure validates how Dove has become a global brand, which is now marketed in over 80 countries worldwide.

Turkish consumers met Dove for the first time in 1993 with the launch of Cream Bar. This was followed by Dove Shower Gel and Cream Wash launches in 1997. In 2001, Dove Deodorant and in 2002, Body Silk joined the Dove family. Launches continued with Hair Care products, Hand and Body Milk & Lotion, Firming Lotion and Gel-Cream, Intensive Care Cream and Styling and Protective Care Complex 7/24. Dove currently provides all the major personal care products a woman needs in her bathroom.

Product
Dove operates in four main personal care categories: skin cleansing, skin care, deodorants and hair care.

The flagship of the skin cleansing category and Dove family, Dove Cream Bar has been marketed to consumers with the promise ‘Dove is different’, for the last 50 years globally and 12 years in Turkey. Thanks to its neutral skin cleansers, Dove does not dry the skin like soap can. Thanks to the 1/4 of moisturising cream it contains in, it moisturises the skin while cleansing it.

Dove Gentle Exfoliating Cream Bar which was introduced to the Turkish market in 2004, is also a first in its category. It gently cleans off the dead skin cells on the top layer of the skin with its special formula containing ultra fine peeling granules and cares for the skin with the moisturising cream it contains. In 2004, in addition to the Moisturizing Shampoo Gel, which is already on the market, Dove launched four new shower gel variants: Relaxing, Aroma Massage, Firming and Refreshing Shower Gels. Dove Liquid Soap, another product within the skin cleansing category, protects the skin from dryness while gently cleaning it, with the 1/4 moisturising cream it contains. It has four...
different variants: Moisturizing, Relaxing, Refreshing and Aroma Massage.

There are six different products in Dove skin care category: Body Silk, Intensive Care Cream, Hand and Body Milk, Hand and Body Lotion, Firming Lotion and Firming Gel-Cream. The star of the skin care category is Dove Body Silk. Its most important characteristics are easy absorption, moisturising without leaving an oily feeling, and the silky softness it provides.

Dove Deodorant, which provides the consumer with more than what is expected from a deodorant, comes in three fragrances – Original, Powder and Fresh – and in four different formats – aerosol, roll-on, stick and pump spray. In addition to providing perfect protection against perspiration, Dove Deodorant cares for the skin leaving it soft and smooth with the 1/4 moisturising milk it contains.

Dove Hair Care products include Shampoos, Hair Conditioners, Styling and Protective Care Complex 7/24 products for different hair types and Intensive Care and Shine Mask-Hair Silk for coloured hair.

Dove Moisturising Shampoos come in seven different variants: Dry/Damaged, Coloured, Normal, Oil Prone, Fine, Anti-Dandruff 2in1 and Anti-Dandruff Regular. While gently cleaning the hair, Dove Moisturising Shampoo gives back the moisture hair needs with the moisturising milk it contains. Dove’s Moisturising Hair Conditioner comes in four variants: Dry/Damaged, Coloured, Normal and Fine. As with Dove shampoo, Dove Moisturising Hair Conditioner gives back the moisture hair needs while making it easy to comb.

A newcomer to the Dove Hair Care family, Dove Styling and Protective Care Complex 7/24 has three variants: Thin, Coloured and Dry/Damaged. It enables consumers to shape their hair more easily and with the moisturising milk it contains, provides the care hair needs while protecting it from external factors such as blow-drying and combing. It gives hair a natural bounce and vitality and protects against frizz.

Dove Hair Silk, the intensive care and shine mask, developed especially for coloured hair, contains intensive moisturisers that penetrate the hair and bring it back to life, leaving hair refreshed, deeply vitalised, protected against drying and reveals its shine. Thanks to its light texture, it does not leave a heavy feeling while effectively penetrating the hair.

Proven test results have shown that by using Dove Hair Care Products seven times, hair becomes up to 73% stronger, 90% softer and shinier and up to 70% less prone to hair breakage.

Recent Developments

On its way to becoming a mega beauty brand, Dove continues to maintain the highest levels of investment in the market as well as expanding its product portfolio.

In the second half of 2004, 11 years after the Dove Cream Bar launch in Turkey, Dove introduced a new Cream Bar variant for the first time: Dove Gentle Exfoliating Cream Bar. Dove Gentle Exfoliating Cream Bar removes dead skin cells and gives freshness to skin with the ultra-fine peeling granules it contains. In contrast to other products in the category, Dove’s formula is so mild that it can be used daily.

Another innovation for 2005 is Dove’s Intensive Care Cream launch in skin care category. The most important feature of this product is its ease of absorption while providing intensive care for dry skin. The same year, Dove entered the hair styling market, which is one of the newest and fastest growing categories in the hair care industry, with its Styling and Protective Care Complex 7/24.

In summer 2005, Dove produced a communications campaign for its Coloured Hair Care Range targeting consumers who colour their hair so may therefore need Dove’s superior care most. Dove’s Coloured Hair Care Range, which has been especially developed to meet the needs of these consumers, consists of: Moisturising Shampoo, Moisturising Hair Conditioner, Intensive Care Mask-Hair Silk, Styling and Protective Care Complex 7/24, for coloured hair. The products, which were introduced with the strapline ‘You dye, let Dove protect it’, give back the hair what it loses with hair dyes.

Promotion

Dove products are recognised for their unique functional features in every category in which they are present. Nevertheless, its functional characteristics are not the only things that differentiate Dove; it is also distinctive personality of the brand. From the first day since launch, Dove advertisements show either testimonials of the brand. Dove has a very simple and enduring principle: ‘Make the consumers feel the difference of Dove products and let them experience its softness and care. That’s why face-to-face communication with consumers has been extremely important to strengthen Dove’s place in the hearts and minds of consumers.

In 2003 and 2004, the ‘Discover the Unique World of Dove’ activation had the objective of letting the consumers feel the difference of Dove, had an extensive consumer reach. With the roadshow visiting sales points and universities in different regions, the campaign reached 100,000 consumers in 12 cities.

Brand Values

The essence of Dove is defined as ‘Beauty without artifice’. The brand’s mission is to make more women feel more beautiful everyday. Therefore, it is crucial to establish a strong and long-lasting bond with the consumers and create consumers saying ‘My Dove’. Dove is realistic in its promises. It never uses exaggerated claims and clichés. Dove has a very simple and enduring principle: ‘Make the consumers real promises and keep them’. The main reason behind Dove’s success worldwide and in Turkey is the consumers’ trust in its honesty. Dove launches a new product only when it is sure that it meets a need other products cannot.

Dove is not a brand that will be out of fashion with time; it has a permanent place in consumers’ lives. Dove has a positive view of life and beauty with character. It avoids stereotypes.

www.dove.com

THINGS YOU DIDN’T KNOW ABOUT

Dove

Dove Cream Bar was originally developed to heal the burns of soldiers in war.

1.4 billion Cream Bars were sold around the world in 2003 – which is equivalent to 44 bars a second.

If all the Cream Bars sold in one year were laid end-to-end they would encircle the globe.

Dove is the only personal care brand that has used women ‘from real life’ in its advertising for more than 40 years.

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