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SOCIAL MARKETING PROJECTS IN BRAND ACTIVITIES. CASE STUDY

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Purpose: To present social marketing projects based on the example of the Dove brand (as a result of an analysis of available studies and own research), their characteristics, generated impacts, and multifaceted benefits for people, the brand, and the planet as a whole.
Methodology: Analysis of secondary sources of information, a case study of a selected global brand from the cosmetics sector, participant observation of selected activities and their impact.
Results: Expanded knowledge of social marketing projects, their types, methodologies of their design and effective implementation, and the social, economic, and environmental results generated. The spectrum of the social marketing projects of the Dove brand and the key ways in which it affects women (strategic target segment), especially on young girls.
Research limitations: The article is based on a literature review and a case study of a global brand in the cosmetics sector. Further research on other brands and surveys of women to learn their opinions on social branding initiatives are planned.
Practical implications: The implementation – with the involvement of representatives of Dove's strategic target group, i.e. women – of various social marketing projects (and with the engagement of other stakeholders) fosters greater awareness of issues: the negative impact of content disseminated on social media on young girls; lower self-esteem of Polish women compared to other nationalities; or the importance of supporting diversity and inclusivity.
Social implications: Research shows that social marketing projects do impact customer behaviours, their experiences, attitudes, engagement, changes in the ways of buying and using products, marketer practices, and – consequently – the entire society and natural environment. They also lead to solving important social and psychological problems with the involvement of a sustainable brand.
Value: Considering the approach presented in the article, this is the first study of its kind (at least on the Polish market) concerning the implementation by a selected brand from the cosmetics sector of increasingly inspiring social marketing projects that perfectly fit its higher goal, along with a discussion of their actual impact and the resulting practical implications (social, economic, environmental, management-related) and the development of recommendations for marketers.
Keywords: social marketing projects, branding projects and campaigns, sustainable practices of a cosmetics brand, care for women of different ages, qualitative studies.
Category of the paper: research paper.

1. Introduction

New marketing concepts keep emerging in specialist literature and economic practice, including social marketing (Donovan, Henley, 2010; Schmitt, 2011; Lee, Kotler, 2016; Chaffey, Smith, 2017; Kotler, et al., 2021; Scott, 2022; Galan-Ladero, Alves, 2023; Kotler, Partners, 2024; *Strategia…*, 2025). This shows the initiative of entrepreneurs searching for optimal marketing activities tailored to the specificity of contemporary organisations and the conditions in which they function.

An important role in effective management in the current market conditions is played by respecting the specific determinants: development of the resources and functionalities of the Internet (O'Relly, Mohan, 2023; *Digital…*, 2024; *Aktualne…,* 2025; *Raport…,* 2025; Tomaka, 2025; *Trendy…,* 2025); technical and technological progress; strong trends related to sustainable development and management (Robertson, 2021; Florczak, 2023), social responsibility (Pang, Kubacki, 2015), and care about social problems; special customer expectations (Wan, et al., 2016; Duralia, 2018; Hajduk, 2019; Tarczydło, Miłoń, 2019; Chlipała, Rawski, 2023; Pamuła, Bednarska, 2024); strong competition between players. Finally, the management of contemporary organisations needs to take into consideration modern management paradigms, such as stakeholders (Freeman, 2022; Targiel, 2022); the brand and its impact (Dahlen et al., 2010; Keller, 2013; Aaker, 2020; Pogorzelski, 2020; Hansen, 2021; Kotarbiński, 2021; Zschiesche, Errichiello, 2021; Tarczydło et al., 2023), including brand purpose (Ind, Horlings, 2016; Foroudi, Palazzo, 2021; Goodson, Walker, 2021; Effie Awards, 2024); the perspective of broad (economic and non-economic) objectives of the organisation, the method of achieving them and measuring their results (Delgado-Ballester, Munuera-Aleman, 2005; Brand24 Team, 2019; *Badania…,* 2025; Tarczydło, Kopcińska, 2025); the process approach (Bajak, Spendel, 2024; Pabian, 2024); and constant improvement (Lubin, 2022; Wolniak, 2023; Byczyk, 2025) and optimisation (Kolemba, 2024) of resources.

