



Happy New Year 2018!

A Message from the President

A joyous, peaceful and prosperous Happy New Year 2018 to everyone! It is the beginning of a new era that I welcome with high enthusiasm, motivation and promise to achieve even higher degree of accomplishments more than any year in the past history of IIMP.

The IIMP was found in 2009, in last eight years we have experienced gradual but enormous growth in a number of areas that has ultimately benefited the marketing community members across the world.

Most importantly, the implementation of Certified Marketing Management Professional (CMMP[®]) educational program has been a

milestone that educated students, professionals and practitioner at various levels and aid them in advancing their careers at workplaces.

Similarly, our publications have been well received in the community and have been paying a vital role in educating and keep abreast the marketers with updates.

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When Brands became more than just that

Editorial by Sandra Pedro, CMMP—Editor-in-Chief



There are certain brands that became more than just that... Some of them have the power to inspire us and even change the way we look at the world and ourselves. Dove, a personal care brand of Unilever, is one of those brands.

It all started in 2004 when Dove launched the Real Beauty campaign based on the findings of a major global study conducted by Endelman - The Real Truth About Beauty. The Global Report revealed that only 2% of women considered themselves beautiful.

To ignite a global conversation around the concept of true beauty, Dove decided to celebrate natural, physical differences amongst women and encourage women to have the confidence to be comfortable and happy with themselves.

More than 10 years has passed since the first advertisement, allowing women to vote on their own perception of beauty. In 2005, the campaign focused on natural, physical diversity and showed women standing in their underwear.

Two years after, the campaign focused on middle-aged women, photographed by famed photographer Annie Leibovitz, showing that beauty is revealed from women's inner beauty and not by their age. In 2006, Dove [shows](#) why the perception of beauty is not realistic, in a video that went viral, following others over the next few years.

In 2010, Dove moved forward and began a social movement for increased self-esteem, with multiple corporate social responsibility initiatives. Three years later, the [Real Beauty sketches](#) and the [Choose Beautiful](#) videos moved millions of people.

The entire campaign appeals to the emotional side of women. Dove uses real women in its advertising, giving a more personal feeling than models or celebrities. Featuring real women, it celebrates the beauty in its diversity (different

ages, sizes, ethnicities, hair color, type or style). And in doing so, Dove is raising self-esteem and confidence in women and girls globally.

Dove: Example of Communication for Social Inclusion (CSI)

A more [recent research](#) from Dove shows that only 4% of women around the world consider themselves beautiful and 11% of girls globally are comfortable describing themselves as 'beautiful'. Beauty is still a narrow concept that is preventing women and girls from recognizing and enjoying beauty in themselves and others.

Raising awareness and ongoing discussions about beauty and body image are not enough. For over 10 years the Real Beauty campaign has turned into something more powerful: the [Dove Self-Esteem Project](#).

Over the years, and without realizing it, Dove used a [Communication for Development \(C4D\) strategy](#), which I termed Communication for Social Inclusion (CSI). These are two concepts unknown in the corporate world.

First, C4D involves understanding people, their beliefs and values, and social and cultural norms that shape their lives. Acknowledging the context and listening to people, it is possible to engage people, identify problems and find solutions.

Advocacy, social mobilization and behaviour and social change are the communication strategies commonly using a participatory approach, with a large variety of communication tools and initiatives, for engaging people and stakeholders in taking action to improve people lives.

Secondly, CSI intends to fill the existing gap between behavior (individual) and social change (collective). It aims to detect original causes of negative behaviors, which lead to exclusion of community members, such as women and young girls. The final goal of this holistic approach is to create new values and social models in a human rights perspective, in order to convert those that do not include vulnerable groups.

In summary, with the help of its partners, [Dove found out what behaviours needed to be changed](#) in women and young girls - which narrowed their vision of beauty - and developed a communication strategy to change them. However, the [Dove Self-Esteem Project](#) implementation needs to be based within a local context. What works in [South Africa](#), for example, will not work in Brazil or Canada.

Cultural and social norms, as well as personal and environmental factors (local and wider) are influential in shaping individual behavior. As a result it is important to identify and understand behaviors addressing the complex and interrelated nature of the factors that influence how people behave. People are critical for sustainable change.

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Welcome to 2018!

Nisar Butt, President/CEO, IIMP

Dear Fellows,

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tion of Certified Marketing Management Professional (CMMP®) educational program has been a milestone that educated students, professionals and practitioner at various levels and aid them in advancing their careers at workplaces.

Similarly, our publications have been well received in the community and have been paying a vital role in educating and keep abreast the marketers with updates.

In the past, we have partnered with significant marketing events and conferences in a number of countries; we intend to continue that at even a broader level in order to reach out to relevant professionals and to recognize and appreciate their achievements by presenting

them with awards and certifications.

I highly commend contribution of our all team members in making the IIMP successful. Furthermore, I would like to invite professionals and institutions to get engaged with our mandate as your share for the benefit of marketing community at large.

All the best,

Nisar Butt, Chartered CMMP, MBA,
DBA Scholar
President & Chief Executive Officer
International Institute of Marketing
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Editorial by Sandra

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In this project, all stakeholders should participate, including service providers and agencies, either national or international, and civil society organizations (CSO). They should all send the same message and speak as one in order to avoid misinterpretation amongst target groups.

It is about positive communication with the objective of inverting negative behaviors and attitudes into new values and social models through emotions in order to integrate women and young girls in society. Thus, social changes should occur over time.

Profits and societal impact in the same direction

It is obvious that the corporate world wants to increase sales in order to increase profits. That is what happened with Dove, and ultimately with Unilever. This campaign helped Dove more than double its sales in the last decade.

In fact, the executives at Dove saw an opportunity to introduce new products under their brand. They were able to assess what women were thinking and feeling about their products to help Dove to become more relevant and profitable.

With an effective, compelling and creative media strategy, targeting women, young girls and men, Dove owned multiple markets, became a case study and increased profits.

In this case, what we need to keep in mind is that in 10 years from now more women will see themselves as beautiful and will have increased confidence. The Dove Self-esteem Project shows evidence that the [corporate world must be involved in Sustainable Development Goals](#) (SDGs), such as Gender Equity, Human Rights, Education, Health and many others, and implement C4D strategies in their CSR and marketing programs.

People are [belief-driven consumers](#). Brands need to be more active, have a voice with issues that matter to their consumers. They need to have a purpose and advocate for it. That's what Dove did, benefiting from those consumers who are deeply connected, stay loyal to, advocate and defend their brand.

MARKETINGWORLD REVIEW

Volunteers Needed for Editorial/Support Team

The IIMP team seeks volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Section editors for Market analysis, General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

If you interested in contributing , please write to: hr@theiimp.org

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