

# BULL DOG

NATURAL SKINCARE

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# Manifesto



Bulldog's aim is to help men feel body positive as there is a lack of body positivity campaigns for men. We will do this through pastiching past body positivity campaigns, and place the bulldog as the icon that encourages men to feel good. The tone of voice is light hearted, British humour.

# About Bulldog

Simple skincare for men



## “Bulldog is Man’s Best Friend”

Whether you have the face of angel or the skin of a rhino, Bulldog is on your side.

Our **straightforward** ranges for normal, sensitive, oily or mature skin are purpose built for men and specially formulated to help you look and feel your best.”

Target Audience will be All Men.

# Problem



“So many men worry about the way they look. They see toned, muscular men on the front of magazines, men pushing out their chests in gym selfies. Those who aren’t ripped are left to feel rubbish. As if they’re not good enough.”

“We need to acknowledge that men struggle with their confidence. Because the more we ignore it, the more we’re isolating those who do struggle, and the more they feel they’re unable to speak out about how they feel.”

<https://metro.co.uk/2018/01/25/men-get-honest-about-struggling-with-their-body-image-7259438/?ito=cbshare>

# Insight



“We’re used to talking about women’s bodies.”

Self-love and body positivity campaigns are always focused around women, not men, even though they feel pressured to look muscular, toned and big. Men are more likely to feel that they can't speak out about feeling insecure.

<https://metro.co.uk/2018/01/25/men-get-honest-about-struggling-with-their-body-image-7259438/?ito=cbshare>

# Are body positivity campaigns working?

## What could change?



It is a surface-level gesture to use an unfiltered image or empowering slogan in an ad

Advertising has become cluttered with “real people”, however the problems still continue.

“Many tend to mix ‘body positivity’ with the **fat acceptance** movement, but body positivity **differs** from that by being **an all-inclusive movement** that applies to everyone: skinny, fat, different colour, transgender, disabled or judged unfairly for whatever reason for being in any way wonky” <https://outlandishblog.com/why-body-positivity-has-failed/>

“If men speak of such things, their manhood and sexuality might be questioned. It strikes at the male ego and fear of humiliation. Psychotherapists reference the shame men feel when asked what they see in the mirror. And Omari Eccleston-Brown, a London-based campaigner for body-dysmorphia issues, links discomfort around discussing image to “latent” societal homophobia. “It’s like, oh it’s only legitimate to care about your body if you’re gay – that’s often the subtext,” he says.”-<https://www.theguardian.com/lifeandstyle/2020/oct/25/no-more-mr-muscle-the-activists-raising-body-confidence-for-men> - Make men body positivity become a masculine subject relate to strength.

# Solution

A campaign that encourages body positivity among men. Encourage them to speak up and not keep it to themselves because they feel like their insecurities will be dismissed or that society doesn't think that male positivity is as important.



# Strategy



In use rewards: The experience of feeling apart of a community.

Result rewards: Making men feel empowered and their body is accepted in society.

FCB: Low thinking/High feeling



# Endline

Helping men feel Bosstivity



# Bosstivity



Own your body, don't let anyone take confidence away from you or make you feel like you have to look a certain way. The Bulldog will use its telepathic powers and empower men. It will use British humour and language to achieve this.

# Dove Real Beauty Sketches Pastiche



This will be a TVC pastiching the Dove 'Real Beauty Sketches'. Instead of the artist it'll be the bulldog drawing different men, showing them how beautiful they really are. He will get motivational compliments in a comedic British tone.



(Scene set with Bulldog sat in a chair introducing itself. Similar set up to Dove).

Dog sat on the chair **"I am a real artist and yes I am also a dog"** Dramatic shots going around the dog's head/ closeups



Men start to come into the room. Close up shot of one of the men.

**"I showed up and there was a dog on a chair in front of a drawing board. I have no idea what is going on, I think the dog is drawing?"**



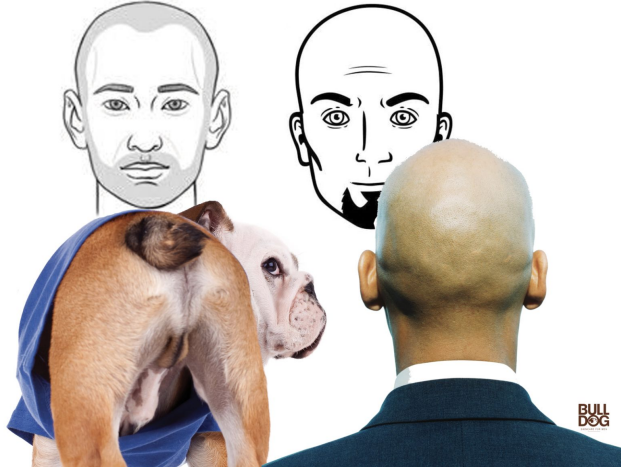
Men sitting in the chair. Close up shots of the men.

**"I couldn't see the dog and the dog couldn't see me."**

Man looking confused **" Then the dog just started talking to me and asking me questions."**  
Cuts to dog drawing. **"So tell me what your mouth looks like."**

The men give negative descriptions of themselves.

Then similar to the pastiche it cuts to the person they met, and the dog asking them questions about the first guy.



It cuts to the Bulldog showing the men the drawing they described of themselves and the one the person they met described.