This raises the question of the relevance of social marketing projects implemented by brands in management practice and to what extent they are related to current market conditions and trends.

Hence, the aim of this article is to discuss what role social marketing projects of brands play in management practice, to what extent they are related to the target market, how they keep up with the various conditions, how they are implemented and what effects they have.

For the purpose of this article, a literature study, a meta-analysis of available online sources and the author's own qualitative research (Czakon, 2024) using the case study method (Yin, 2012; Tarczydło, 2018b), participant observation and online content analysis were conducted.

The author's intention is to present social marketing projects implemented by brand as important management tools for the marketer, to show market examples and to discuss the results of the conducted research and to formulate recommendations for those interested. The novelty of the article lies in conducting an original analysis of various social marketing projects of brands from the cosmetics sector, taking into account research on representatives of the strategic target group, i.e. women, especially teenagers, with consideration given to the trend of the impact of social media communication on them.

The discussion is based on literature sources, market data and the author's own qualitative research. The defined scope of the article provides motivation to outline the key theoretical foundations.

2. Literature review

The term social marketing project (venture) in branding activities (Tarczydło, 2018; Tarczydło, 2019; Aaker, 2020; Pogorzelski, 2020; Kotarbiński, 2021; Aglus, 2025) is taken to mean campaigns, actions, events, challenges, special information platforms, specific mobile app functionalities, and other practices under the brand emblem aimed at social objectives. Contemporary brands usually have a sustainable brand strategy (Gustafsson, 2008; Hansen, 2021; Tarczydło et al., 2023; Robertson, 2021; Larsen, 2023), of which social marketing practices are an important element. In other words, it is about the skilful influence of brands on stakeholders (Wan et al., 2016; WeNet Group, 2023; Aglus, 2025) through various types of targeted activities that generate multifaceted social and consequently environmental, economic, economic and managerial benefits.

In summary, social marketing projects (Tarczydło, 2018, 2019) are a set of thoughtful activities planned at a specific time, targeted at a specific target group, whose aim is to bring about an increase in knowledge, a change in thinking and behaviour in the context of a specific issue/practice linked to the goals of sustainable development, and are the focus of the author in this article.

The beginnings of social marketing (Donovan, Henley, 2010; Galan-Ladero, Alves, 2023; Kotler, Partners, 2024) worldwide date back to the 1970s. According to N.R. Lee and P. Kotler (2016), social marketing should be associated with changing behaviour for the benefit of the individual and society.

R. Donovan and N. Henley (2010) think that we are dealing with social marketing in a situation in which entrepreneurs and social activists implement marketing techniques in order to achieve their desired social objectives.

Current social marketing projects match the concept of holistic marketing (Kotler, Partners, 2024) including: internal marketing (marketing department, management board, other units); performance marketing (sales revenue, brand and customer capital, the ethical aspect, environment, law, community); relationship marketing (customers, channel, partners), and integrated marketing (communications, goods and services, channels). This is because methodical social marketing projects (Donovan, Henley, 2010; Lee, Kotler, 2016; Tarczydło, 2018, 2019; Kotler, Partners, 2024) of an organisation should involve employees and other stakeholders, be oriented at achieving the set objectives (often related to healthcare, safety, the natural environment or social issues) and concrete results thanks to the use of integrated marketing activities headed towards the 360 degree strategy (Tarczydło, 2020). Moreover, the process of holistic marketing management (Kotler et al., 2021), the area of which involves social activities, should take into consideration a set of activities addressed to the soul, mind, and body of the audience/stakeholder, which involves holistic treatment of an individual, who reacts at the mental, physical, and spiritual levels all at the same time.

To sum up, the essence of social marketing projects carried out by brand is a change in people's behaviour and other social, economic, environmental and managerial benefits.

