# Writing an Official Statement

Consider the following two campaigns from Unilever, the parent company for both Dove and Axe Body Spray. Both show a very different perception of women:

Dove US *Dove Legacy | A girl’s beauty confidence starts with you* <https://www.youtube.com/watch?time_continue=4&v=Pqknd1ohhT4>

Axe *Axe Commercial Beach* [*https://www.youtube.com/watch?time\_continue=1&v=Xtfzitc8RM8*](https://www.youtube.com/watch?time_continue=1&v=Xtfzitc8RM8)

Many would argue the Axe commercial directly contradicts the message portrayed in the Dove commercial. Imagine Unilever has hired you to address these conflicting messages officially.

Prepare an official statement (approximately 500 words) that considers the ethics principles discussed in this topic. Remember you need to appease the public but you also want to ensure that you have your client’s (Unilever) best interest in mind; you don’t want to throw them under the bus. For example, you wouldn’t want to issue a statement that agrees completely with the public’s concerns about being contradictory, but you also wouldn’t want to imply that Unilever was unaware of its own marketing campaigns. Is there a way you can find a balance between the two messages? What can be the common throughline that you can present to the public?

Ensure you have good balance of both apology and company integrity.