

FRAGRANCE AND PERSONAL CARE

SK-II calls attention to women's forfeited dreams in global outreach effort

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SK-II Dream Again in Singapore

By JEN KING

Japanese skincare brand SK-II is encouraging female consumers to dream again, regardless of their age or demanding responsibilities.

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SK-II's "Dream Again" campaign, part of its larger #ChangeDestiny campaign, is based on a survey conducted among 5,400 women in 14 countries, the results of which found that there were key barriers such as financial support, fear of leaving one's comfort zone and not fitting traditional definitions of success preventing the pursuit of childhood dreams. But, SK-II found that "doing what you love" and being satisfied with life's outcome are not universally shared by female consumers.

"'Dream Again | SK-II #ChangeDestiny' is the latest installment in the brand's #ChangeDestiny campaign, following the success of 'Marriage Market,' in empowering women to take control of their future and achieve their aspirations," said Gheisa Cruz, U.S. brand manager at **SK-II**.

"The #ChangeDestiny campaign challenges the belief that destiny is set at birth and celebrates women who have gone beyond limitations to achieve success," she said.

"By encouraging women to pursue to their dreams and empowering them to overcome personal and societal limitations, we hope to inspire more women to change their destiny."

SK-II is owned by **Procter & Gamble Prestige**.

Dream big

Per SK-II's Global Dreams Index survey, 82 percent of women who have pursued their dreams are satisfied with life and strongly identify personal success with the "doing what you love" mantra.

In Asian countries, women become less satisfied with their lives as they grow older, while their Western peers feel the opposite.

For example, 81 percent of Japanese and 67 percent of South Koreans women admit to having stopped pursuing their dreams. Comparably, in Western countries, 59 percent of women are pursuing their dreams.

Global Dream Index 2018
5,400 women. 14 countries. 6 continents.

50%

Given up on their dreams and are not satisfied with their current lives



51%

(Asian women)

vs

30%

(Western women)



Asian women vs Western women report dreams fade with age

Top 3

Reasons why dreams fade



Afraid of leaving comfort zone



Do not fit tradition



Limited financial support

Childhood dreams



Travel



Teacher



Doctor

Personal definitions of success



Able to balance career and family



Doing what you love



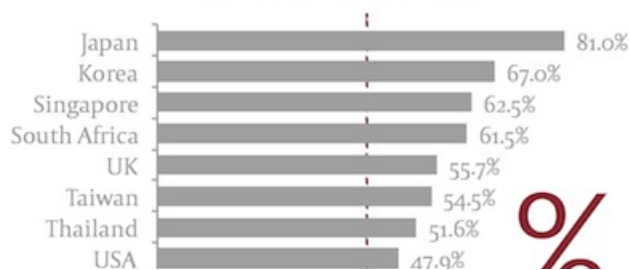
Being financially wealthy

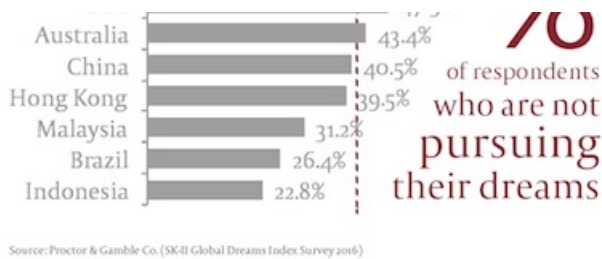
82%

of women around the world who pursue their dreams are satisfied with life

Giving up on dreams

% of respondents by country





SK-II's Global Dreams Index survey

SK-II's conclusion was that dreams begin to fade with age and consumers who still dream are happier than those who do not. To inspire its consumers to revisit their dreams, SK-II organized a social experiment featuring children, who are full of imagination and dreams, to serve as "surprise counselors for dreamless adults."

In the film, a number of women speak to an "adult expert" about how they have drifted away from childhood dreams as they matured and the responsibilities of life became the primary focus. As the four-minute video experiment concludes, the adult expert is shown to really be two young girls, hiding behind the camera.

When the interviewee and the girls meet face-to-face, the children remind the women to never give up on their dreams in simple yet powerful words of encouragement.

Dream Again by SK-II #ChangeDestiny

The Dream Again film was launched alongside an out-of-home initiative that saw SK-II visit 10 international cities June 21. While on site in locales such as the Great Wall of China, Gangnam, Seoul in South Korea and New York's Madison Square Park, SK-II inspired adults to remember what it was like to dream with help from local children.

In New York, young children approached adults in Madison Square Park where they encouraged them to "dream big." The adults were also encouraged to share their dreams on their social channels and physically on balloons that were tied to SK-II's "Dream Tree."

The effort was attended by style influencer Olivia Palermo and local bloggers Danielle Bernstein of We Wore What and Arielle Nachmani Charnas of Something Navy. The trio visited Madison Square Park to share their own dreams with SK-II and encouraging their community of followers to do the same.



SK-II Dream Again in New York

While in Beijing, SK-II hung large posters of children declaring their dreams along stretches of the Great Wall of China. The banners then transformed the landmark into a giant installation of dreams, encouraging all Chinese citizens who saw it to "believe in their right to dream."

"The ability to dream is a precious and necessary part of being fully alive," said Cate Blanchett, SK-II brand ambassador, in a statement. "Challenging one's self to pursue and manifest those dreams can sometimes be far less palpable. So I try to ensure I'm always looking forward and being open to new experiences."



SK-II Dream Again on the Great Wall of China

Supportive efforts

In an effort more closely related to SK-II's Dream Again, French jeweler Cartier teamed up with Refinery29 to showcase women working to fulfill their dreams in a dedicated feature on the digital media brand's Web site.

Refinery29 and Cartier worked together to profile five women who have followed their dreams in a variety of different careers for its Dream Catchers feature. Wearing Cartier's Amulette Collection, the women discussed where their lives have led them and how they have believed in themselves throughout the entire process ([see story](#)).

Separate from #ChangeDestiny Dream Again, SK-II tackled social stigmas held against women who are unmarried, either by choice or circumstance.

In April, SK-II helped single Chinese women overcome the stigma of being labeled a Sheng Nu, or leftover woman, in an emotional documentary-styled advert.

A Sheng Nu, meaning an unmarried female over the age of 27, is considered incomplete by Chinese society. SK-II's "Marriage Market Takeover" film, which went viral within a month, brings to light the difficulties these women face since being cast as Sheng Nu.

Part of SK-II's larger #ChangeDestiny movement, where the brand looks to defy age- and gender-related stereotypes, the Marriage Market Takeover film works to empower Sheng Nu to change their own destinies and challenge society's views on being unmarried ([see story](#)).

"SK-II is committed to empowering women with the message that they can control their future and have the power to create their own destinies," Ms. Cruz said.

"The #ChangeDestiny campaign challenges the belief that destiny is set at birth and celebrates women who have gone beyond limitations to achieve success," she said.

"SK-II is committed to empowering women to change the destiny of their lives and their skin."