Important social marketing endeavours are (Donovan, Henley, 2010; Lee, Kotler, 2016; Tarczydło, 2018, 2019; Pogorzelski, 2020; Kotarbiński, 2021; Zschiesche, Errichiello, 2021; Kotler, Partners, 2024): campaigns; actions; programmes; competitions; experiments; collaborations with influencers; involving and supporting with special materials parents, teachers, Internet users and other partners (Freeman, 2022) willing to cooperate and many others depending on resources and creativity. Popular social campaigns are a set of deliberate actions to specific addressees, in order to achieve specific results and within a set time horizon. It is assumed that a social marketing venture is usually about inducing changes in public behaviour and attitudes towards a certain idea or issue.

Typical stages in the process of building a social marketing venture include (Donovan, Henley, 2010; Lee, Kotler, 2016; Tarczydło, 2019; Robertson, 2021; Galan-Ladero, Alves, 2023; Kotler, Partners, 2024): initial analysis, market segmentation and target market selection, target audience research, definition of objectives, social marketing-mix planning, formulation of creative strategy and individual activities and, design of communication activities, implementation and measurement of results and identification of improvements.

The designed programme of brand social marketing activities (Keller, 2013; Tarczydło, 2018, 2019; Foroudi, Palazzo, 2021; Hansen, 2021; Larsen, 2023), by informing, addressing difficult or embarrassing topics, educating, raising awareness, explaining, engaging and publicising, contributes to individual, group and society-wide behaviour change.

The specific approach to developing the projects under consideration is set out in the table below.

Table 1.
Stages of designing a social marketing projects in brand activities

Stage	Description
Market research	Recognising a phenomenon, a problem that the brand wants to tackle in line with its higher purpose, vision, mission and core values
The idea	All the activities should concern a socially significant problem, it is worth specifying the idea for which the activities are undertaken, e.g. changing the behaviours of a local community, raising the level of safety, spreading awareness of the effects of irresponsible behaviour
A group of potential allies (stakeholders)	The more partners, the greater the possibilities (public administration bodies, market entities whose business activity is related to the issues raised by the project, famous people, non-profit organisations, media representatives, marketing and PR agencies, socially responsible commercial companies, local communities, volunteers, market actors with a sustainable approach implementing various activities aimed at the goals of Agenda 2030 and the ESG directive, etc.)
Convincing partners to cooperate	In a specific problem situation, partnering with the right stakeholders (e.g. in local matters – the local media, companies active in the given market)
Message	The thought or idea around which all the activities will be centred, which needs to be communicated (verbally and graphically)
Specifying the objectives of the project in more detail	Depending on the scale of the undertaking, dividing the general objective into partial objectives
Facts	Data, evidence, study results supporting the idea should be collected
Determining the scope of activities	The selection of activities depends on the scale of the project, its audience and acquired stakeholders, the budget, and the adopted communication strategy corresponding to the current trends (e.g. when organising campaign events, online activities are usually carried out, along with picnics, rallies, meetings, events, information leaflets and brochures, noticeboards, billboards, press and radio ads, and others depending on the available resources and inventiveness) – in general, integrated marketing activities are undertaken
Implementation and measuring results	Implementation schedule and ways of measuring results, checking whether the set objectives have been achieved. Plans for further activities, such as social marketing projects are often cyclical in nature.

Source: prepared based on: http://www.poradnik.ngo.pl/x/480787.

Given the above considerations, the spectrum of forms of social marketing (Donovan, Henley, 2010; Lee, Kotler, 2016; Tarczydło, 2019; Robertson, 2021; Galan-Ladero, Alves, 2023; Kotler, Partners, 2024) is very large.

Potentially, any marketing activity (Lee, Kotler, 2016; Kotler et al., 2021; Scott, 2022; Kotler, Partners, 2024) targeting social objectives can be applied and a change in the behaviour of the individual, the group and the community as a whole can be achieved.

