

Real woman creates new Dove TV commercial

by Bend_Weekly_News_Sources

Ad Premiered Live During Commercial Break on Oscars Broadcast

Last week during a commercial break on the Oscars, Dove the global beauty brand debuted its new Cream Oil Body Washes ad, created by real woman Lindsay Miller of Sherman Oaks, CA. The brand known for embracing real women strengthened that commitment when it gave women creative control for the launch of its new product collection and its first appearance on the Oscars(R). Miller's ad, entitled "Knowing You're Beautiful," was chosen out of more than 1,000 entries submitted in the Dove Cream Oil Body Wash Ad Contest. Grey's Anatomy star, Sara Ramirez, introduced the ad during the commercial break.

"Dove has touched the lives of millions of women through its Campaign for Real Beauty," said Ramirez. "The Dove Cream Oil Body Wash Ad Contest was an amazing opportunity for real women to lend their voice and creative ideas to the brand. I was impressed with the women's understanding of the new product and I know the judges were challenged to select the final ad."

The new "Knowing You're Beautiful" TV spot begins with a woman in the shower enjoying the rich, moisturizing benefits and creamy lather of the Dove Cream Oil Body Wash collection. The ad continues by featuring her singing and dancing, conveying that real beauty is "knowing you're beautiful" even when no one is looking.

"I am thrilled to have my ad selected to launch the Dove Cream Oil Body Washes. It is a huge compliment to be recognized in this way." said Miller. "I am passionate about the Dove Campaign for Real Beauty. It is unbelievable to now have my own role in it."

Miller, along with the other two finalists, Jannette Bloom of Boston, MA and Karen Blanchette of Lake Elsinore, CA, received an all-expense paid trip to Los Angeles the weekend of the Oscars(R). The women enjoyed a full Hollywood experience including star-studded parties, spa treatments and shopping with a stylist. All three finalists watched in suspense at a private viewing party as the final selection was revealed live. The finalists' entries can be viewed at www.dovecreamoil.com .

"We hear from women every day asking how they can participate in the campaign," said Kathy O'Brien, Dove marketing director. "The contest was one of many new opportunities we are exploring to further engage women with the Dove brand. It also helped celebrate the launch of the new Cream Oil Body Washes, which we are very proud to introduce."

Dove Cream Oil Body Washes are a new category of body cleansers delivering the ultimate moisture from

Dove. With more moisture than any other regular body wash, Dove Cream Oils provide the real care you expect from Dove in a surprisingly indulgent way. Special technology whips the oil and cream together to create an exceptionally rich, smooth cream leaving a soft, silky feel. Available in three variants for a variety of moisture needs, the Dove Cream Oil Body Wash collection can be found at food, drug, mass and club retail outlets.

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