First and foremost, top brands have first-class positioning. Brand managers know about the importance of focusing on the core product. Nowadays, it is becoming more and more difficult to emphasize the special features of a particular brand, so brands are being positioned more emotionally. Companies are therefore trying to integrate specific, immaterial margins. This case investigates the relaunching of Dove, an international personal care brand made by Unilever, an international producer of consumer products. The unique aspect of this relaunch is the so-far very successful attempt to include a sense of integrity in its repositioning strategy, especially in the communication mix. In this case, the students will discuss the criteria and risks of a value-driven relaunch in marketing. Furthermore, they will find out which prerequisites are important to be successful with this kind of positioning in the long run.

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