In addition, the creativity (Lubin, 2022; Larsen, 2023; Tarczydło, Miłoń, 2019; Tarczydło et al., 2023; Wolniak, 2023; Bajak, Spendel, 2024) of the creators together with the involvement of prosumers seems unlimited.

What this looks like in practice was decided to investigate in a selected economic sector.

3. Methods

The revealed research gap concerns the scope and specificity of social marketing ventures of a contemporary brand from the cosmetics sector.

For the purpose of the article, own qualitative studies were carried out with the use of the following methods: case study (oriented at obtaining answers to questions such as: How are the selected brand's branding activities carried out? What do they include? What effect do they have on the addressee, their senses, mind, and heart, and on other stakeholders? How do they engage, what experiences, behaviours, and attitudes do they create? What effects do they generate? What social marketing endeavours does the brand under study undertake? Who are they targeting and for what purpose? What resonance do these practices generate? Who participates in them? How do the brand's social marketing ventures affect quality of life? What social, economic, environmental and managerial impacts result from Dove's brand social marketing ventures? What can be learnt from them?), participant observation (consisting of systematic observation, at least once every two weeks, of Dove's brand profiles and special platforms dedicated to its social marketing campaigns, personal participation in available activities, which was to ensure the validity and accuracy of this research method) and online content analysis (who says what about Dove's social marketing initiatives, to whom they are speaking, how often, by what means, formats and techniques, who is commenting on them and how, and with what result).

The following research scopes were specified: the temporal scope: 2023-2025; the subjective scope: the Dove brand, active Internet users, followers; the objective scope: the social marketing projects carried out by the analysed brand, and the spatial scope: websites, the brand's social media profiles, points of sale, and other available channels.

The aim of the research was to obtain information on social marketing projects under the Dove brand emblem. The author conducted a qualitative analysis of the obtained resources in terms of issues of interest to her and new content useful to marketers that was not available in the analysed literature and online sources. She paid particular attention to projects aimed at women, especially young girls, the types of content communicated, the tools and procedures used, and the response and results.

In order to provide an overview of the object of the research, it seems appropriate to refer to the history of the organisation's creation and development. Dove (*Dove – analiza*, 2025; *Dove's Global Report*, 2025; Dove Polska, 2025b; Drynko, 2025) is an international brand of cosmetics and hygiene products for the face and body, owned by Unilever. The brand name 'Dove' (*Dove's Global Report*, 2025) is derived from the English term for the bird 'dove', which is associated with gentleness, peace, purity, harmony and fidelity, which is ideally suited to body care products. The company has been operating since 1957 in the United States and has been present in Poland since 1993 (Dove Polska, 2024). The mission of the researched facility

is ‘Women's beauty and beauty should be a source of self-confidence, not fear’ (*Dove’s Global Report*, 2025). The company's aim is to help women have a positive attitude to their appearance, increase self-esteem and be aware of their own potential. The Dove brand pursues (Drynko, 2024b) its mission to improve self-esteem and well-being through urgently needed actions. It bases its actions on the statement that true beauty comes in many different colours, sizes and shapes.

Dove motivates women to want to be the most authentic version of themselves, because a positive sense of one's own appearance and well-being, translates into a better quality of life and a feeling of greater happiness.

Promoting appropriate self-esteem and wellbeing (Drynko, 2024b; *Dove’s Global Report*, 2025) is part of a broader vision that the company is pursuing, that of creating a more equitable and inclusive world. Promoting social inclusion through social programmes and campaigns focuses on supporting the professional development of women and promoting racial equality for underrepresented groups, but also on many other social issues. In the workplace too, Dove is committed to greater equality and diversity and promotes gender equality and the empowerment of women worldwide.

In order to verify the ways in which the vision, mission and core values of the brand under study are made a reality by the social marketing undertakings undertaken, a qualitative self-study was carried out and the results will be discussed.

