

NOTE This is sample writing only. I did not work for Unilever, or work for an agency/public relations organization. There have been concerns in the past regarding conflicting body image advertising for 2 of Unilever's products, Axe and Dove.

Dear Unilever customers,

Unilever strives to be a world leader in not just great personal care products for men, women, and non-binary people, we also want to be a world leader in being inclusive, non-discriminatory, and sustainable.

Telling good-natured, great stories through advertising is one of our goals in sharing information on our wide range of product offerings. We understand that some people feel the messaging of our Dove video featuring women describing how they see their faces compared to how others see them and the Axe commercial featuring a young man's fantasy of women mimicking his moves during a beach shower may seem contradictory and unflattering in tone.

We sincerely apologize if anyone was offended or disappointed by our product advertising. We value and appreciate your feedback and are always open to hearing your thoughts and learning from you. Unilever sells over 400 brands in 190 countries around the world – ours is a big family. We always want our brands to be a force for good in the world. Our large product selection means we advertise differently for each brand.

Axe strives to be a playful, fun, confident and appealing product for a largely male audience. Dove is also playful, fun, confident and appealing and we support strong, positive body messaging for women. We want to celebrate realistic beauty, all shapes, sizes and skin tones: authentic beauty is our goal. We're privileged to have you as customers and we will continue to monitor public input and make sure that our brand's messaging meets your expectations of our company's vision and goals of improving people's health, confidence and well-being.

Please share your thoughts and ideas with us, we've set up an action page on our website where we can both change the world for the better. We welcome you to take action on issues that you care about. Thank you for your feedback, everyone in our organization wants nothing more than to deliver products and services that give you a confident boost to your day and a more sustainable future.

Sincerely,

Unilever, PLC

This is for example purposes only.
2024 Leah Waldron