



## THOMAS GEY

NORDAKADEMIE UNIVERSITY  
OF NUREMBERG

Professor of Marketing and Strategic  
Enterprise Development



### HIPS FEEL GOOD-DOVE'S CAMPAIGN FOR REAL BEAUTY

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.

After finishing his studies in Business Management and upon completion of his PhD in Marketing, Thomas Gey worked in a large German publishing house as assistant of the Board of Directors. He then became a partner in an international consulting company and in 1996 he became a professor for Marketing and Strategy at the Nordakademie (University of Applied Sciences, Germany).

During the last few years he has taught at Northeastern University (USA), Southern New Hampshire University (USA), IPADE Business School (Mexico) and AKAD University (Germany).

The main emphasis of his research is Branding, Marketing and Ethics, Consumer Behavior, Online Marketing, Marketing Strategy and Sales Management. He has also conducted joint research projects with several international companies such as Still, Man-Neoplan, Hauni, Velux, Grundfos, Philips, Bp-Solar, Bauer Media Group, Hanse Merkur, Bertelsman, Creditreform, Siemens, Telekom, Yxlon, Aral, Autoflug, Flexi, Mega, Blohm, Dräger, Wilhelm Tell, Ruhrgas, Berendsohn, Basler and Raiffeisen.