3. Results of the research into Dove's social marketing projects in Poland

In light of the Dove case study from the perspective of social marketing projects, various practices were observed: campaigns, initiatives, programmes, competitions, experiments, collaborations with influencers, engaging and supporting parents, teachers, internet users and other partners willing to cooperate with special materials, 360-degree online marketing communication with an emphasis on social media, real-time marketing activities and marketing 6.0, and selected results will be presented.

The key social marketing project of the Dove brand on the Polish market during the period under review is the “Detox Your Feed” campaign (*Przeprowadź # DetoxFeedu*, 2023; *DetoxFeedu: Przewodnik*, 2023), which aims to draw attention to the problem of toxic content on social media that has a negative impact on teenagers. The fact that the vast majority of Polish teenagers are present on five social media platforms every day, spending several hours on them, confirms the importance of this phenomenon and the risks it poses. The initiatives within the “Detox Your Feed” social campaign are designed to encourage teenagers to think positively about their appearance – to discover the possibilities their bodies offer them and build their self-confidence on that basis. Their point of reference should not be the unrealistically perfect bodies

of influencers, but an awareness of their own potential, which is independent of idealised online standards of beauty. The content published as part of the "Detox Your Feed" campaign, based on research commissioned by Dove (*Przeprowadź # DetoxFeedu*, 2023; *Dove's Global Report*, 2025; Dove Polska, 2024, 2025b), paints a picture of Polish teenagers who are lost in the internet, full of doubts and torn by extreme emotions. On the one hand, they declare their awareness of the lack of complete authenticity of influencers, but on the other hand, as many as 67% of girls from the younger group of respondents (aged 10-13) would like to look like the influencers they follow. It is extremely moving that 60% of teenagers, after seeing an idealised photo, e.g. on Instagram or TikTok, would like to change something about their appearance, and almost one in three starts exercising more and wearing heavier make-up. Similarly, one in three teenagers admits that the idealised image of beauty presented on social media affects their mental health, self-esteem and perception of their own body. Every second respondent feels that they cannot meet the standards of beauty they see on social media, which affects their self-esteem. One in five teenagers listens to the advice of influencers, even though they feel bad about it. As many as 42% of girls find it difficult to 'unfollow' online creators, even if they know that they have a negative impact on their self-esteem. Polish teenagers want to be like the influencers they follow, admire and want to emulate. They are authorities, experts in the field of appearance, oracles who show them the way and influence their decisions. As many as 55% of girls participating in the study trust them.

In the virtual world, beauty standards (*Przeprowadź # DetoxFeedu*, 2023) are clearly defined: a slim figure, ample bust, no cellulite, full lips, long eyelashes. This is the ideal also Polish teenagers aspire to reach. And the ways of achieving that goal may include fasting, juice fasting, and water instead of meals, all promoted in posts hashtagged #thinspo and #thinspiration. Then comes advice on hiding eating disorders from parents, wrapping the body in plastic food wrap to get rid of cellulite, dangerous beauty tutorials, e.g. henna applied on lips to deepen their colour or cutting eyelashes with scissors to make them hold fake eyelashes better. Moreover, lip augmentation, which became a common practice among most influencers, and finally, surgeries treated equally with an ordinary daily beauty routine. Everything has to be "quick, easy, and done on the spot", a "sacrifice that is worth the end result", so that "you can be beautiful as soon as tomorrow" – this is what those who give the above-mentioned advice seem to be saying. Teenagers encounter such content on a daily basis. This toxic advice exerts pressure to be perfect – a challenge young girls have no chance of meeting. As a result, they lose their confidence, struggle with low self-esteem, live overshadowed by their inhibitions, at the same time implementing the dangerous advice.

