

CLIENT

Dove Men+Care

BRIEF

Get men, families and employers to join us in championing paternity leave for dads everywhere.

WHO WE ARE

Dove Men+Care believes that “Care is the best of a man.” We celebrate a new definition of masculinity, one where showing care for yourself and others is the hallmark of a more modern, rounded and authentic way of being a man.

That’s why we’re championing better paternity leave worldwide – as part of comprehensive, paid family leave – so that every father of a newborn has the chance to care for the people who most.

BACKGROUND

What it means to be a good dad is evolving, and today’s dads are playing a more active, hands-on role in their child’s upbringing. In fact, 89% of dads believe it’s important that companies provide paid paternity leave benefits, so that men can be there from day one.

However, there’s still a long way to go. In the US, only 15% of men have access to paid leave. And even when dads do have access to leave, most don’t take their full time off because of pressure from employers and the culture generally. (Perception that dads don’t really need it since they didn’t go through delivery, fear of being perceived as not committed enough to the workplace, stereotypical portrayal of dads as clueless and unhelpful during baby’s first weeks etc.)

Why does this matter? Research shows that when men have the opportunity to care for their children, *everyone* benefits – from communities and workplaces, to spouses and partners (see more in “Resources,” below).

And perhaps most important to this brief, the *dads themselves* benefit in key ways:

- Greatly improved confidence in childcare/parenting
- Deeper, longer-lasting bond with his children
- Closer, stronger relationship with spouse/partner
- Increased career opportunities for spouse/partner
- General increase in happiness/satisfaction

THE INSIGHT

Our research has unearthed a simple, actionable insight – the more men talk about paternity leave, the more likely they are to take it.

THE OPPORTUNITY

Our research has unearthed a simple, actionable insight – the more men talk about paternity leave, the more likely they are to take it.

We need you to come up with a way to get men (esp. dads), their supporters and their employers to make a clear and public commitment to champion paternity leave.

To respond to this opportunity, ask yourself: How can we change social attitudes about paternity leave and show the world what today's modern dad is all about – caring for his family from the start? How we can encourage these men to prioritize paternity leave, and share with their online communities why this commitment is so important. And most importantly, when the time comes, how can we convince dads to take paternity leave themselves, ultimately changing society's perspective on what it means to be a great dad.

TARGET AUDIENCE

- *Men*
 - Age 25–45, either expecting or with children
 - All men age 25–45 who value authenticity, being true to themselves, and caring for others
- *Supporters*
 - Spouses/partners age 25–45
 - Current and future grandparents
 - Friends and family of a man who is expecting or growing his family
- *Employers*
 - Benefits decision-makers (such as directors of human resources and operations)
 - Managers (employees of managers who take paternity leave are more likely to take it themselves)

CONSIDERATIONS

- *Speak in our brand voice:* Our values are real, mature and have substance. Our personality is straightforward, authentic, warm and celebratory. In short, we show good guys doing good things.

- *Use social media as a force for good:* We're not just trying to spread awareness of the issue, we want to create real change. Show us how you can incorporate social platforms into your big thinking. How can social media amplify our message? What can our audience do to build a supportive social media community around paternity leave?
- *Research matters:* Research showing the importance of paternity leave is clear, persuasive, and easily available. Watch our "Dear Future Dads" video, explore our content hub, and dig into the data. Then talk to dads and other men around you to personalize the numbers and insights.

RESOURCES

- "Dear Future Dads"
<https://www.youtube.com/watch?v=qmaOe4RVWGU>
- Our Commitment to Paternity Leave
<https://www.dove.com/us/en/men-care/paternity-leave.html>