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| Client | SheSays | Project | SheSays Student Awards |
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Why does this brief exist?

As entry to the SheSays Awards 2016 RMIT Student Award, we need to create a print and digital campaign for SheSays to be featured in industry publication B&T and/or AdNews focusing on Gender Diversity in the advertising Industry highlighting how we can help close the confidence gap and empower women to get to the top of their career.

SheSays is a global organisation run by chapters across the world to support women in advertising, media and marketing through events, networking and mentoring. Why? Because we want to see more women at the top.

The Melbourne chapter has been running for 4 years now, and later this year we will be hosting the first Australian SheSays Awards where we recognise creative women and their role in our industry.

Who are we talking to?

Women (and men) in the advertising, media and marketing industry.

What behaviour, emotion or belief are we trying to change? What's the current barrier?

In 2008 only 3% of creative directors globally are women. This is said to now be 11% which is better but still a long way off.

SheSays believes that one of the contributors to this is the 'confidence gap' and a lack of female role models in senior positions.

We want to empower women in the creative industries to be more confident and therefore more ambitious

Key challenges to solve for

- Men play just as important a role as women in this issue. They are the current role models, and the ones that should be supporting women throughout their career as much as they do their male counterparts.
- There is a lot of talk about gender diversity but little action
- Assertiveness in women is often misjudged as 'bossy'
- Achieving gender equality seems like too big a challenge for individuals to have an impact on themselves. People don't feel empowered to drive change on their own around an issue this big.

What's our insight and proposition?

| CONSUMER INSIGHT | BRAND INSIGHT |
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| I hear about gender diversity but don't feel it's something that affects me. I know gender equality is an issue but I don't know what I can do about it. | SheSays celebrates diversity and top female talent in the creative industries – advertising, media and marketing. |

SINGLE-MINDED PROPOSITION

We all have a role to play in closing the confidence gap and helping women be empowered.

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| <p>What evidence do we have to support our proposition?</p> <p>I can help close the confidence gap Never to Junior to help close the gap You are the future of the industry Anyone can help build self esteem Strong, not bossy</p> <p>Thought Starters</p> <ul style="list-style-type: none"> - How can men help change in the industry? - Different stages of the career – junior vs senior - Empower people to do something, every small thing counts <p>Research</p> <p>The Confidence Gap</p> <p>The eight-year study by Bleidorn her co-researchers analyzed data from over 985,000 men and women across 48 countries, from Norway to New Zealand, Kuwait to South Korea, asking them to rate the phrase: “I see myself as someone who has high self-esteem study found that across the board – regardless of culture or country, men have higher self-esteem than women.”</p> <p>http://www.forbes.com/sites/margiewarrell/2016/01/20/gender-confidence-gap/#21bf01324f72</p> |
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| <p>What channels will we focus on to bring this to life?</p> <ul style="list-style-type: none"> - Print Ad (A2 – to be displayed on Awards night) - Digital Display Banner – 300w x 250h - Social Media Post - Facebook, Instagram – Image or/and Video |
| <p>What is our brand character?</p> <p>SheSays is empowering and inspiring but approachable and down to earth.</p> |
| <p>What does success look like?</p> <ul style="list-style-type: none"> - Reach: Greater awareness of SheSays and the gender diversity issue in the industry. - Engagement: Create a discussion around the topic. - Intent: See real change. |
| <p>What are the mandatories?</p> <ul style="list-style-type: none"> - SheSays Branding |
| <p>Deadline</p> <ul style="list-style-type: none"> - Deadline to enter the SheSays Student Awards is October 13th 2016 - Entries to be submitted online from August 1st 2016 at http://www.shesays.com.au/categories/studentaward/ |