The "Detox Your Feed" (*Przeprowadź # DetoxFeedu*, 2023) social campaign was launched out of concern for teenagers and to make parents, and more broadly us, adults, aware of to how shocking and dangerous content available in the social media our children are exposed. According to Joanna Orzechowska, Marketing Manager at Dove, the aim is to use various projects to make teenagers think positively about their bodies and appearance and help them

develop their potential. Dove warns that 60% of teenage girls would like to change something about their appearance after seeing idealised photos of other people on social media. That is why Dove is undertaking further social marketing initiatives to help girls cope with unrealistic beauty standards. It aims to encourage girls to view their bodies positively and build self-esteem. As part of the campaign, the brand educates teenagers and supports their parents. In short videos (Drynko, 2025), experts such as Małgorzata Ohme, Szymon Niemiec and Karolina Tuchalska-Siermińska talk about how to help children distinguish toxic content on social media.

On the campaign website, you can also sign a petition to support regulations requiring online creators to label retouched photos used in advertisements and other forms of marketing communication. Since the launch of the project, communication has been conducted via a special platform, www.detoxfeedu.pl, as well as through the brand's social media profiles.

The brand's marketing communication is systematic and efficient, consistent with the idea of a 360-degree strategy and visible in all available ATL and BTL channels. Courtesy of the Brand24.pl (2025a) portal, Dove's online activity was monitored and test reports were obtained on its reach in social media and on the web in general, the number of mentions, interactions, user-generated content, and likes, which indicates satisfactory reach of communication supporting branding activities, including social marketing initiatives. The activity of the brand under study was confirmed, e.g. in the period from 16 June to 16 July 2025 (Brand24.pl, 2025b), and included: 249 news items, 32 video materials, 1 podcast, 60 activities on X (Twitter), 28 on TikTok, 22 on blogs and 88 on other social media, 503 mentions, 46,445 interactions, 231 UGC and 43,953 likes.

The Dove brand also invited influencers who promote a realistic body image, educate, and encourage building self-confidence outside of Internet standards to collaborate. Aleksandra Żebrowska, Joanna Koroniewska, and Patricia Kazadi, among others, communicated on their social media profiles. Dove, the UNAWEZA Foundation and the Biedronka chain of stores jointly carried out a campaign aimed at supporting the mental health of teenagers.

In addition, Dove continuously monitors the threats to which young people are exposed by conducting research among teenagers. The Detox FEED social campaign was based on the results of a study from November 2022, which showed that every second teenager feels that she cannot meet the beauty standards she sees on social media, and 60% of teenagers would like to change something about their appearance after seeing an idealised photo.

Dove's previous social initiatives and collaborations, e.g. with the UNAWEZA Foundation, the Biedronka chain and influencers such as Martyna Wojciechowska (Konieczyńska, 2025), Aleksandra Żebrowska, Joanna Koroniewska and Patricja Kazadi, have significantly drawn attention to mental health issues among young people, highlighted the challenges associated with them and contributed to normalising the seeking of help (Drynko, 2024; Sendal, 2025). Regular campaigns are organised with partners such as the Biedronka and Rossmann chains,

in which every purchase of selected Dove products contributes to the financial support of the UNAWEZA Foundation and the MŁODE GŁOWY project.

The campaign is supported by PR activities carried out by the Yellowcups public relations agency, communication in social media by the UNAWEZA foundation and its founder Martyna Wojciechowska (Konieczyńska, 2025), on the social media channels of the Dove brand and the MŁODE GŁOWY project, as well as in digital form – in the Moja Biedronka mobile application and a folder for Biedronka customers. This is another initiative by the Dove brand and its partners aimed at supporting the mental health (Garwol, 2023) of young people. In Poland, there is a serious problem of depression among young people, which often leads to tragic consequences and even suicide, which particularly justifies the need for this brand to implement social marketing projects.

In September 2024, another campaign entitled True Beauty (Dove Polska, 2025b; Drynko, 2024b) was launched under the brand's emblem, focusing on its dimensions in the age of artificial intelligence. The message indicates that it is people, not algorithms, who should define the standards of beauty.

Another campaign, 'Album of Beauty' (Dove Polska, 2025a) promotes the diversity of Polish women's beauty using an album with stories and photos of 15 women selected in a competition, which is being carried out in partnership with the Rossmann Polska chain.

