

MEDIABRANDS  
Content Studio x *Dove*

**Dove**  
*The home of real beauty*





▲ © ThinkStock

## Onderzoek: de slappe buiken, striae en littekens van postpartumlijven zie je niet op Instagram

Research: The sagging bellies, stretch marks, and scars of postpartum bodies are not visible on Instagram.

[Algemeen dagblad](#)

Unrealistic post-baby body photos on social media could be causing new mums extra stress, study suggests

[Sky News](#)

## Post-pregnancy body positivity? On Instagram, it's hard to find

[The Guardian](#)

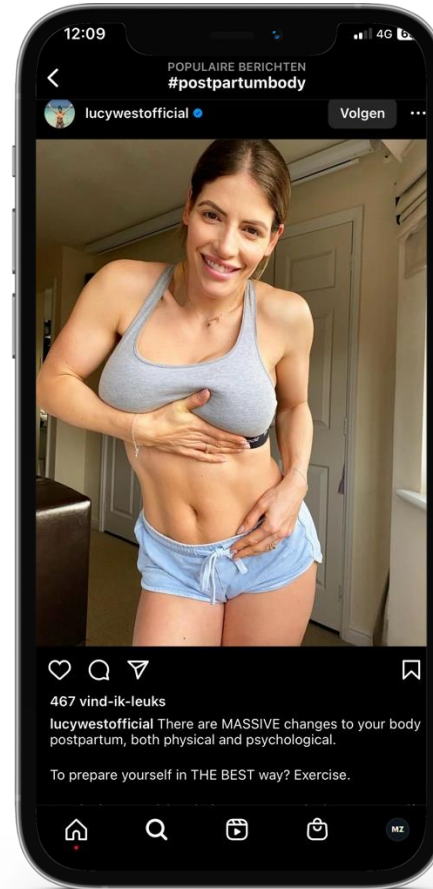


# Insight

**Research shows** that you rarely come across truly realistic photos of postpartum bodies on Instagram. Australian researchers delved into the phenomenon of #postpartumbody and found mainly a multitude of very slim women in activewear who had recently given birth.