Bulldog turns to the guy **“You see how beautiful you are now, init” “ Stop putting yourself down man, you need to realise how good looking you are”**

Helping men feel  
**BOSSTIVITY**

**BULL  
DOG**  
SKINCARE FOR MEN

Find out more at [Bulldog.co.uk](http://Bulldog.co.uk)

Cuts to Endline  
Bulldog Vo: **Helping men feel Bosstivity.**

# Pastiche of Dove real beauty posters



Pastiche of popular Dove real beauty ads that show diversity. This will help to include men that may have felt left out from the campaign as it was focused on women.

**BULL  
DOG**  
SKINCARE FOR MEN

Helping men feel  
**BOSSTIVITY**



Placed in men's magazines





# Gym Locker Room Stunt



Set up a stunt in the Mens gym locker room, as this were men's insecurities feel at high. Next to a Mirror in the locker room, there will be Tv screen. When men look at themselves and possibly feel low about themselves. The Bulldog will walk on screen and as the dog is telepathic and knows what people are thinking, it'll give men some motivation, making them feel empowered and confident.



### **Lines of the Bulldog:**

"You look like a boss man"

"Go on, tell yourself your beautiful"

"You know what will go great with that smile, some bulldog"

"You are looking dashing today man"

"Stop looking down yourself, Im a dog and see you from your lowest angle and you still look great"

"Im a dog and I only see black and white, yet your still the most brightest thing in this room"

# Tik Tok Transition- Acceptance



Man staring in the mirror, looking a bit down about his appearance. Non represented body in the media. Song drops and it's a transition to him smiling and dancing after applying Bulldog skincare. Showing he loves himself and doesn't need to change.

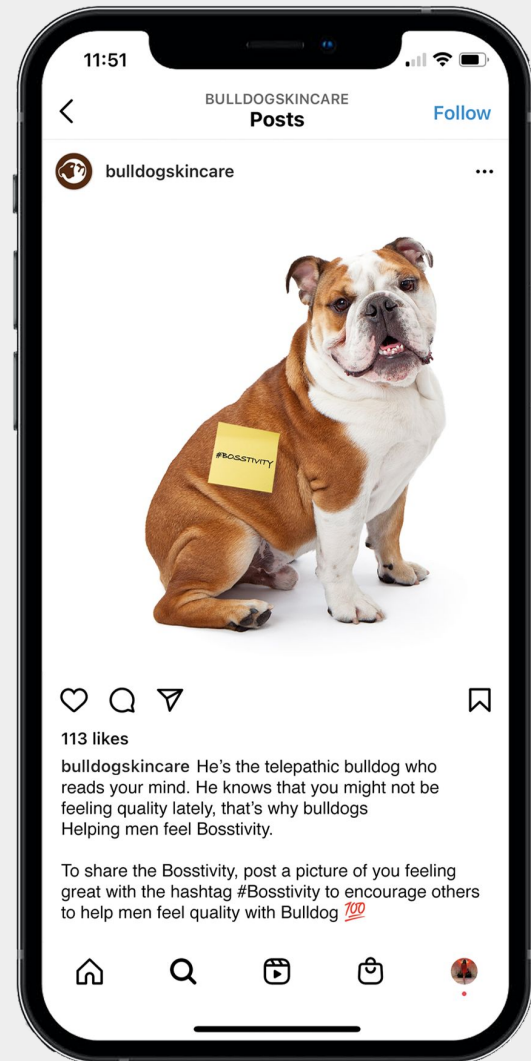
At the end it'll show the logo and line :

**Helping men feel BOSSTIVITY**

Comedic and light hearted tone.

Tik Tok Trend- [https://www.youtube.com/watch?v=Oxk03tf6J\\_Y](https://www.youtube.com/watch?v=Oxk03tf6J_Y)

# Instagram #Bosstivity



# Jar Stunt

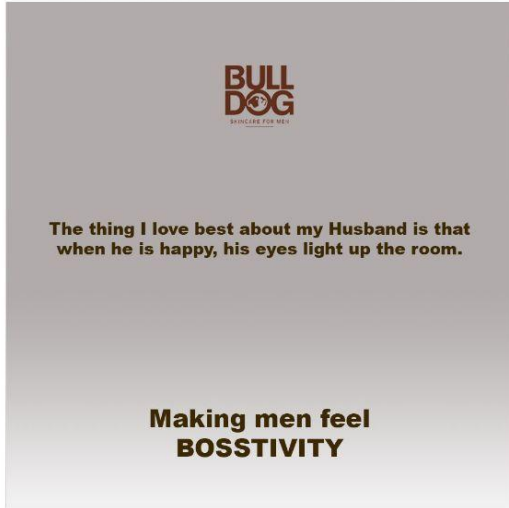


Have a giant bulldog jar placed in busy places such as; Towns. We will have a p sign next to it instructing people to write on a piece of paper that will be placed next to it, to write their favorite thing about a man in their life. These can be things that men usually don't notice about themselves. Afterwards the notes will be posted online by Bulldog.

# Favorite thing about men notes/ Instagram Advert

< BULLDOGSKINCARE Posts Follow

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145 likes

bulldogskincare

These are the notes we got from our gaint Bulldog stunt. We have some lovely response about mens beauty. Lets make men feel BOSSTIVITY.

[View all 5 comments](#)

1 day ago

# TV AD

## Script:

Middle aged man and the telepathic bulldog in bathroom getting ready side by side. Both stood at 'His and Hers' sinks facing mirror. Quick snappy camera work. Bulldog adds light hearted tone.

In sync they wash their face, put moisturiser on, combing their hair and then brush their teeth. Audience hears sound effects of them getting ready.

They turn to each other and both say **"Looking good man"**.

Then voice over from bulldog **"Bulldogs by your side"**

The logo and endline shows on screen **"Helping men feel bosstivity"**