4. Discussion

The Dove brand has been involved in supporting teenagers around the world for many years, implementing the Dove Self-Esteem Project since 2004 (Drynko, 2025). The aim of the programme is to build self-esteem in young people and change the definition of beauty, which should be a source of confidence rather than fear. In Poland, the programme has been running since 2018 and consists of workshop lessons in schools based on materials prepared and provided by the brand. Through the programme's educational activities, Dove aims to help 250 million teenagers worldwide by 2030.

According to WHO data, depression and anxiety disorders are among the five main health risks affecting children and young people in Europe. Suicide is the leading cause of death among 10-19-year-olds in low- and middle-income countries and the second most common cause in high-income countries (Dove Polska, 2024). In Poland, according to police data, there were over 2,031 suicide attempts by young people in 2022 (Garwol, 2023; *Dove's analiza*, 2025; Sendal, 2025). This is 150% more than in 2020.

Social media has a huge impact on teenagers. This was confirmed, among other things, by the results of a study (Dove Polska, 2015, 2024) conducted on a group of Polish girls aged 10-17, commissioned by the brand in question. It turned out that influencers are huge authorities

for them when it comes to appearance and making life decisions. As many as 55% of the teenagers participating in the study trust them. The most worrying thing is that 60% of those surveyed would like to change something about their appearance after seeing an idealised photo on Instagram or TikTok and resort to radical practices. What's more, 67% of girls in the younger group of respondents (10-13 years old) would like to look like the influencers they follow. One in three teenagers admits that the idealised image of beauty presented on social media affects their mental health, self-esteem and perception of their own body. Every second respondent feels that she cannot meet the beauty standards she sees on social media, and every fifth teenager listens to the advice of influencers, even though she feels bad about it. As many as 42% of girls cannot stop following online creators (Dove Polska, 2024), even if they know that they have a negative impact on their self-esteem.

The social projects carried out under the Dove brand (*Dove – analiza*, 2025; *Dove's Global Report*, 2025) during the period under review focus on educating and supporting parents and guardians in counteracting negative online content that has a strong influence on young people. The involvement of influencers and experts, the preparation of a series of films, an educational guide containing practical information, materials and even exercises, raising awareness of the problem, educating, and further initiatives are intended to help all those who recognise the phenomenon and are willing to take action under the banner of the well-known and respected Dove brand. The analysed brand often addresses topics related to self-creation, positive body image (WeNet Group, 2023; Boenish, 2025; *Dove – analiza,* 2025) and building self-esteem.

What is more, Dove's social marketing projects address important social issues in Poland and around the world, which demonstrates the sustainable practices of the analysed brand from the cosmetics sector. This generates multifaceted social and economic benefits.

5. Conclussions

The need to tailor marketing activities to the current market conditions is the reason that nowadays, social campaigns and social marketing projects play an increasingly important role. As a result of the discussion and studies carried out, the following aspects were counted among the main determinants of management of contemporary organisations and the need to use social marketing: the development of information technology, digitisation, trends related to social responsibility, sustainable development and management, growing competition and the expectations of buyers, who are ever more willing to take advantage of pro-social projects.

Social marketing initiatives are increasingly used both by non-commercial and commercial organisations. There are numerous social projects and campaigns organised in various areas – safety, health, education, ecology.

It seems reasonable to say that social marketing plays a special role in the management of modern organisations in relation to the concept of a sustainable organisation. Modern brands are, in a sense, obliged to engage in sustainable projects, including sensitivity to the social needs of their target groups in particular.

Furthermore, considering the dynamic development of the Internet and, consequently, the multitude of distributed content and its toxic nature, brands are obliged to take appropriate action. Artificial influence on sensitive young people undoubtedly has a negative impact on their self-esteem and self-worth, damages their mental health and exposes teenagers to health consequences. What is more, parents, and adults in general, are not sufficiently aware of such practices on social media, which makes Dove's actions for the common good all the more important. First and foremost, it is about raising awareness of the problem and taking real action to support teenagers and their parents so that they can say ‘Stop!’ and ‘unfollow’ toxic content.

