



## Anything to please

**Author/Director: Fabienne Game**

Producer: Arturo Mio

Country: France

Length: 52'

For over 6 months, filmmaker Fabienne Game followed the marketing team at Dove, flagship brand of the multinational Unilever. From briefings to debriefings, from a product campaign to a 'corporate' campaign, from the launch of a new shampoo to that of a slogan claiming every woman is beautiful, "Anything to Please" shows the daily grind of the marketing business and the formulation of a strategy whose ultimate goal is to get you, the consumer, hooked on a brand.

Coproduction TV: Arte France

TV participation: RTBF

Original version: French

Versions available:

French version

English version

German version

Credits:

Director: Fabienne Game, photography Phillipe Lubliner, Fabienne Game,  
Sound: Suzanne Newman, editing: Fabrice Salinié, Mireille Hannon,  
commentary: Bruno Labouré

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