

Y2K's Toxic Beauty Standards: Then vs. Now

For *Best Branded Content Integration*

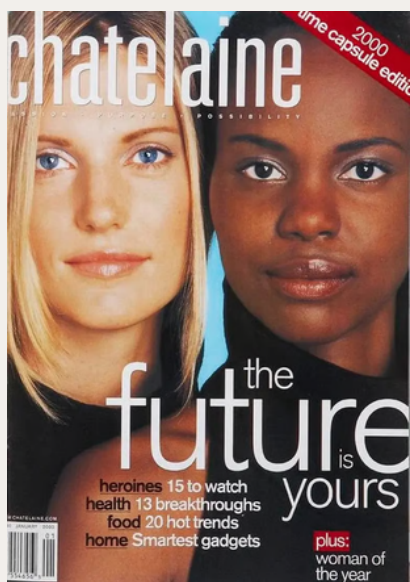
Campaign Overview:

In partnership with Dove, *Chatelaine* and *FASHION* created an immersive, archival-led branded content initiative that re-examined Y2K beauty culture through a contemporary lens. Leveraging decades of magazine archives, each brand launched a dedicated digital hub combining archival imagery, editorial storytelling and original video content.

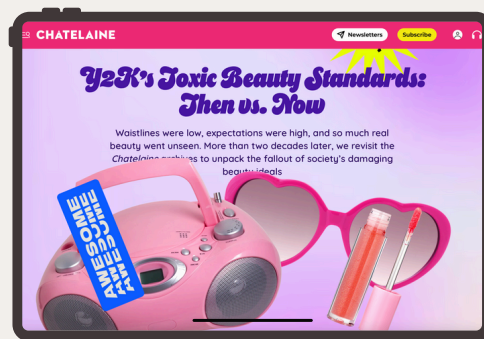
The campaign explored how early-2000s beauty standards shaped women's self-image, aligning naturally with Dove's long-standing commitment to challenging harmful beauty norms. Blending nostalgia with cultural commentary and emotional storytelling, the work engaged millennial audiences and sparked reflection on how beauty trends—and their impact—have evolved over time.

Execution:

- Digital
- Social
- Video



FASHION + Chatelaine magazines from the archives



see *Chatelaine's* microsite here



see *FASHION's* microsite here

Magazine's Role:

Chatelaine and *FASHION* were integral to the campaign's concept, storytelling and execution, leveraging the unique value of their decades-long archives and the trust they have built with Canadian audiences over generations. This campaign could only have been realized in partnership with heritage media brands whose archives serve as a living record of cultural and beauty trends. Each magazine created a dedicated digital hub curated from its own archival content, ensuring the storytelling was both authentic and deeply rooted in editorial expertise.

A central creative element featured the editors-in-chief of *Chatelaine* and *FASHION*, filmed within the archives as they revisited past issues and reflected on how beauty ideals and trends have evolved over time. The branded content team worked closely with the editorial teams throughout the process, from concept development to on-camera storytelling and final execution, ensuring the work met each publication's editorial standards while delivering meaningful, purpose-driven branded content aligned with Dove's values.

>> Liz Guber, editor-in-chief of *FASHION* (left), and Maureen Halushak, editor-in-chief of *Chatelaine* (right), were filmed in the magazines' archives for the campaign's original video content



[click to see the videos](#)

Performance / Impact:

The campaign drove strong engagement across dedicated digital hubs on *Chatelaine* and *FASHION*, performing **46%** over benchmark. The work generated organic social sharing and conversation around evolving beauty standards, reinforcing Dove's purpose-driven messaging through trusted editorial voices. The campaign also delivered emotional resonance and brand alignment that extended beyond traditional campaign metrics.