The initiatives undertaken under the brand's emblem as part of the Dove Self-Esteem programme show that if adults want to, they can have a big and positive impact on girls' experiences with social media. Teenagers admit that they trust their parents more than influencers and that when talking about social media, their parents help them distinguish between truth and falsehood.

According to representatives of the Dove brand, the social marketing projects will be successful when everyone takes a look at their feeds and cleans them of content that has a negative impact and makes us feel bad. The fewer people who follow toxic content, the faster the accounts that distribute it will disappear.

The author realises the limited character of the study and wishes to emphasise that initiatives, particularly social campaigns have been an area of interest to her and the subject of her studies for over a dozen years (Tarczydło, 2018a, 2019), yet it seems that the significance of the presented campaign and subsequent projects of the brand under study cannot be overestimated in an era of internetisation of our lives and the impact social networks have on their users. The studies are ongoing, the project is still developing, which can be observed through the dedicated campaign platform. Opinion surveys are also planned among people who become involved in new activities carried out under the Dove brand in order to get to know the participants’ opinions about the campaign and its consecutive projects, as well as its social and business impact.

What is also noteworthy is the fact that on the campaign website at www.detoxfeedu.pl, a petition can be signed with the aim to take legislative action and introduce regulations imposing the obligation to mark retouched photographs used in ads on advertisers and content creators, which is already being enforced more consistently in the activities of influencers (Nowy Marketing, 2025). If any part of a model’s body is retouched or otherwise digitally altered, the photograph should include the following disclaimer: “This image has been digitally altered. It does not reflect the actual appearance of the photographed person”. Such a solution will make it possible to educate young people and make them aware that what they see does

not often reflect reality, that the seemingly perfect influencer bodies are the result of the use of applications, filters, and technologies enabling easy manipulation of one's looks.

The branded social marketing projects presented herein seem to be a good example to follow by other market players, with emphasis on their social and business significance. This includes building the brand capital in the current market conditions, in line with the principles of sustainability and the 2030 Agenda, which describes a vision of the world respecting the 5P principle (People, Planet, Prosperity, Peace, Partnership) and 17 Sustainable Development Goals, including Goal 4 related to education, which is the basis of Dove's Detox Your Feed campaign, and Goal 5 regarding the empowerment of women and girls. Moreover, the analysed campaign strongly correlates with the key brand values, including taking care to ensure that beauty is the source of confidence, not anxiety.

Implementation – with the participation of representatives of Dove's strategic target group, i.e. women – of various social marketing projects (and also involving other stakeholders) is of great practical importance. It promotes greater awareness of issues such as the negative impact of content disseminated on social media on young girls; the lower self-esteem of Polish women compared to women of other nationalities; and the importance of supporting diversity and inclusiveness. It justifies the need for a lasting brand impact, education, support for partners in joint projects, personalisation of activities tailored to conditions and diagnosed phenomena, and methodical actions in line with a sustainable brand strategy.

As for social implications, the research showed that social marketing projects influence customer behaviour, their experiences, attitudes, engagement, changes in the way they buy and use products, marketers' practices, and, consequently, society and the natural environment as a whole. They also lead to the resolution of important social and psychological problems with the participation of a sustainable brand and its stakeholders, which greatly promotes the undertaking of projects in line with Agenda 2030 and ESG directive recommendations.

Social campaigns, although aimed at the public good, can also raise ethical controversies. The projects studied by Dove and its partners are conducted in an honest, transparent and responsible manner, respecting the dignity and rights of the audience, without manipulation or harmful content. All initiatives are based on representative market research. However, it may be argued that, in addition to social goals, there are also economic benefits for the stakeholders involved. The content communicated in the film materials may reinforce normative standards of beauty under the guise of counteracting them. Other campaigns by the brand under review, such as mental health protection, may increase the community's trust in the brand and translate into sales.

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