

Harvard Business School Dove Case Study Solutions

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Examines the evolution of Dove from functional brand to a brand with a point of view after Unilever designated it as a masterbrand, and expanded its portfolio to cover entries into a number of sectors beyond the original bath soap category. The development causes the brand team to take a fresh look at the cliches of the beauty industry. The result is the controversial Real Beauty campaign.

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Industry: Retail & Consumer Goods. Source: Harvard Business School. Examines the evolution of Dove from functional brand to a brand with a point of view after Unilever designated it as a...

Dove: Evolution of a Brand - Harvard Business Review

Describes the challenges facing the president of a general of an old-line foodservice and food processing equipment manufacturing company as it attempted to accelerate sales and profit growth through the introduction of innovative products. The introduction of a "revolutionary" combination oven, ongoing labor confrontation at the headquarter's plant, and a series of acquisitions were among the issues ...

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