# 'Perfect' pictures



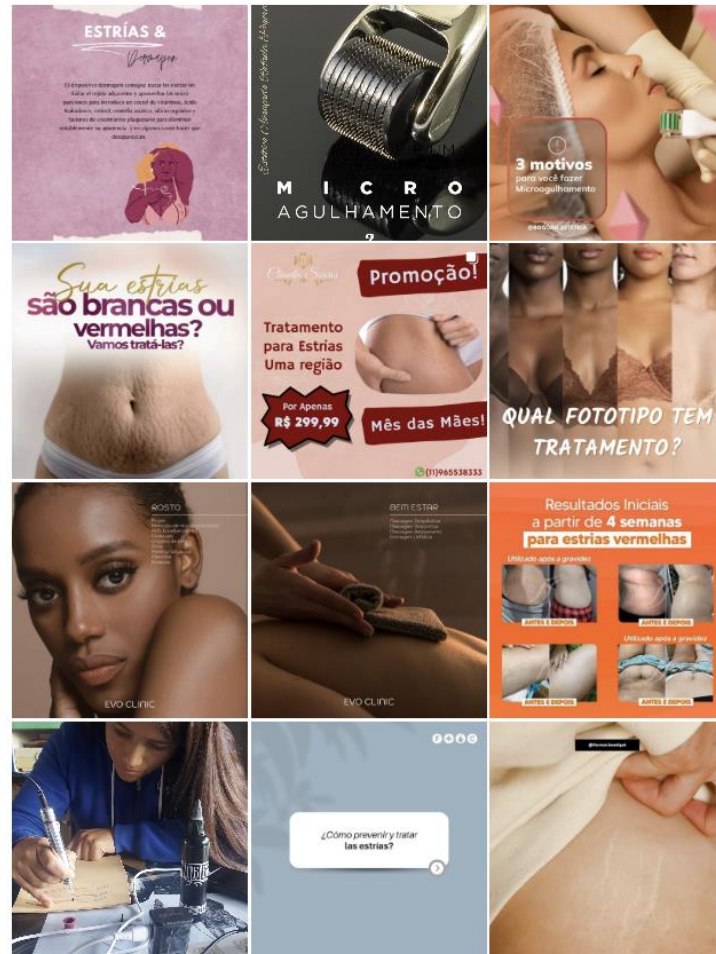




# #estrias

1.240.368  
berichten

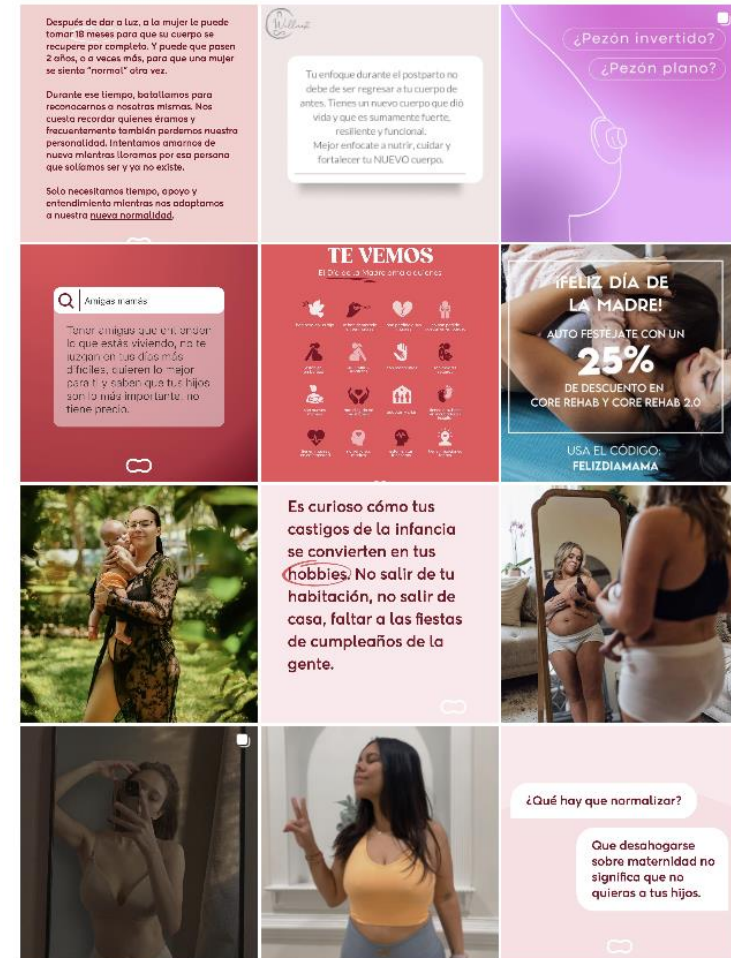
Meest recent



# #cuerpopostparto

3.560  
berichten

Meest recent



# Impact

#postpartumbody

The 'perfect pictures' can trigger feelings of physical dissatisfaction among new mothers. They can contribute to more serious mental health issues such as postpartum depression and anxiety. Also Young women who frequently use Instagram are less satisfied with their bodies\*.





**Dove**  
Real Beauty

*“We’re helping young people all around the world **build positive body confidence and self-esteem.** We want women and girls of all ages to see beauty as a source of confidence, not anxiety.”*



# Dove

Real Beauty

*Four out of ten women feel uncomfortable describing themselves as 'beautiful.' Among women aged 30 to 44, this percentage increases to 43%.*



You are beautiful just the way you are.



The idea





*EstriaGram*

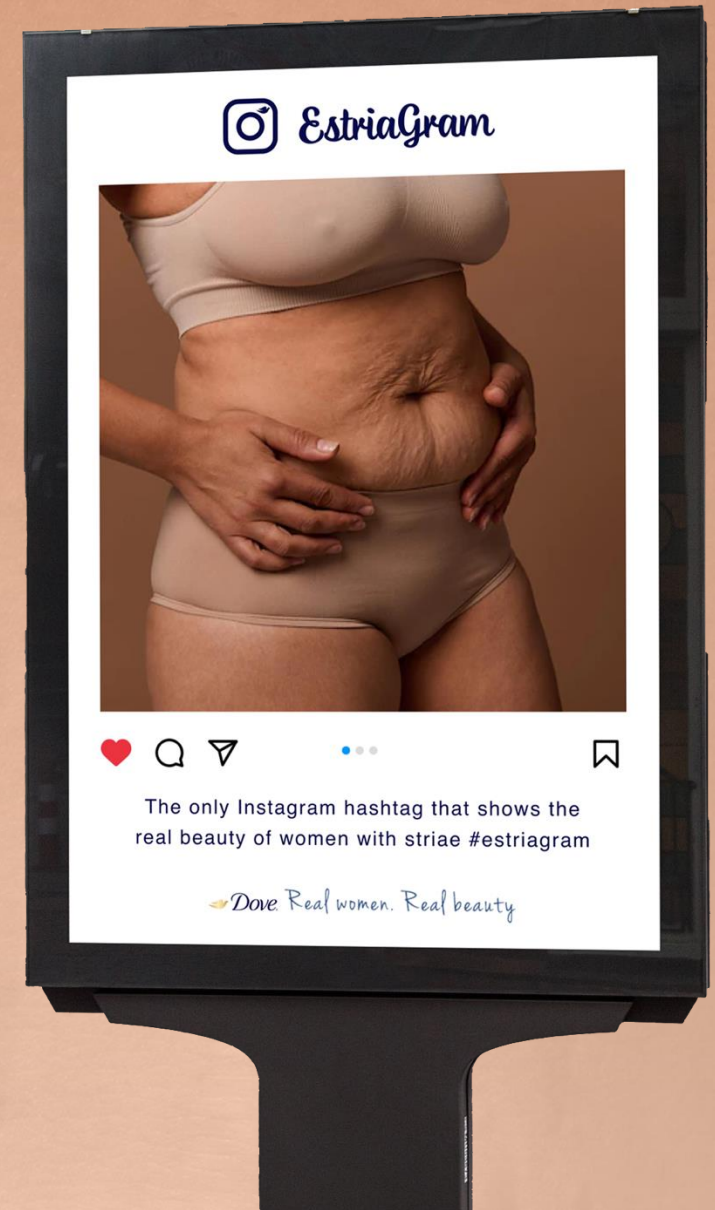
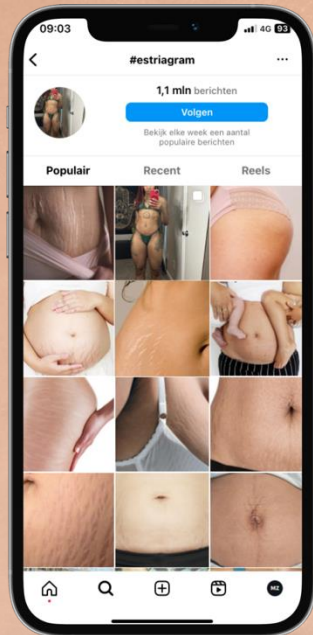
The only Instagram hashtag that showcases real beauty of women with stretch marks



# EstriaGram

The only Instagram hashtag that showcases the real beauty of women with stretch marks.

With this Instagram-focused campaign, we aim to share captivating photography showcasing beautiful women embracing their amazing bodies adorned with stretch marks. We will delve into the stories behind these stretch marks, celebrating their authenticity. All the inspiring content and campaign details will be gathered on a dedicated landing page. Join our community by using the hashtag #estriaGram and show your support for women worldwide. That's what Real Beauty is all about.



# When?

**Sunday 15 October**

Mother's day 2023 (Argentina)



# Storylines

Different stories to tell about the problem.

Time for some #bodypositivity!

## **Growing life – Short interview video's**

Of course, the birth of your child is a beautiful moment, but it's also a time of significant change. Your whole life gets turned upside down, during and after pregnancy. How does this experience affect women, and how do they cope with it?

## **Estriae: lines of love – Short story video's, Social Pictures & Digital Out Of Home**

After giving birth, you may not feel comfortable in your own skin, both literally and figuratively. Why do these love lines appear on your body but not on your timeline? It's time to make a change in that narrative. Join the community with #estriagram! Love your body, embrace estriae.

## **Loving your baby, loving your body – Long format & stories with experts**

All of these events lead to mental health issues for 1 in 5 women. This is a significant problem that we need to start discussing, together with experts and women who are experiencing these challenges.

## **Being a successful working mom – LinkedIn Stories with pictures & video's**

What is the narrative behind the power suit? How do women navigate the transition back to work after childbirth? And what implications does this have on their professional trajectories? These are all inquiries we can delve into, providing valuable insights to HR departments worldwide.



# Extra format

As a mother you might be focused on the imperfections of your body. Especially because of social media, showing the perfect bodies. But your kids love you no matter what. We let moms and their kids discuss the beauty of their bodies in front of the mirror in a longer video format.



# Any Dove Products?

Like any scar, estriae is permanent, but treatment may make them less noticeable. Treatment can also help alleviate the itch. ([aad.org](http://aad.org))

According to us, the Dove Deep Moisture body wash is the best product combination because it helps to hydrate and renew your skin. ([Previous video](#))





*Estria show **the unbreakable bond between moms and their kids**. Mother's day is a day to celebrate motherhood and empower mothers to love themselves.*





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**CONTENT STUDIO**